

EXECUTIVE SUMMARY

Stimulation plays an important role in enhancing brain development to support children's intelligence. Every child has a different level and area of intelligence. Stimulation is very crucial that if a child lacks proper stimulation, he will be prone to disordered child development and even permanent disturbances.

At toddler age, children are in their golden period. This period only occurs once, it is when the growth (of the children's brain) is so fast that the children become very sensitive toward external stimuli which affect their optimal growth and development. Annelia Sari Sani, a Psychologist, said, "Delays in children development are often caused by the lack of stimulation from parents or the improper stimulation referring to the children's development stage ".Parents have an important role in the development their children. However, the role of parents sometimes cannot be optimal when it is not equipped with the right stimulus, while it is discovered that not all parents know how to provide the stimulus that is appropriate to their children's age.

GenStars exists to help parents understand how to optimize the growth and development of children through creative and educational activities for children at home by educating the parents through articles, tutorial videos with activity guidances that have been validated by relevant expertise team and also consultation services from a child psychologist. This will help parents connect in deeper relation to their children through children's activities, especially for parents with children of 0-3 years old, who work in urban areas and have an awareness on the importance of child growth and development.

The advantage of GenStars is in the application of post-test at the end of an activity which will suggest whether the child's development is following the milestone or not, with extra facility for a free consultation with a child psychologist. The competitors do not have such advantages. Most of them provide education through articles about parenting, some provide children's activities guidance but without videos and consultation with child psychologists. Furthermore, GenStars currently also has a website, genstars.id.

GenStars runs its business model through a subscription fee. Tutorial activity videos can be accessed once the customers have registered for subscription the same as the subscription in Kinedu application. In the future, if the consultation with the child psychologist becomes live chat, a fee will be charged for each consultation. GenStars uses social media ads and discounted activity videos to attract customer attention. GenStars also has a strategy that is to build a community of parents with children of 0-3 years old, in which parents can share their experiences and knowledge. With this strategy, facilitating webinars / offline events becomes easier compared to having no community.

Up to mid-August 2020. GenStars has had 200 Instagram followers since its soft launch on July 4, 2020, with an average of 10,000 viewers on the Instagram ad feed (per 2 days ad). Instagram ads started launching in early August. Previously it was done by using organic methods to attract followers. As for ads on Facebook, in the last 1 month, 22,769 people viewed the GenStars Facebook feed. Referring to the data presented by BPS with the Ministry of Women's Empowerment, you will find the total number of Indonesian children aged 0-3 who live in urban and rural areas (Total Available Market) in 2025 is around 21,214,190, with the growth rate of childbirth is 0,19% per year. In the next 5 years, GenStars is projecting of having 128,267 customers with a potential value of IDR 15,392,000,000.

Based on the data as well as the planned strategy, GenStars has the opportunity to grow. GenStars will be agile in keeping updates regarding the development of parents needs by carrying innovations in every year in both the services and products around parenting education. It is hoped that Genstars can help to fulfill the needs of parents.



