

EXECUTIVE SUMMARY

In Indonesia, poverty or lack of primary needs is one of the problems that has not been resolved to date, it can be said that a large sum of people need help or donations. Therefore, it is necessary to have a platform that can connect between those who are in need and those who want to donate. But with so many platforms, donors often do not feel facilitated, instead they feel insecure, distrustful of these platforms. This happened because of many cases or news that say the results of donations collected are not used or distributed to people in need according to the target, but instead are misused for personal or other purposes. One of the things that caused the above is because there is no transparency in donating, so donors do not know where their donations will be distributed, whether it is right on target or not.

SoFund is an online crowdfunding donation platform with ease use of access for individuals and organizations. SoFund focused on transparency. Transparency that Sofund offers is that donors know what their donation was used with full details up to the little things.

Marketing strategies that SoFund used are differentiated marketing. Which Sofund will focus on a few segment targets such as busy idealist, unaware potential, unengaged critics. Sofund chose that segment because it is the same as SoFund services.

SoFund will guarantee the quality that is offered to donors and beneficiaries to build satisfaction for SoFund users. Every campaign that SoFund offers already passed the verification process and authority approval which is conducted by the safety and trust team, and SoFund verification process will involve a face to face method with the patient so we can see the real condition of the patient. Then every donor that already donated will know the details of the use of their fund, and also the donation fund will not be transferred to the beneficiary but will be transferred to the hospital with a purpose to prevent misuse of the donation fund. Sofund will use internal and external recruitment systems, and will create a fair salary, benefit and bonus system to maintain existing employees.

SoFund Business will require a total investment of Rp. 7.500.000 which will generate npv value of Rp 178.109.746.877 as long the company operates with a BEP less than 4 years (3 years 8 months). SoFund will focus on welfare of stakeholders (employee, donors, and beneficiaries).