

## Executive Summary

Events are present throughout a human's life, from birth to passing away, there are numerous events that can be celebrated. This phenomenon is reflected by a pre-pandemic statistic that shows the potential value of the event industry is up to Rp. 500 trillion with 15-20% growth rate p.a with over 4.000 business players and 40.000 formal manpower. During the events, there are a multitude of equipment available to support the event. For example: lighting, sound system, stage, tents, etc. with their own specifications. For people with proper product knowledge, selecting among numerous brands and specifications might be simple, for those with minimal product knowledge, there are always risks of renting the wrong equipment resulting in disastrous event experience. Aside from that it can be observed this industry has no proper marketing channel and the transactions often depend on direct bank transfers to each vendor, resulting in a tedious workflow. From the vendor side, new customers are often hard to come by and they depend only on returning customers.

SORA (managed under PT. Solusi Acara Kreasindo) aims to solve the pains in the industry by providing an online platform equipped with a recommendation system powered by A.I. technology to ensure even people with minimal knowledge would be able to rent the optimal setup for their event by only answering few inquiries about their event. We understand that a failed event is fatal because some events cannot be repeated, and we want to help the event organizers by reducing the chance of a failed event by giving an accurate equipment recommendation. We also would provide a one-stop process ensuring that the renting process starts from selecting the equipment both manually or by A.I recommendation, to payment supported by 3rd party payment gateway, ensuring seamless experience. Additional services such as rush order and emergency services are available for a fee.

While it is clear that the pandemic hits the event industry hard, with the advent of alternative event platform such as live-streaming, online webinars, and recorded entertainment, the industry is expected to recover soon due to the immense popularity of such events, creating the demand for new types of equipments.

The concept of SORA is a one stop solution for event equipment renting, that means the app would have one seamless experience without the need of other applications or transactions outside of SORA. SORA would have both manual selection for the equipment and A.I recommendation for equipment selection. Also supported by 3rd party payment gateway for payment in installment or full payment. SORA would have two apps, one for the event organizer or those who would like to rent the equipment, and one app for the vendors. Both apps would be predominantly blue in color inline with SORA's branding and are focused on user experience to ensure retention rate. Additional services such as rush order and emergency services are available for a fee.

## **Mission**

SORA will be a hassle-free event equipment renting platform that offers convenience for event organizers to rent the equipment needed and to open up new markets for the vendors by providing a platform for them to market their products.

We understand that a failed event is fatal because some events cannot be repeated, and we want to help the event organizers by reducing the chance of a failed event by giving an accurate equipment recommendation. We also offer special services such as rush orders for sudden needs of additional equipment and emergency services should any problem with the equipment occur during the event.

## **The Service and Products**

The products provided are two applications, one for the user, one for the vendor and the services provided are rush order service and emergency services provided when necessary.

## **Management**

SORA would be managed under PT. Solusi Acara Kreasindo with its four founders. All of the founders held Master's of Management degrees from Prasetya Mulya University. The team is led by Jeremy Surya with several years of event management experience under his belt. His vast network of vendors and event industry's prominent figures would enable SORA to quickly garner an array of vendors willing to join SORA.

The operational aspect of the operation would be overseen by Anthony Steven, with a Mechatronics Engineering degree to ensure that the A.I system is developed and properly maintained and to ensure that the vendor acquisition team works efficiently to ensure a steady stream of new vendors.

The financial aspect would be maintained by both Jeremy Surya and Anthonius Brandon to ensure stability and availability of capital needed for operation and expansion, also for maximizing shareholder's value.

The human resources aspect would be overseen by Abel Yudo with a Sociology background to minimize turnover rate and ensure a healthy workplace and a balanced life-work lifestyle.

## **Target Market**

SORA segments the market based on two variables, the types of event, and the profile of the user. SORA would be targeting the convenience seeker of the social events demographic. The convenience seeker has a low product knowledge and values convenience therefore, SORA offers an ease of process and the accurate recommendation by using A.I recommendation.

## **Competitive Advantages**

- Accurate A.I recommendations for the optimal equipment.
- Integrated application, one stop solution for event equipment renting
- Rush order service
- Emergency services

### **Financial Projections**

Financial Projections are calculated using Free Cash Flow to the Firm (FCFF) and Discounted Cash Flow (DCF) Analysis based on 5 years projections. For further analysis, the Terminal Value with perpetual growth method will be used. The calculation results is that the business is feasible to run with positive Net Present Value. For the business feasibility test, scenario analysis is used with expected net present value of Rp 107,320,312,022.27 and probability of net present value < 0 7.27%.

### **Financing Requirements**

For the financial projections requirements, the initial funds will be gathered from 4 founders with the value of Rp 8,000,000,000. For the next round of seeding, the funds will be searched from venture capital. The amount of funds searched for each scenario from scenario analysis is as follows: Rp 13,000,000,000 for most likely. Rp 7,500,000,000 for optimistic and Rp 9,000,000,000 for pessimistic. The funds will be gathered by using convertible bonds with a vesting period of 5 years.

