

Executive Summary

Food, clothing, and shelter are human basic needs. The fulfillment of them will increase people's quality of life. Talking about shelter, especially in Jakarta, people dream to have a safe and comfortable house. However, in reality not everyone shares the same privilege to own it.

The main challenge in acquiring a house mostly related to the price. Land and house prices are consistently increasing makes it harder to acquire. Formal financial institutions come with a mortgage service to answer the problem. Nevertheless, not everybody has the access to those services because most of the institution still have strict regulation and required many administrative documents.

These administrative requirements hinder people, especially freelancers, from getting a mortgage in spite of their repayment capability. Therefore, there is a business opportunity to serve a mortgage access for these freelancers. At the same time, there are people who want to invest their money. Hence, EasyKPR: Peer-to-peer mortgage platform for freelancer idea emerge.

EasyKPR main business is to grant down payment fund for freelancers as an option to apply a mortgage, bypassing all the conventional administrative requirements. EasyKPR will process and assess the borrower's data through a credit scoring system. Eligible borrowers will be listed and get the chance to be funded through the peer-to-peer platform. Furthermore, the borrowers with a good credit history will connect with a mortgage services in a formal financial institution.

In the first three years, EasyKPR will focus on building and developing the platform and system for the borrowers and lenders mainly in Greater Jakarta area and after the third year EasyKPR aims to expand the market to wider area in Indonesia.

EasyKPR is currently looking for investors to get sufficient capital to start operating the business. EasyKPR predicts the NPV is around IDR 604 Billion, with payback period in 7 years and 2 months and IRR at 58%. Furthermore investors will also get the capital gain once the company is going public (IPO).

Based on the analysis of the financial technology industry, EasyKPR business idea would be a promising business idea considering peer-to-peer lending trend, the shifting of next-gen investors from the traditional to explicable apps for providing loans and a revolutionary solution for freelancers to get mortgage.