

## EXECUTIVE SUMMARY

Sensory Processing disorder has been an important phase in children development to build an adaptive response. Sensory integration helps children to master basic skill in example language, controlling emotion, computing, and other skills which support children development.

Disruption in processing sensory information known as sensory processing disorder. Individuals who has sensory processing disorder have a challenge in processing sensory information through their daily activities and growth. Base on research studies, 1 out of 6 children shown sensory processing disorder which affects their daily activities.

Children with SPD could be hypersensitive or insensitive at all with sensory stimulation (hyposensitive). SPD identification can be identify through conservative observation by school teacher or Specialist (Doctor / Psychologist), which requires a lot of charges.

PT Marasoca Indonesia, operates in education support services industry, provides Sensory Processing Disorder identification through Vision Artificial intelligence (AI) Technology for student, especially primary school students. The SPD results will be available in digital platform called Pind.ai which generates qualitative report and intervention program offers for each students. Company considering Vision AI technology to identify SPD will help the school to identify each students faster and more efficient. Lot of data collection acquired through vision AI, making school and parents could access students data and report progress real time/continuously. By looking at the data generated by pind.ai, school and parents could explore and analyze more about students interest and talent. In the long term, data collected will be used to identify other disorder which found in students like dyslexia and delinquency disorder. We are hoping with our services, personalize learning can be implemented in school and all the stakeholders in school could have more optimized teaching and learning process.

We are targeting primary school students because primary school is the first education level where students face a lot of interaction and formal education that sensory integration is important in this students development phase. As of 2020 there is 175,000 private and public primary schools across indonesia. We are segmenting and targeting the primary school potential market into 20,000 schools. Initially

company will operates and piloting in jakarta area, considering jakarta schools having a good infrastructure as teacher and school environment.

To develop pind.ai, company are supported and collaborating with child psychologist and Nodeflux. Child psychologist will determine behavioral parameter which commonly use to identify sensory processing disorder, talent and interest of the students. Nodeflux is a first and the largest Vision AI Technology company which will be involve to implement behavioral parameter created into CCTV camera in the school areas to monitor the students.

Total Capital needed to develop Pind.ai and runs the business is 10 billion rupiah. Forecasted payback period of the business is 4 years and 3 month.

Below is the business feasibility indicator :

Description	value
Net Present Value (NPV) 10 years	Rp 52.182.639.033
Internal Rate of Return (IRR)	43%
Discounted Payback Period	4 years 3 month

Business feasibility indicator calculated based on total international primary school, middle school and highschool in jakarta that will be company potential market total 206 schools. With the growing goverment interest in education system, company optimist pind.ai will get a good response from the schools and parents that will lead to best practice in student development.