

EXECUTIVE SUMMARY

Indonesia online travel market is the biggest and the most growing market in South East Asia. It is stated that Indonesia's online travel market growth at approximately 20%, and most of segments are millennials generation. Millennials online traveler have the tendency to do their travel planning research through digital platform in their smartphones. Smartphone gives us the convenience in bringing all databases throughout the globe into our hand. However, most traveler think that their travel experience could be more enjoyable if they have more freedom on deciding their own destination and activities in their trip. Most travelers think that travel service provider needs to implement and emphasize in personalization to their service proposition.

TALIA is an application-based trip planning service provider, with an implementation of recommender and suggestion system. With the recommender system, the users of the application can maximize their travel experience, since the application will recommend their trip activities based on their own preferences. The systems are enabled by using Artificial Intelligence or Machine Learning methods called collaborative filtering. TALIA is not the only service provider to ease these user's pain. Currently, there are some similar providers such as Visit A City, Trip It, and TripCase, although most of them are not based in Indonesia.

TALIA's value proposition is reflected in the catchword of "The automated, accurate and secure travel planner." To deliver this value, TALIA needs to integrate Machine Learning, API databases and automation algorithms synergistically. Proper data and content collection will make TALIA has the curated information to assure the accuracy of experience for the users. Our main segments are Luxury Traveler and Digital Nomads, with the macrosegment of Millennial Travel. These segments are known to have the most frequent travel activities. TALIA's objective is to reach 30.000 users in the first year.

To operate the business, TALIA will need to finance both the investment and operating cost of Rp. 5.5 Billion in total. With this total investment, TALIA could generate a Net Present Value of Rp 17 Million for 5 years period. TALIA also guarantees an Internal Rate of Return (IRR) of 26%, greater than WACC of 18.18%, and Payback Period in the fourth year. TALIA commits to maximize shareholders value and ensure a healthy company growth.