

EXECUTIVE SUMMARY

Creatifund aims to promote Indonesia's creative industries through a secure digital platform, thereby empowering artists across the country with resources in order to turn their dreams into reality. In this process, we will also be connecting creative people with like minded individuals to foster development and engagement within their community, and we aim to do this through developing technological advancements in our platform in order to create a safe and secure crowdfunding platform.

Creatifund is a limited holding company registered and established in Indonesia. The company is a start up, and co-owned by five individuals: Aurelia Audrey, Bryan Tjandra, Bryant Rusli, Theresia, Wilona Ariella Yahya. The five individuals are responsible for any and all decisions made by the company. We provide a platform to both artists and contributors as a place to meet and achieve a common goal. On Creatifund, artists are able to create projects of any kind that they'd like, and contributors will help them make it come to life through a crowdfunding platform. For the contributors themselves, they will be eligible to receive non-monetary benefits depending on how much they donate to the cause.

Our target audience for this platform are artists who wish to express themselves but do not have the necessary means to do so, such as those willing to bring their creative project ideas to life. These artists may have a vision to start a band, create an album, open up creative bazaars, etc which needs a lot of funding which is very hard to obtain. On the opposite side of the audience are contributors who have money to spare, and are willing to contribute to the artists' projects and be a part of it. In return the contributors receive non-financial benefits which are related to the projects such as exclusive merchandise or backstage tickets to concerts.

Currently in Indonesia, there has been a handful of crowdfunding platforms which could bring people who needed funds and those who can't to contribute to a better cause together. However none of them currently targets the Indonesian creative industry which is reported to have a vast growth in the near future. This gives Creatifund the first-mover advantage allowing us to penetrate and obtain the market early before competitors enter in the future. Based on our research and parameters, Creatifund is expected to record a total addressable market of IDR 6.4 Trillion and the current serviceable obtainable market of IDR 435 Billion which provides Creatifund a huge potential for growth.

Keywords: crowdfunding, donation, creative industry, projects, digital platform