

## EXECUTIVE SUMMARY

Micro, small, and medium-sized enterprises (MSMEs) are vital for the Indonesian economy, as they employ a large portion of the country's workforce and contribute significantly to its GDP. However, despite their significance, many MSMEs face numerous challenges when it comes to accessing credit to expand their businesses. Traditional lenders, such as banks, often deny credit to these businesses due to a lack of collateral or clear financial records. This leaves MSMEs with few options to secure the financing needed for their growth, which can stunt their development and hinder their ability to create employment opportunities. As a result, many MSMEs are forced to resort to unregulated and unscrupulous lenders that charge exorbitant interest rates, exposing them to financial risks that could potentially cripple their businesses. These challenges present significant obstacles for MSMEs, and addressing them is crucial for the sustainable growth of the Indonesian economy.

This is where Pinjaman Rakyat came. A P2P lending that is a proposed lending platform for micro-businesses aims to address this issue by utilizing collective responsibility to support the growth of MSMEs and promote financial inclusion. Collective responsibility means we group the borrowers consisting of 15-20 people. Each member is collectively responsible for repaying loans taken by others in the group, thus reducing default rate and encouraging borrowers to support each other and foster a sense of community. Lenders will have the option to diversify their investments across multiple cohorts, reducing the overall risk and ensuring a steady return on investment.

To solidify our business model, we have formulated a 5-year growth plan spanning from year 0 to 4. During year 0, we focus on preparations, including IT infrastructure and manpower. In years 1 and 2, customer acquisition takes center stage, recognizing its significance for a fintech company. Moving to years 3 and 4, our main focus shifts to customer retention to sustain our existing customer base while continuing to drive customer acquisition. Based on the GTV valuation, we have arrived at a valuation of Rp 81,280,489,779, and we are seeking Rp 25,000,000,000 in funding, which corresponds to a 30.76% equity stake in the company.

Keywords: Borrower, User, Lending, Group Lending, Micro Business