

EXECUTIVE SUMMARY

Creating jobs for the disables has been a problem in Indonesia, especially the hearing and speech impaired ones. Most of them have no idea what to do after they finished special schools, no connection or reference whatsoever. While some of them may had worked as a butcher in supermarket or as car washer, their career did not last long and eventually they moved from one job to another.

It had been found that hearing and speech impaired ones can still be taught about programming languages and graphic design. A few of them had been working in formal sector and some of the special schools in Jakarta taught about computers, such as SLB Pangudi Luhur. Since a lot of startup and creative economy appeared in Indonesia, the demand of programming and design boosted up about 20%. This is when the opportunity arise; creating jobs for the hearing and speech impaired ones through programming and graphic design.

The proposed idea of Unicare is to build an institution that provide the hearing and speech impaired ones programming and design courses. By choosing the location in Bumi Serpong Damai (BSD) and close to the Digital Hub, Unicare can keep in touch with the digital-based companies and become a headhunter to funnel the hearing and speech impaired ones to work there.

Estimated investment for Unicare is Rp. 6.500.000.000 to built the institute as well as building the awareness. The net present value is estimated at Rp. 14.860.211.593, with payback period of four years and eight months. In seven years, Unicare will educate more than 3.700 students and distribute more than 2.800 work force to formal sector in Indonesia, equivalent of 10% of market share.