

## Executive Summary

Growth in technology brings lots of opportunities to SMEs in Indonesia. According to data from Kementrian Koperasi Usaha Kecil dan Menengah Indonesia, there are around 59 million SMEs in Indonesia. However, only 8% (3,79 million) of the SMEs have digitized their business through online platform. According to Bank Indonesia statement in 2016, there are 3 main obstacles for SMEs to grow in Indonesia; (1) access to financing, (2) access to market, (3) limited capability and capacity of one business to do research and development. *Bisnis Pintar* exists to provide solution for SME's in Indonesia by helping them to manage their customer base and understand market trends better by giving insight and input.

There are 2 (two) main classification of *Bisnis Pintar* services;

- a) Customer handling, helping business owner to manage their customer base through technology driven chatbot and customer call center
- b) Market insight, helping business owner to understand current market better through big data analysis

Although there are already some providers to these kinds of services, the point of differences that *Bisnis Pintar* offers are AI based call center that support Bahasa Indonesia language and Industri report along with its analysis on future trend. All services use AI based technology and should be able to assist its user growing their business by providing competitive advantage to compete with other players in their respectable industri.

*Bisnis Pintar'* main target market is SMEs in fashion industri, which already marketed their products through online sales channel. In addition to that, these SMEs need to have medium to big customer base. The reasons behind is (a) *Bisnis Pintar'* services will not be fully utilized for offline business only, (b) CRM system is needed to handle medium big customer based, else the business owners still can manage their customer one by one personally. It is believed that there are more than 20 thousand businesses currently exists in this target segment, and it will grow rapidly in the upcoming years.

The pricing approach is freemium and subscription based, where *Bisnis Pintar* offers wide range of subscription plan. The pricing quantum is starting from Rp 2,250,000. - and up to Rp 4,000,000. - per month. The plan pricing structure are differentiated by how many features does a business want, and how long of the commitment they are willing to give. Free plan is available with only customer database feature that can be accessed. Through the pricing quantum above, *Bisnis Pintar*' pricing is closely under fair price compared to its other competitors. This pricing position is happening due to efficient manpower utilized, driven by the use of technology.

An investment of IDR 9 Billion is needed to launch *Bisnis Pintar*, where most of the capital are projected to build its technology infrastructure. The ownership structure is evenly distributed shares between its five Co-Founders. *Bisnis Pintar* will start to operate in profit by the fourth year and will reach breakeven point in the fifth year. Key success factor for *Bisnis Pintar* is market growth and business model shifting from rely on human based operations to become fully tech driven operations in the fourth year.

