

EXECUTIVE SUMMARY

Internet and gim addiction has been a major concern in most of the developed countries such as the United States and South Korea and it spreads towards developing countries in South East Asia. Given that the increasing trends of technology usage, exposures to internet and gims rocketed which therefore leads to a higher chance of addiction. Based on APA (American Psychiatric Association), internet and gaming addiction has been included in the DSM-5, which therefore has really become a serious threat. Numerous psychologists have been interviewed and they stated that internet and gaming addictions are not the problem. In fact, they are the consequences in the ways of nurturing children. Hence, internet and gaming addiction should be treated in an effective way, along with the community surrounding the addict itself.

Internet and gim addictions cases appeared in rising frequency during these past years in Indonesia. Various outcome of the addiction has been discovered and often leads to criminal actions such as thievery of motorbikes, even threatening someone with a sharp weapon. By far, it is not known institution which specifically can handles internet and gims addictions. Most of the patients are treated in a hospital, or a general psychological clinic. Thus, Titik Balik should be the pioneer practicing treatment of internet and gim addictions.

Titik Balik is targetting affluent and elite customer segments, namely students from private schools. In Jakarta alone, there are 298.116 students within the age range of 6-15 years old studying in private schools which may be the potential market of this business. Moreover, based on the research from Damianus Journal of Medicine, 33% of the students are addicted to the internet and games. Therefore, there are supposed to be around 100.000 thousands of students addicted to internet and games.

Titik Balik offers a holistic (one-stop centre) solutions for children with internet and gim addiction problems. Supported with trained psychologists, Titik Balik offers a concept of fun and playful. It does not use the term illness to avoid social punishment. Through a complete solution including assessment test, private consultation, family consultation, group activities until post-treatment aftercare, Titik Balik helps children to wisely use internet & gims and also helping parents to build a better environment for the growth of the children.

PT. Mutiara Anak Indonesia is the company name of “Titik Balik” business name. The company will employ 38 people on the first operational year. Titik Balik should occupy a place around 1000 m² in Cipete, Jakarta Selatan. It will consist of parking lots, main building (three-level floors) with consultation rooms, office and areas for physical activities.

Titik Balik requires around 12.000 million IDR for initial investment. For the first five years, the net revenue will grow around 25% p.a on average. Net income is forecasted to increase to 2.232 milion IDR on the fifth year of operational and provides 21,59% internal rate of return. With the nature of educational and treatment business, Titik Balik will have the payback period within 8 years and 10 months.

