

EXECUTIVE SUMMARY

Introduction

PT. Parama Nusantara Teknologi is a company engaged in the information technology industry that elevates the capability of healthcare services in Indonesia. Our products are targeted for healthcare providers (doctors and clinics) and healthcare users (patients). Healthcare providers can utilize our Patient Management System to improve the productivity in helping the patients and also bring in more patients. The integration between our Patient Management System and our smartphone application, used by the healthcare users, will make it easier for healthcare users to book a consultation schedule, while making it easier for healthcare providers to see information about potential patients.

Our products will be offered in a fairly competitive price range, considering our target customers are quite price sensitive. Thus, our competitive strategy is overall cost leadership where we will suppress all the costs required for the service to run by using third party vendor to support our infrastructure in variable capacity. This strategy is very important for the company to be sustainable.

Our Company and Company Culture

PT. Parama Nusantara Teknologi will be located at Wisma 77, Slipi, West Jakarta. The location is chosen due to a large number of people with adequate capabilities that fit with the company needs, lives and study around the area. With the vital human resource needs, the company will conduct a very strict recruitment process to ensure that only the right person will fill the position in the company. Our company will conduct flexible working hours' policy for its employees to maintain good performance by allowing employees to work in their most productive time.

Market Potentials

Based on data obtained from Euromonitor, in the next 5 years, it is projected that health goods and medical services will be the number one priority in the expenditure of the people of Indonesia. With Indonesia's active internet users of 88.1 million people along with 15% growth and the number of connected smartphones of 326.3 million devices, Indonesia is the right market for business in the field of information technology. Business players in the field of technology-based healthcare services are still relatively small and the products they offered is still in the stage of introduction. The number of doctors and small clinics is also increasing due to the national health insurance that could spur their income. This makes the company has enormous potential for growth.

Competitive Advantages

While compared to our competitors, we offer an ease of use for our users with very rich features. With thorough analysis in our user experience design, we believe that learning curve is fairly minimum. Our PMS will be priced in a very competitive pricing strategy and our smartphone apps could be used for free unless there is a transaction between patient and doctor. With independent self-checker, we have the technology that can help patient to look after their symptom before they go to the doctors. And if they managed to go to the doctor by book a session through our platform, doctor will get a report of their symptom from the platform before the patient comes in order to speed up the session. We can achieve these kind of features and advantages because we manage the system for both parties. These are the things that some companies are failed to see.

Financial Projections

At the beginning of its operation, PT. Parama Nusantara Teknologi requires an injection of funds from external investors to be operational. In the early years of operations, ie, year 1 to year 2, our company is still spending much in marketing expense to increase the awareness of the product and also compete with competitors by providing promos to customers. In year 3, the company will book its first profit of 1.945 billion rupiahs. These projections are based on the following considerations:

- A capital injection was given by investors to the company during the year in which the company was still spending much in marketing to gain users and dominating the market.
- Competitors in similar industries have approximately the same capital as the company.

Our projection shows that our revenue will grow from year 1 to year 10 with a CAGR of 74.79%. This will be accompanied by the cost per service which will also be decreased by 80% every year. All these will make the company's net profit growth increase with an average annual growth of 110 percent despite the loss at the early years of operation.

In order for this business to operate, PT. Parama Nusantara Teknologi requires funding of 15.85 billion rupiahs from Angel Investors and Venture Capital to be offered in the form of common shares and preferred shares. This business is expected to provide IRR of 26% with WACC at 20%.