

EXECUTIVE SUMMARY

People at their 40s have fear on their health conditions, if not by traumatic injuries or infectious diseases, by death that caused by chronic diseases like heart attack. The fact that there are more non-infectious chronic diseases appear lately, such as diabetes, hypertension, stroke, heart disease, etc, adding the stress to the already existing fear. Researchers blame urban lifestyle which includes heavy traffic, long working hours, pollution, and junk food. These diseases though, can be prevented by implementing the *Five Pillars of Anti-Aging* which include:

1. Right Diet,
2. Taking additional Health Supplement,
3. Doing Regular Exercise,
4. Relieving Stress,
5. Maintaining hormone balance through Bio identical Hormone Therapy (BHRT)

Unfortunately many people misunderstood the concept of *Anti-Aging*; people have a tendency to define *Anti-Aging* only as esthetic treatment in order to look young. Having studied the *Anti-Aging* industry, we conclude that there are two types of *Anti-Aging* Clinic treating people of age 40 until 60 years old; namely those who focus on esthetic and those who focus on health preservation. Treatment that focuses on esthetic, or *Esthetic Anti-Aging*, provides services starting from a simple skin treatment to reduce wrinkles on the face, keep tight skin and body, to plastic surgery treatment. Instead, the one that focuses on health preservation will be more specialized on health treatment, and we called it *Healthy-Aging* to differentiate between the two.

Our study found that there is a good opportunity to open the first premium clinic in Jakarta focusing on *Healthy-Aging* treatment for those who are 40 until 60 years old, and we called ourselves as Pratista Healthy Aging Clinic. Pratista services provide outpatient health treatment, such as consultation with healthy aging and specialist doctors, laboratorium examinations - including hormone checks, hormone therapy, and supporting facilities such as QueFIR sauna, aqua therapy, and medical rehabilitation as well. Pratista service cost ranges from Rp 300,000 up to Rp 10 million with an average cost per visit Rp 1.5 million depending on the treatment applied.

Unlike other hospitals or clinics, Pratista provides personalized and premium service, which means that each patient will feel truly being taken cared of. This personalized service will be realized through: appointment for consultation – so patients don't need to queue or wait for a long time, Personal Assistants who help arrange patient's schedules and taking care of patients in the clinic, doctors who will always keep updating him/herselves with regular patient health condition, and a health coordinator who will conduct weekly meeting with other doctors to discuss special patients' cases. This weekly meeting is aimed to avoid conflicting treatment from different doctors.

Our target market are those who live in South Jakarta and have a health conscious, either those who are sick or healthy, and willing to spend a minimum of Rp 3 million per month for health expense. Based on our interview, 2 from 3 people we interviewed are willing to spend money to come to the Healthy Aging Clinic to get a premium and trusted service. Competition research shows that there is a similar business in Bandung which is able to get 9,000 visits within 2 years. Therefore, this is a very potential business opportunity for us.

We apply focus differentiation business strategy to give a dedicated personal treatment to our premium patients through high quality human resources.

Our founder team consists of experienced managers in operational, finance, and marketing and also a doctor who has already an experience at running a clinic and has anti-aging knowledge. Having been carefully calculated an initial investment of Rp 8.5 billion with return of investment projection after 3 years is needed. The Net Present value (NPV) of the business is Rp 9.59 billion with assumption 5 years discounted rate average of 22.94% (adjusted based on inflation) and terminal value based on 2% growth. The Internal Rate of Return of the business is 48.05% after giving return of investment to investors worth 17% with assumption of 20% growth of patients per year. The patient growth is expected to be realized from marketing plans, excellence service, and the newest technology for our target market.

By offering an interesting return of investment in a fast growing industry, we are optimistic that Pratista Healthy Aging Clinic is very potential and therefore we invite potential investors to participate investing in this business.