

## EXECUTIVE SUMMARY

PT. Insinyur Banyak Uang, known as Insinyur Id, is a construction marketplace that connects project owners and construction service providers to build a house. Insinyur Id established to answer the issue from a project owner that was unable to initiate building a house, finding right consultants, fear of being overcharged from service providers in addition to an overdue project. On the other hand, an issue came from construction service providers which had a difficulty on getting a project, monopolized by brokers and unfit assignments that differ from the contract. By being trustworthy, accessible, and convenient. The differentiations are having many features such as real time monitoring, self planning, and clear contract. Insinyur id competitors come from a similar company that didn't have any features but only connect both parties which are not on the market yet. House construction business in Indonesia is appealing because it is the 4th largest with a population of 276.36 million and according to a survey from the PUPR Ministry in 2019, there 81 million millennials presumably do not have a home for various reasons.

There are two target markets which are Millennial SES A with a full time employee job and business owner who wants to build a house 36, 45 and 54 type located in BODETABEK. Construction service provider: consultant company and construction with small scale K1-K3 that wants to advertise the services. To enter the market, Insinyur Id partners with the planning consultant & building contractor association. Marketing campaigns of Insinyur id will spend 18 Billion throughout the first 5 years with various activities such as online campaigns and big exhibition events on ICE BSD. On the implementation of the operation it will have an operating expenses of IDR 1,1 Billion on the pre-launching phase and will be 6,3 Billion on the fifth year. Most of the expenses will be spent on employee salary and the cost for the required technology to support both the project and marketing team. In the fifth year, Insinyur id employees reach 118 people with most positions on sales and project manager that is needed for a larger workforce.

Insinyur Id will be funded by founders, the total initial investment is IDR 10 billion. On business projects within 5 years, the company shows positive NPV IDR 11,5 billion and a payback period of 3 years and 11 months. Results in a feasibility study that Insinyur Id has an intermediate risk investment which concludes it's worth to execute.