

EXECUTIVE SUMMARY

FIRST – Fast Response Security Application for Professional Women While Using Public Transportation in Jakarta

The issue of sexual harassment and violence against women in public transportation in Jakarta, Indonesia is a never-ending problem. FIRST focuses on creating a mobile application that provides a quick response system for female commuters to seek help in emergencies and report incidents of violence and sexual harassment. The need for such a service arises from the alarming rates of sexual harassment and violence against women in public transportation, particularly in major cities like Jakarta. Factors contributing to these incidents include a lack of awareness, inadequate supervision and security, inappropriate behavior, gender inequality, and social stigma. Surveys conducted by various organizations have indicated high levels of sexual harassment against women in public spaces, with a significant portion occurring in public transportation. The government has reported a sharp increase in cases of violence against women in recent years, making it a critical issue to address.

The proposed solution is a mobile application that empowers female commuters to seek immediate assistance when they face threats or harassment during their journeys on public transportation. The application's features include panic button, emergency notifications for emergency contacts, security team dispatch, call center support, user-friendly interface, and promotion of safety and peace of mind.

FIRST will offer application-based services integrated with public transportation and a panic button feature for emergency security. This solution differentiates itself from competitors with its integrated, technology-based approach and focus on safety in public transportation. The business model relies on a subscription-based fee that users pay when they subscribe to the service.

The target of this business is working women commuters aged 20 ~ 50 with A2, B, and C1 socio-economic status who use public transportation in Jakarta. This business will need Rp10,000,000,000,- for the first investment and another Rp2,000,000,000,- in the second year. Based on the investment, FIRST will have a positive Net Present Value as big as Rp7,071,916,551.-, IRR rate of 31.98%, Profitability Index (PI) 5.11x, and Payback Period of 4 years and 4 months. This proved that FIRST Business Plan is a strong business proposal and feasible with huge opportunities.