

EXECUTIVE SUMMARY

Motherhood is a profoundly significant event in the life of a woman. The journey of mother is filled with unique experience, responsibilities and emotions. Postpartum is crucial period for mother because of significant physical recovery, emotional adjustment. According to global data, 1 out of 5 mothers experience mental disorders during the pregnancy up to postnatal period. The survey of pregnant mothers showed 26.6% of mothers experience moderate stress.

One of the problem of mental health disorders is negative stigma which becomes a barrier for seeking help and solution from professionals such as counselor, psychologist and psychiatrists. Unpreparedness of mothers in facing childbirth and taking care of newborn is also one of significant factors influencing mental health disorders. Many mothers are not aware of their mental health disorders due to lack of awareness and knowledge about mental health. Additionally, mental health services in Indonesia aren't evenly distributed. Considering these issues, telemedicine is one of solution to facilitate access for mother to get the assistance, information from reliable professionals.

Buah Hati is the first platform for maternal health services during pregnancy up to postnatal period in Indonesia. The aim of this platform to solve mothers' problem including unpreparedness in caring for baby, lack of education and difficulties in mental health consultation. Through this platform, Buah Hati will improve the mental well-being of mothers during peripartum period. Healthy mental mother will have significant impact to the health of unborn baby and the baby after birth. Buah Hati provides holistic services which encompass comprehensive support to promote mental well-being of mother including mental teleconsultation by chat or videocall from counselor, psychologist and psychiatrists; home service by competent midwife including newborn service package, mom massage, lactation massage and baby massage; education service including webinar, seminar and workshop. Furthermore, in this platform mothers will be accompanied by artificial intelligence based "personal assistant" to answer initial questions about maternal issues, mom and baby's health and Buah Hati services.

The main user target of Buah Hati are Housewife and Working Mom who's live in the city. They can download the application for free from AppStore and PlayStore to access all of Buah Hati services. Buah Hati is projected to reach 242,000 downloaders

and 77,000 paid users in fifth year with peripartum mother service providers located in DKI Jakarta, Banten, West Java and Central Java. With exponential growth of active user of Buah Hati, revenue projection in the fifth year would be around 85 billion Rupiah.

We see that there is still a lot of business potential that will grow even bigger by expanding the coverage area of Buah Hati services throughout Indonesia. Break Event Point will be achieved in the fourth year of business'operation with 121,297 paid users and revenue 126 billion Rupiah. According to business feasibility analysis on most likely scenario, Buah Hati has positive Net Present Value, Modified Internal Rate of Return value above its Weighted Average Cost of Capital and Profitability Index more than 1. Additionally, based on the sensitivity analysis, Buah Hati can still generate profits even in pessimistic conditions. Therefore, we conclude that this business is feasible to run.

