

EXECUTIVE SUMMARY

This research and business plan focused on Web 3.0 theme, which new common in Indonesia. Web 3.0 is a new type of internet that introduces about “decentralization” network. The aim of Web 3.0 is to create a more open, transparent and secure internet where users have greater control over their data and privacy.

To deep dive the topic, we choose real estate sector as the object of research since nowadays this sector is interested to be discussed and popular topic in Indonesia. By having plan from government about Smart City and high demand of buying property, we focused to identify deeply about the technology needs to support the smart city and implementation web 3.0 in this sector.

After analysing which developer can be chosen, there are 3 aspects we check for, the asset volume, competitiveness, and big project handled or best practice. From this aspect we choose Sinarmas Land especially in BSD City since they’re on top 3 developer in Indonesia based on this aspect analysis.

The integration between the topic of web 3.0 and real estate-smart city is in technology used. In BSD City, it has application named OneSmile App. This application can integrate the activities in residence, facilities, and transactions. But the main issue after analysis with several tools is about data privacy, that impact with the utilization of applications.

With analysing the root cause and diagram relation, the cause of low utilization related with data privacy is about the lack of understanding user needs & behaviour. So, by integrating between the issue and causes found, the solution and risk mitigation will be discussed further related to solving the utilization of application in lack of understanding user needs & behaviour by using web 3.0 concept.

After identifying the root cause, also find the alternative solution about real-time data analytic and app enhancement (feature), there’s several potential impacts given. Such as find the trend behaviour and needs from user, how to increase the usage and customer satisfaction by improving CRM, find the business potential that increase the revenue stream and customer care feature (such as Home Services and IoT Solution Services and Business). By this, it can increase revenue stream opportunity into 5, customer satisfaction into 80%, and increase usage into 11%.