

## EXECUTIVE SUMMARY

Enliven Swap Station, under entity of PT. Elekrika Jaya Perkasa is a company that provides battery swapping services for electric motorcycles, aiming to address battery power shortages. With an extensive network of swap stations and advanced technology, Enliven makes travel with electric motorcycles easier, convenient, and sustainable. Targeting the defined market segment, Enliven focuses on commercial riders such as online motorcycle drivers. Online motorcycle drivers, who require frequent charging for their long daily travel distances, often charge outside of their homes due to unpredictable destinations. They used to cover daily distances for about 75-150 km, while a full electric motorcycle battery typically covers only 50-80 km. Therefore, Enliven comes up with the solution to provide a fast yet easy battery swapping for them.

Online motorcycle drivers make up 35% of all electric motorcycle riders in Jabodetabek, making them a strategic market target for Enliven. To cover these potential markets, over a 5-year projection period, Enliven plans to establish 141 battery swapping points in the Jabodetabek area. Aligned with marketing and operational strategies, the company aims to employ approximately 66 staff members by the fifth year.

Financial projections indicate the business is profitable, with a Net Present Value (NPV) over 5 years amounting to Rp 8,925,331,510, indicating returns that are able to surpass investments. The Internal Rate of Return (IRR) of 36.4%, exceeding the Cost of Equity Enliven demonstrate higher-than-expected project returns. A Profitability Index (PI) of 3.8 indicates the investment is viable and profitable. Moreover, a short Payback Period (PP) within the third year suggests a rapid capital recovery duration.

In conclusion, Enliven Swap Station is poised to capitalize on the growing market for electric motorcycles in Jabodetabek, offering innovative and sustainable solutions while achieving strong financial viability and profitability.