

EXECUTIVE SUMMARY

KASIIH is a digital platform designed to support mothers and families in achieving exclusive breastfeeding for their babies in the Jabodetabek region of Indonesia. Despite the proven health benefits of breastfeeding, only 20% of mothers in Indonesia meet the six-month exclusive breastfeeding recommendation, with various barriers including misinformation, lack of social support, and the demands of working mothers. KASIIH addresses these challenges by connecting mothers who are unable to produce sufficient breast milk (hipogalaktia) with those who have an excess supply (hiperlaktasi), providing a safe, regulated system for breast milk donation.

The platform leverages the increasing use of technology in healthcare to offer a solution to the growing demand for breast milk donors, which has surged significantly in recent years. KASIIH provides an automated matchmaking system that pairs donors (givers) and recipients (parents) based on medical history, dietary habits, and religious considerations, ensuring compatibility and safety. A critical feature of the platform is the mandatory medical screening for all donors, addressing the health risks associated with informal breast milk exchanges commonly conducted through social media. Furthermore, KASIIH ensures the safe storage and delivery of breast milk through specialized logistics services that maintain quality and safety standards throughout the process.

The market for KASIIH is sizable, particularly in urban areas where internet access is widespread. It primarily targets parents who prioritize the health benefits of breast milk over formula milk, which poses risks such as increased susceptibility to infections and chronic conditions. The platform's revenue model is built on service fees for medical screenings, storage, and logistics. In comparison to informal networks or non-profit organizations like Lactashare, which offer less regulated services, KASIIH differentiates itself by ensuring safety, compliance with medical standards, and convenience for users.

Strategically positioned to meet the rising demand for exclusive breastfeeding solutions, KASIIH operates within the health and technology sectors. Using Porter's Five Forces analysis, the business opportunity is strong, with limited competition from substitutes like formula milk. KASIIH's focus on safety, community welfare, and the use of digital technology offers a sustainable business model aligned with the Indonesian

government's goals of improving child health. As a sociopreneurship venture, KASIIH aims to positively impact public health by increasing breastfeeding rates and offering a reliable, socially responsible platform for mothers.

In conclusion, KASIIH is a scalable, impactful solution that meets the needs of modern mothers seeking secure, accessible, and regulated breast milk donation services. It leverages technology to address a critical public health need while building a sustainable business that prioritizes the well-being of infants and mothers in Indonesia.

