

EXECUTIVE SUMMARY

Indonesia as an archipelagic country has great potential in the fisheries sector. However, this industry still faces a number of challenges that hinder its growth. One of the main challenges is the low production efficiency at the farmer level. Dependence on human labor in the feeding process is one of the contributing factors. In addition, limited access to modern technology and difficulties in marketing the harvest are also obstacles for farmers. This condition causes low income and business sustainability for most fish farmers in Indonesia. Therefore, there is an urgent need for innovative solutions that can increase productivity, efficiency, and market access for fish industry players.

Aquaplexity is here as an innovative solution to overcome these problems. As a technology company, Aquaplexity offers a main product in the form of an autofeeder equipped with a software management platform. Autofeeders help increase production efficiency by providing feed automatically, on time, and according to fish needs. The software management platform allows farmers to optimize the cultivation process.

In addition, Aquaplexity also provides additional services such as market access and fish farming consultations to support the success of farmers. Thus, Aquaplexity aims to increase productivity, income, and business sustainability for fish farmers in Indonesia. Aquaplexity's goal is to become a strategic partner for fish farmers in increasing efficiency, productivity, and market access, thus providing a positive impact on the Indonesian fisheries industry.

The significant market potential of the Aquaculture industry in Indonesia drives the founder's ambition to expand Aquaplexity widely. Key business indicators that influence Aquaplexity's growth and sustainability include increasing the number of farmers, marketing strategies, and providing quality products to support the growth of the Aquaculture in Indonesia.

Currently, Aquaplexity has 16 fish farmers and 8 restaurants as partners, with a total revenue of Rp 30,979,500. This figure is projected to continue growing alongside Aquaplexity's business expansion, with a forecast of reaching 28,288 fish farmers and 5,159 restaurants by 2028.