

EXECUTIVE SUMMARY

The establishment of Dampingi is driven by a profound business opportunity: the empowerment of mom entrepreneurs (Mompreneurs) in Indonesia. Mompreneurs, while demonstrating significant entrepreneurial potential, often encounter challenges when scaling their businesses beyond the initial stages due to limited access to funding and tailored support services. Dampingi addresses this critical problem by offering strategic business consulting and facilitating connections with funding institutions, thereby providing mompreneurs with the resources and expertise needed to expand their ventures successfully. The company's suite of services includes financial support, personalized business consulting, and access to networks of investors and resources specifically tailored to the unique needs of mompreneurs. Dampingi's business model revolves around providing consulting services and financial support in exchange for equity or service fees, ensuring a mutually beneficial partnership with its clients. The company's impact is evident in its successful collaboration with two mompreneur clients, Sambel Alu and Beeme, resulting in significant sales growth and enhanced customer acquisition. Looking ahead, Dampingi's financial projections indicate promising growth trajectories, with anticipated revenue increases, steady customer acquisition rates, and positive cash flow. In conclusion, Dampingi is poised for expansion, leveraging its clear value proposition, demonstrated success in empowering mompreneurs, and strategic approach to business development and financial sustainability to drive continued growth and impact within the Indonesian market.