

EXECUTIVE SUMMARY

“Work From Office” (WFO) is a property management startup based in Jakarta, Indonesia, specializing in transforming office spaces to meet the evolving needs of businesses. WFO aims to revolutionize the workspace environment and drive value for its clients. Through market analysis and customer feedback, WFO identified the need for flexible, efficient, and aesthetically pleasing work environments. WFO's value proposition lies in its ability to provide end-to-end property management services, from design and build to ongoing maintenance and support. Key partnerships with design and build firms and contractors ensure seamless service delivery and access to expertise and resources. WFO employs multiple approaches, including direct engagement with existing clients, online platforms, and targeted marketing campaigns.

Financial projections indicate strong revenue growth over the next three years, supported by aggressive marketing strategies, operational expansion, and investment in physical assets and human resources. The financial projections encompass operational expenses (OPEX) such as office rent and salaries, which are estimated to increase over the next three years. Total costs, including office rent, wages, marketing, promotions, and administrative expenses, are estimated to increase from Rp 1,968,200,035 in Year 1 to Rp 4,623,580,574 in Year 3. The total revenue is forecasted to grow significantly from Rp 5,388,000,000 in Year 1 to Rp 17,052,000,000 in Year 3, resulting in a positive cash build. The valuation of Work From Office is calculated using the Discounted Cash Flow (DCF) method. results in a total NPV of Rp 42,400,864,653.60. For comparison, the venture capital valuation, using the average EV/Sales ratio of comparable companies like We Work and Regus, estimates the value in three years to be Rp 62,239,800,000. Consequently, the post-money valuation is Rp 46,018,402,777.78, with investor equity at 21.73% and owner equity at 78.27%.

The financing plan outlines the investment needs and fund allocation for the next three years to support the growth of Work From Office. The total investment required is Rp 8,597,740,668, covering operational costs, capital deposits, and expansion needs. The use of proceeds includes location development, acquiring key partners (interior design and construction team), marketing and promotion (strategy development, ad campaigns, promotions), product development (add-ons for furniture, security systems, legal services), and operational expansion and overhead (expansion of work areas, salaries, daily operational costs). This comprehensive financial planning ensures that Work From Office is well-prepared for sustained growth and operational efficiency in the coming years.