

## **Executive Summary**

*According to data from the Ministry of Health in 2020, the infertility rate among couples in Indonesia is 10%–15%. This translates to 4–6 million couples out of 39.8 million couples of reproductive age requiring infertility treatments. There is a high demand for comprehensive fertility services, particularly in the Jabodetabek region, which has the highest population in Indonesia. These services include In-Vitro Fertilization (IVF), Intra-Uterine Insemination (IUI), embryo cryopreservation, genetic testing, and other assisted reproductive technologies.*

*In 2021, IVF clinics in Indonesia provided only 13,000 cycles, representing about 0.3% of infertile couples. This number increased to 14,210 cycles in 2022 across 49 IVF clinics, with a success rate of 30%–40%. Of the total clinics, according to the PERFITRI registry, there are 20 fertility clinics in Jabodetabek: 12 in Jakarta, 2 in Bekasi, 5 in Tangerang, and 1 in Depok. The estimated number of IVF cycles for 2023 is 15,000 from 60 IVF clinics nationwide, with an average growth rate of 15%–20%. The Jabodetabek area accounts for 45% of these cycles, approximately 6,450 cycles.*

*Based on ICMART data and an interview with Prof. Dr. dr. Budi Wiweko, Sp. OG(K)-FER, MPH, the ideal coverage for IVF clinics is 600–700 IVF cycles per one million people. In Indonesia, the current rate is 55 IVF cycles per one million people, indicating a significant shortfall from the ideal coverage. Therefore, the opportunity for growth in this sector remains substantial.*

*The fertility industry in the region has significant growth potential, and Klinik Pro-Baby has a unique opportunity to stand out, as most competitors have not prioritized patient-centric approaches that emphasize service and satisfaction alongside advanced technology to improve treatment success rates.*

*The current shortage of IVF clinics in Indonesia highlights the need for more accessible fertility services. Providing emotional and psychological support for couples seeking fertility treatments, both from healthcare providers and their social networks, is essential. Qualitative research conducted with experts, IVF clinic staff, and potential patients has identified several key factors influencing a patient's choice of fertility clinic:*

- 1. Competent Professionals: The success of IVF clinics relies heavily on skilled professionals, including fertility consultant endocrinologists [K(FER)], andrologists, and embryologists.*
- 2. Advanced Laboratories: State-of-the-art laboratories are essential for performing procedures such as genetic testing and embryo cryopreservation.*

- 3. Patient Convenience: Ensuring a positive experience for couples undergoing fertility treatments is crucial. This includes short waiting times, personal assistance, wellness programs, and consultations with professional psychologists.*

*The research highlights the need for comprehensive and patient-centric fertility services in the Jabodetabek region, pointing to significant business growth potential. Key elements for success include high treatment success rates, professional service, emotional support, and patient convenience.*

*Financial analysis indicates that this business plan will achieve a payback period of 6.5 years and an IRR of 22%, demonstrating financial viability and potential returns that exceed the cost of capital in the most likely scenario.*

