

EXECUTIVE SUMMARY

In the face of growing environmental challenges resulting from global warming and human activities, Indonesia, located in the Earth's equatorial region and lacking sufficient environmental awareness, is deeply affected by these issues. EcoGift is committed to raising awareness within Indonesian society about environmental concerns and encouraging increased participation to help alleviate these problems.

EcoGift is a registered limited holding company established in Indonesia. The firm is a startup co-founded by Christopher Sadikin Limandibrata and Vanessa Mirta Harianto who are responsible for all company decisions. Our startup platform serves as a bridge between passionate, environmentally conscious Indonesians with the means to contribute ("Benefactors") and dedicated non-profit organizations ("Project Initiators") developing sustainable projects across Indonesia.

EcoGift empowers Project Initiators by boosting project visibility and streamlining fundraising, enabling them to secure critical funding for impactful environmental initiatives. Simultaneously, Benefactors gain access to a comprehensive platform, empowering them to stay informed, actively participate in environmental actions, and contribute to a greener future.

While existing crowdfunding platforms connect individuals with projects needing funding, none specifically address sustainable projects targeting Indonesia's unique environmental challenges. EcoGift's first-mover advantage positions us to capture this market early, before competitors emerge. Our unique selling proposition is further strengthened by providing regular transparency reports and progress updates for Benefactors, alongside additional advertising and consulting services for Project Initiators.

According to our research and parameters, EcoGift is expected to have a total addressable market of IDR 483 million and a current serviceable obtainable market of IDR 123 million, indicating substantial growth potential.

Keywords: environment, sustainability, donations, crowdfunding, digital platform