

EXECUTIVE SUMMARY

ProResto aims to revolutionize the restaurant industry in Indonesia by providing a seamless digital platform that addresses the critical needs of procurement and financing. Our platform empowers restaurants with access to a diverse network of reliable suppliers and flexible Buy Now, Pay Later (BNPL) financing options, ensuring they can focus on delivering exceptional culinary experiences without the burden of financial constraints. By integrating procurement and financing in one comprehensive solution, ProResto enhances operational efficiency, reduces costs, and supports sustainable business growth.

ProResto is a startup established in Indonesia, co-founded by Felicia Verlyn Kristiandi (CEO), Nathan Samuel Setiawan (CFO), Agnes Ancilla Limanto (CHRO), Vincent Zhuang (COO), and Nicole Mitchell Santoso (CMO). Each founder plays a crucial role in shaping the company's vision and driving its success. Our platform is designed to cater specifically to restaurants and cafes, addressing their unique challenges in supply chain management and working capital needs.

Our target market includes small to medium-sized restaurants and cafes in the Jabodetabek area. Through extensive qualitative and quantitative research, we identified the pressing issues these businesses face, such as managing multiple suppliers, maintaining a steady cash flow, and accessing reliable financing. ProResto provides a solution by offering a streamlined marketplace for high-quality raw materials and a BNPL financing option that helps manage cash flow effectively.

ProResto's revenue model is built on two primary streams: marketplace fees and BNPL financing commissions. We charge a commission fee for transactions conducted on our platform, benefiting both merchants and users. Additionally, we partner with third-party BNPL providers to offer financing solutions, earning a percentage of the interest without bearing the risk of default.

With an initial capital investment of Rp40 billion, ProResto aims to sustain operations and drive growth over the next three years. By leveraging our first-mover advantage and unique value proposition, we are confident in our ability to capture a significant share of the market and establish ProResto as a trusted and essential partner for restaurants in Indonesia.

Keywords: *marketplace, financing, BNPL, restaurant industry, digital platform, procurement, supply chain management*