

EXECUTIVE SUMMARY

In order to provide assistance to over 19 million people above 15 years of age suffering from mental disorders and more than 12 million people above the age of 15 suffering from depression based on the Basic Health Research (Riskesdas), the potential for the provision of mental health services is very promising. This is supported by the increase in mental health disorders in society after the emergence of COVID-19 (Ministry of Health, 2020), as well as the stigma faced by individuals with mental disorders in Indonesia.

CARI is an application that connects clients with chosen psychologists. This way, clients can meet with the right psychologists to help address the mental health issues they are facing. CARI aims to become a platform that cares for mental health and supports the future of Indonesia.

With a contributed capital of IDR 7,947,255,000 (Seven Billion Nine Hundred Forty-Seven Million Two Hundred Fifty-Five Thousand Rupiah), used for purchasing office/workspace investments, app development, and pre-operational expenses, the capital structure consists of 90% equity and 10% loans. Through analysis conducted assuming a most likely scenario, the Net Present Value (NPV) stands at a positive value, with an Internal Rate of Return (IRR) of 46% and a Payback Period of 7 years. Sensitivity analysis performed reveals that changes in revenue and WACC (Weighted Average Cost of Capital) will significantly affect the achievement of NPV. Therefore, risk identification and mitigation are necessary to ensure the company's targets can be achieved.