

Executive Summary

The rise of the corona pandemic caused people to become more aware of their health. Based on surveys, more than 60% of people become more aware of their health. Therefore, there is an opportunity to provide healthcare products to improve their health or immunity. With these opportunities rise another problem, after several months of lockdown regulation from the government, the government made a new regulation to obligate every company to reduce the office capacity up to 75%. Hence, most of the offices implement flexible working arrangements that allow the employee to do partial WFH. Due to this situation, many people could not fulfill their health needs because of insufficient time to focus on their health every day. They had to wake up early because the traffic was already back to normal. Therefore, they need a solution to provide their health needs without any hassle.

Puryfit provides a solution for these problems, Puryfit by providing cold-pressed juice to fulfill their nutritional needs easily. Puryfit makes it easy for customers to fulfill their nutritional needs. By understanding that the product's barrier to entry is shallow, Puryfit still tries to deliver the product in different ways to make it more attractive to the customer by creating various programs. Puryfit tries to focus on changing customer behavior to consume healthy products regularly with specific goals. As a result, the products provided by Puryfit are Detox Package, Daily Boost, and Fertiboost. Detox Package use for cleansing purposes, daily boost use for daily vitamin intake, and Fertiboost to increase fertility. In the future, Puryfit wants to be in every human life cycle from infant to elder. We are planning to expand our product for the elderly, prenatal, and lactating. Within 2 or 3 years, Puryfit would like to develop a platform to help people access their healthy lifestyle with online exercise classes like yoga, meal plan, nutritionist consultation, and et cetera. Besides that, Puryfit also plans to expand its product to other health products such as healthy catering, snacks, and desserts. Puryfit would like to become a one-stop solution for all healthy lifestyle products and services with this plan.

For sustainability purposes, Puryfit chooses a subscription revenue model. However, it takes much effort to educate the market because the market still does not have the behavior to consume juice regularly. Puryfit has learned that selling only in packages causes a meager customer retention rate. The total market size available in Jakarta, Bogor, Depok, Tangerang, and Bekasi is 22 million citizens. 48% of these citizens are categorized as upper class in Jabodetabek Area, thus the total available market is around 10 million. In year 5, Puryfit aims to gain around 450 thousand customers from this total available market. Currently, Puryfit serves over 400 customers across Jabodetabek. The sales growth has increased a lot from 1,6 million IDR revenue a month now it has been stable around 30 million IDR revenue a month. The revenue growth has reached 24x from the initial monthly revenue, and the average growth of the revenue every month over the year is 50% growth each month. With the current growth rate, estimated business valuation with a

multiplier method can achieve up to 5 billion in 3 years. Until June 2021, Puryfit customer lifetime value has reached 1,4 million IDR with a projected lifetime of around 4 to 5 months. This customer lifetime value has been increased around 50% compared with customer lifetime value in January 2021.

Puryfit was established by two founders, Jasson Harsojo and Deo Savero. Jasson Harsojo is the CEO and COO, while Deo Savero is the CMO. Jasson has experience in the technology field for more than 5 years, while Deo Savero has 3-4 years of experience in the social media field and he also has experience in healthy food and beverages for over one year. Over the year, Puryfit has been evolved a lot, in the beginning, Puryfit only provides daily boost, then after 5 months Puryfit decide to launch detox package, then the next 4 months Puryfit decide to do a collaborate with one of the fertility clinics in Jakarta named Bocah Indonesia to launch Fertiboost. In July 2021 we are planning to use customer retention platforms to create loyalty programs to increase the customer lifetime value and increase the retention rate.

The financial projection for Puryfit at year 5 aims to gain net income of around 60 billion rupiahs, this income is achieved by providing health products and services. Net income projection at year 5 has grown over 63 times compared to the first-year projection which only gains 950-million-rupiah net income. The actual performance of Puryfit the past 1 year has been amazing, even though it's still far from the projection, the revenue from month to month always shows improvement in average 20-30% growth of revenue every month. Currently Puryfit has served over 500 customers across Jakarta, Bogor, Depok, Tangerang, Bekasi, and Bandung. Puryfit also has done several collaborations with other brands such as Nutritionisme and Bocah Indonesia Fertility Center. The funding needed to achieve this projection, Puryfit needs funding around 1,5 billion – 2 billion in the first 2 years to educate the market, increase production capacity, and develop Puryfit's website platform that will be launched in the third year.