

EXECUTIVE SUMMARY

The Xinergis mission is to empower team leaders and members in delivering successful execution that gains business outcomes.

Overview

Xinergis is a new portfolio of Ryska Professional Services (RPS). RPS serves the execution advisory business since 2014 and has served customers in various industries: Oil & Gas, Telecommunications, Aviation, Banking, Government Ministries & Agencies, also Special areas. By examining the problem in execution and opportunity in New Normal, RPS desires to digitalize execution process to seize more customers and industry segments.

The Problem

Execution is a vital process of a business to transform its strategy into business goals. However, managing execution in New Normal is challenging due to: 1.) **Overwhelmed meeting but lack of actionable output**, which leads to the lack of action and productivity degradation; 2.) **Delay in decision making**, caused by the unavailability of fit and real-time insights; and 3.) **Unaligned execution with goal**, which triggered by the inability of existing tools in connecting the low-level activity with the strategic goals. The failure to overcome those difficulties leads to setbacks in the execution process and unfulfilled business objectives.

The Solution

Xinergis offers a SaaS-based execution management tool to simplify the work tracking and collaboration process in the New Normal situation. This solution comes with three main features to answer the problems: 1.) **Goal setting**, which accommodates goal and timeline arrangements for gaining a comprehensive view of work structure; 2.) **Meeting & execution management**, which covers action tracking from every output taken in a meeting. Other functions covered in this module are video conferencing, meeting transcribing, and document archiving with the line of approval; 3.) **Dashboard & report**, which laid out real-time status of execution and activity history to accelerate the decision-making process. Xinergis will also be enhanced with artificial intelligence (AI) technology to sharpen customer experience: **A smarter, simpler way to get work done.**

Our Target Market

Xinergis serves nationwide team leaders and members in enterprises sector, with targeted activity: Executing work with the internal and external teams in a fully remote and hybrid situation. The customer of this product is the leader, while the users are the leader him/herself and the team members.

Key to Success

Xinergis is new to Collaboration and Work Management market, but we have several advantages that are sure to lead to success.

- Introduces new tool “execution tracker”, which has clear product roadmap and is built using proven best practice by execution expert.
- Has 100.000+ potential early adopters from existing execution advisory service by RPS.
- Serves bundled service with RPS to increase customer experience.
- Partnership with research institution in developing Artificial Intelligence (AI) solution.

Financial Projection

Based on the size of the market and our defined market area, the revenue projections from subscription fee and professional service fee for the first year is Rp 3.4 billion. With a Compound Annual Growth Rate (CAGR) of 116% for the six years period, 2021-2026, Xinergis expected to achieve revenue Rp 160.95 billion in 2026. To support the goal achievement, we aim gross margin of 75-80% from yearly target revenue with expenses allocation as follows: 20-25% for COGS, 45-65% for operating expense, and 5-10% for capital expenditure.

Start-Up Financing Requirement

Xinergis seeks an operating line of Rp 5 bio to finance our growth to reach product-market fit. The fund will be used for 1.) enhancing product & adopting AI technology, 2.) developing IT infrastructure & organization development, and 3.) growing sales & marketing.