

## **EXECUTIVE SUMMARY**

*WeShowcase is a digital platform that acts as a marketplace for live performers (talents) to be found by event creators (clients). WeShowcase provides lots and various curated talents from different live performing fields, such as music, dance, magic, sand animation, comedy, MC, etc., for clients to choose. All of the process of selection, booking, dealing, and transaction will take place on WeShowcase platform, in order to serve talents and clients with easiness, clarity, and safety. The service we provide is the answer for event creator's common problem, which is the difficulty and hassle in finding talents. From the talents' side WeShowcase become solution for the lack of online marketplace in live performer's world.*

*WeShowcase is targetting any professional talents in the field of live performance as mentioned above, from any age in major cities in Indonesia, especially Jabodetabek (50% of WeShowcase's target market) and Jawa-Bali (20% of WeShowcase's target market). From the clients' side WeShowcase is targetting any qualified and credible event creator who searching for professional talents. Our target market are people who familiar with e-commerce, which mean they have already familiar with marketplace, gadget, and internet.*

*Specialization in the field of live performance marketplace, with various choice, is WeShowcase's differentiation, which differentiate us from other platform who offers not only live performers but also catering, decoration, wedding organizer, etc., as a whole package for wedding couples.*

*WeShowcase was first initiated by Artidewi, a singer who has performed around Indonesian world of music for more than 20 years, who is also the founder and producer of the Classic Meets Jazz Orchestra in Jakarta. This idea of WeShowcase was realized with Mikha Henubau who is also a professional practitioner in the music world of Indonesia.*

*WeShowcase is targeting to collaborate with several parties related to art and cultural performances in Indonesia. Some of which are the Ministry of Tourism and Creative Economy, ISI Jogja, embassies of foreign countries, and several influential educational institutions in the arts and culture in Indonesia.*

*WeShowcase has the vision to become a quality platform that brings together performing arts workers with event organizers in Indonesia. So far, WeShowcase has curated talents that will later enter the WeShowcase platform. Curation is done through social media, especially Instagram, where WeShowcase invites talents with certain qualities to join the platform.*

*Throughout pandemic time WeShowcase has created event such as online singing competition, which brings many new members to WeShowcase channel on Instagram, and the*

*result was several curated talents with high quality and ready to perform. From this event WeShowcase has gain traction from a music education institution in Jakarta and also from a composer/music producer in Bali. We see online competition as potential channel during pandemic, which bring traction. So we will continue to use any potential channels ahead, no matter what the situation may become.*

*As for market size, WeShowcase has calculated based on available data from BEKRAF, we will targeting around 10,240 to 12.667 people from music performers alone, which we believe would be a strong starting market for the first five years. The revenue which we can tap from our market for the first five year is around Rp30.000.000.000,- to Rp38.000.000.000,- . WeShowcase believe that with consistency in maintaining our quality, we will reach more than music performers alone. Using Discounted Cash Flow (DCF) and First Chicago Method, WeShowcase has projected business valuation Rp1.397.432.000,- on the fifth year.*

*The idea of WeShowcase was came when writer as a student of Prasetya Mulya Business School has to find another idea of business project aside from writer's initial idea of building an orchestra business.*