

## Executive Summary

*Get Backers is a crowdfunding website to help creative industry entrepreneurs to get funding and validate their project by implementing digital curation system and performance-based funding.*

*Get Backers started its operation in Indonesia in 2021. Get Backers focuses on the creative industry development and improvement by making funding and market research more accessible especially for small to medium size company. Get Backers' purpose is to become a home for creative industry entrepreneurs and help more than 70% of non-credit worthy personnel to create and grow their business.*

*Indonesia creative industry contributed IDR 1,100 trillion or the equivalent of USD 76 billion. Currently there are 8.3 million creative industry entrepreneurs, employing 15.6 million people. Assuming 1 creative industry employee come from a family of 3, we could say that Indonesia creative industry affecting at least 46.8 million people or about 17.3% of Indonesia total population.*

*Based on the data of Indonesia central bureau of statistic in 2016, 92.4% of creative industry entrepreneurs are using independent capital. While 24.4% are using bank loan, and only 0.66% managed to get investment from venture capital. From the data we could conclude that at least 70% of creative industry entrepreneurs are using 100% of independent capital to operate their company.*

*Based on the data of Indonesia central bureau of statistic, only 29% out of 186 million middle-to-lower per capita expenditure population that have access to the bank loan. While there are only 26% out of 63 million MSMEs business that have access to the business loan. Therefore, funding become a problem that hinder Indonesia entrepreneur to build and elevate their business. Those aspects also become the factors why Indonesia 3.1% entrepreneur population is hard to increase.*

*Get Backers has released MVP on February 2021. Based on the feedbacks, Get Backers has done website revamp and improvement on the UI/UX. To support operation, Get Backers has started to established cooperation with several companies or start-ups such as Craft Denim, Jamban.id, and Eden Farm. In the future, Get Backers will establish cooperation with Majoo.id, Resta (an Astra company), Javara, Parongpong Group, Sari Ater Group, etc. Get Backers have also participated in several accelerators and incubators such as Founder Institute, Bekup by Kemenparekraf, and Startupedia by Alpha Momentum.*

*In the future Get Backers will become all in one crowdfunding platform in Indonesia and will support reward-based, equity-based, and donation-based crowdfunding to help Indonesia creative industry to be the biggest in the world. Based on the forecast Get Backers will reach USD 1.2 Million in revenue, and helping at least 19.000 creative Industry by the end of 2023. Using Revenue Accumulation Based Valuation, Get Backers forecasted valuation by 2025 will be USD 25 Million.*

**Keywords:** *Crowdfunding, Creative, Industry, Indonesia, Entrepreneur, Start-up*