

## **EXECUTIVE SUMMARY**

*Having a beautiful home is a dream and top priority for more than 40 million millennials in Indonesia. Certainly, it requires endless hard work. As the target market with the largest population, they face challenges in terms of building their dream homes. Complicated processes that involve various activities with different parties such as architects as planners, contractors as implementers and banks as providers of funding assistance, resulted in high time and costs. Those problems encourage the needs for an innovation that is holistic, help simplify the process and increase time and cost efficiency in housing construction for millennials.*

*Those conditions encouraged Geronimo Shah W, a professional architect, to establish a company called Gero living which offers the concept of a one stop service solution, which means that it provides customers with planning, development services to get residential furniture and funding assistance through one party. Through the integration of services with design, and build methods, Gero living provides time efficiency of 33% and costs up to 6% compared to conventional house construction methods in general.*

*Founded in 2019, Gero living successfully completed 16 projects in its first year with a value of IDR 4.7 billion. The revenue is projected to grow by 280% within the next five years, with the company's valuation reaching IDR 4.1 billion and IRR reaching 29%. To achieve the projections, Gero living continues to increase its marketing reach as well as partnerships with property developers and architectural and interior consultants as partners. Modular-based product development is also developed to meet the needs of an increasingly wide and diverse market. Through an additional investment of IDR 1 billion, Gero living is developing a network of workshop, office, and showroom infrastructure, as well as developing a digital system that allows customers to place orders and customize products to get access to online funding assistance.*

*With a one stop service that integrates design, construction, and funding assistance services, Gero living offers convenience in building the dream homes for millennials with time efficiency of up to 33% and costs up to 6% better than conventional methods in general.*