

EXECUTIVE SUMMARY

MASAKBOX is a meal prep kit provider that could help cooking process become easier and faster. Through innovative business model, MASAKBOX provides product that consists of fresh ingredients, seasoning and spices, also the step guide how to make the meal. Our purpose is to shorten the whole cooking time and simplify the cooking process such as accessibility of fresh ingredients, preparing ingredients and seasoning, and the cooking itself.

MASAKBOX is targeting 25 – 45 years old married women, with middle up income, who like the instant and healthy lifestyle trend and domiciled in urban city like JABODETABEK. They also who really concerned about healthy, efficiency, hygiene, taste, and quality.

With the aim of strengthening the MASAKBOX brand in consumer perspective, MASAKBOX is positioned as Meal Prep Kit that emphasizing value by providing menu variants with homey taste of Indonesia. MASAKBOX wish to preserve Indonesia's culinary from Sabang to Merauke. MASAKBOX tries to satisfy and help the need of Indonesian married women in shortening the cooking time and simplifying the cooking process and give the variants of menu that suit Indonesian family taste.

MASAKBOX vision is to be the market leader in meal kit industry and conserving Indonesian food recipe with several mission such as, providing new and innovative cooking concept, shorten cooking process chain, preserving ingredient quality, hygiene, and nutrition fulfillment, and reducing food waste.

MASAKBOX has sold over about 400 – 500 boxes in past 6 months and acquired around 100 customers. The estimation of MASAKBOX's total market size opportunity is about 53,6 million people. MASAKBOX calculates the market value by multiplying the average menu bought per transaction which is 3 and the average price of the menu which is Rp50,000 generate around Rp7,950,000,000,000. MASAKBOX also try to estimate total market size growth for 5 years, and the result is 69 million people with the market value around Rp29,417,626,875,127.

For starting the business currently MASAKBOX has been operating and serving JABODETABEK consumer but will keep expanding until all urban city in Indonesia can be covered, and finally the whole Indonesia. MASAKBOX plan is to do further expansion in Pekanbaru, Surabaya and Bandung. In Pekanbaru MASAKBOX founders have connection there, so it could be one of the competitive advantages to start expansion in Pekanbaru.

Currently MASAKBOX target is middle-up income consumer, MASAKBOX plans to launch low-budget food, healthy food such as diet food, baby food, and pregnant woman food. MASAKBOX will keep expanding both regional and product for reaching wider range of consumers.

Currently MASAKBOX is consist of 4 people with all different background, starting from business, culinary, technology and art background. The co-founder Ajaxta Chesio Anasca as both Chief Executive Officer (CEO) and Chief Operation Officer, he currently managing operation-related duty. Rio Nike is working as Web Developer in Home Credit Indonesia, his role is as Chief Technology Officer (CTO) and Chief Sale Officer (CSO), he manages the MASAKBOX's IT development and Sales. Lidia Gustiani is the next co-founder who manage the finance and product research and development, her role is Chief Finance Officer (CFO) and Chief Research Development Officer (CRO), she is the chef of MASAKBOX who is working behind all MASAKBOX's secret recipes. Last is Arti Dewi, she joined after MASAKBOX has been operating for 3 months, because of her connection and art background, she is the Chief Marketing Officer (CMO) and Chief Human Resource Officer (CHRO).

MASAKBOX targets around 1,6 million users and sold around 11 million menus by 2025. To achieve that MASAKBOX has make some funding plan from several sources, such as Angel Investor and bootstrapping in early years (Year 1 – 3) and will seek more funding from Angel Investor and VCs later starting from year 3-5. Related to funding, around May, Nestle Indonesia noticed and approached MASAKBOX trough Plug and Play. There MASAKBOX got chance to do pitching in front of Nestle director, even Nestle hasn't give further notice yet, MASAKBOX believe it's the part of learning process to keep improving the business.