

## **Executive Summary**

### **About the Company**

PT. Jawab Riset Akademika was built to support the creation of credible and trusted academic research by helping researchers in the academic field to produce quality research.

### **Main Problems**

Finding respondents for academic research is still an obstacle for some academic researchers and students in the process of a research project. Data validity, accuracy, and the large number of required respondents were the main problems faced by researchers when they were in the stage of researching supporting data. The COVID-19 pandemic has also forced researchers not to have direct physical contact with potential respondents. It is necessary to make a solution that can accommodate these needs during this pandemic.

### **Solutions & Products**

Jawab.in, the product of PT. Jawab Riset Akademika, is the respondent database platform for academic research which is a solution for academic researchers to get quantitative research respondents that suit their needs, are valid, and accurate. Jawab.in will carry out its main activity, namely developing a network of suppliers (the respondents) regularly and continuously, so that users (academic researchers) will also get the respondents they need more quickly.

### **The Target Market**

Product buyers are people who have a focus on academics, both undergraduate students, postgraduate students, doctoral students, and academic researchers who are conducting academic research in Indonesia, especially in student cities such as Jakarta, Yogyakarta and Bandung areas.

### **Business Model**

The company aims to become a crowd research-based respondent database platform that is easy to use, accurate, fast, and reliable. To achieve this value, the company will have the main activity to build a continuous network of respondents and researchers, and partner with parties who can support the company's services, such as cloud service providers, respondents, and influencers. Revenue will be obtained from service fees that are charged to users for services provided by the company, and costs in general will come from technology procurement, incentive fees for respondents, and also marketing activities.

### **Competition**

Other companies that provide similar services include Jakpat and Toluna. When viewed from the respondent's network, Jakpat can be assessed as the brand with the most extensive network. Even so, PT. Jawab Riset Akademika has a differentiation focus strategy that will only provide services to the academic segment in a form of crowd research, so there is still an opportunity for the company to become a leader in the targeted market segment.

### **Required Capital**

PT Jawab Riset Akademika will use an initial capital of IDR 11,190,000,000 which will be allocated for the interests of the company's first year growth, including the need for leasing an office, purchasing technology in the form of servers and software, research and analysis of potential markets, product and service development, and employee recruitment.