

## EXECUTIVE SUMMARY

### **RENCANA BISNIS PLATFORM APLIKASI PENDAMPING DALAM MEMONITOR TUMBUH KEMBANG ANAK USIA GOLDEN AGE 0-5 TAHUN MELALUI STIMULUS DAN EDUKASI YANG AKURAT BERSUMBER DARI DOKTER DAN PSIKOLOG ANAK UNTUK ORANG TUA DI INDONESIA.**

*The first five years of a child's life are critical in maximizing their development. It is stated by WHO that during this period the child's brain develops very quickly and has a large capacity to absorb many things. This period is the basic foundation for the health and personality of children during their lifetime, so that the age of 0-5 years is called the "Golden Age". (<https://www.who.int/topics/early-child-development/en/> accessed on 01 August 2020).*

*Based on that, it is important for parents to be able to monitor and maximize the physical, socio-emotional, cognitive and motor development of children from an early age by paying attention to the potential, interests, and the environment around the child in order to form a foundation for a good future for the child. How optimally a child can develop depends on how optimal the parenting style the child gets from an early age. (Journal: The role of parents in character building and child development by Luh Ayu Purnama Dewi, 2017).*

*Raising Star is a mobile digital platform that helps parents to monitor and maximize their children's potential by giving milestone tracker, activity guide, recommendation, and parent community. The platform provides additional features to connect directly with the clinical psychologist and pediatrician. Raising Star is able to be accessed everywhere, parents could get through the application online store to download the apps.*

*Raising Star required initial investment with an amount of IDR 10,000,000,000 (ten billion rupiah) for developing the apps, algorithms and other expenses. The estimated payback period for Raising Star is 5 years time.*

*Based on analysis from Porter's five forces, this business plan has the opportunity to live, grow and develop both during the COVID-19 pandemic and new normal because it has a competitive advantage in providing a more comprehensive solution compared to competitors within the company risk management approach.*

*Lastly, Raising Star vision is to help parents understand and strengthen the bond among their children.*