

EXECUTIVE SUMMARY

The COVID-19 pandemic has brought unprecedented changes and impacted every aspect of life, including economic loss. Many companies are struggling financially, and that employees are severely affected, and many are forced to take unpaid leave. As there is no precedent of this pandemic, people need to prioritize their financial management. We are not only dealing with health issues, but we are also faced with financial issues. Among the important things to do are financial checks, preparation of emergency funds, decision of financial objectives, to the execution of good financial planning. Good financial management can only be done by individuals who have sufficient financial literacy. However, there is a gap in financial education in Indonesia. It is reported in the third Survei Nasional Literasi Keuangan (SNLIK) conducted by the Otoritas Jasa Keuangan (OJK) in 2019 shows that the financial literacy index reached 38.03% and the financial inclusion index at 76.19%. This figure is relatively low compared to other countries e.g. Singapore (98%), Malaysia (85%) and Thailand (82%). Low financial literacy results in many losses, one of which is vulnerable individuals involved in illegal investments. At least in the period 2008-2019, the losses caused by illegal investments reached around Rp9.2 trillion.

Financial Doctor (FinDoc) offers solutions to overcome the above mentioned financial issues. FinDoc is a *Financial Planner* company aiming to provide financial education, financial management consulting services and investments. Having a good financial condition is key for everyone to achieve financial goals in the future. FinDoc services can be accessed through an application or *website* that users can access easily. In addition, FinDoc also provides consulting services with *Financial Planners* who have been officially certified CFP. We are doing this to increase the trust and comfort of the users. Our service is open to all Indonesians who want to have a sound finance and be able to achieve their financial goals.

Our targeted audiences are productive-age millennials between 22-40 years old who are based in Indonesia. Moreover they are categorized as having low financial literacy, keen to do financial management well and to achieve financial goals. By using a gamification approach, providing end-to-end services and establishing partnerships with CFPs from various regions, FinDoc will reach out to Indonesian Millennials and become a solution to their financial problems.