

## **EXECUTIVE SUMMARY**

*Education is vital to shape and improve the human resources of a nation. According to the Central Statistics Agency (Badan Pusat Statistik), Indonesia's population will grow to 269.6 million in 2020. As the population grows, so does the need for teachers in schools. As President Jokowi said, good education is the key to achieving Indonesia's vision as a developed country in 2045. Consequently, teacher recruitment is an integral activity for schools to ensure getting the most qualified teacher.*

*In the last three years, the number of private schools and teachers has been growing. Hence, an increase in teacher recruitment activity. At the moment, schools rely on two methods for their recruitment, online platforms, and conventional methods. The former method uses web applications. While the latter methods like printed job posts, roadshows (i.e., University visits), and social networks. Despite having shown success in recruiting teachers, schools still face problems such as ineffectiveness in matching teachers and the long duration of the selection and recruitment process.*

*Cariguru.co offers an online job platform directed explicitly at the education industry. This platform specializes in using technology to improve the match-making between the teacher candidates with the school requirements, based on multi criteria decision making algorithm. This solution for schools works by offering short-listed candidates recommended by the platform based on matching their attributes and interest with the desired requirement. This innovative solution will be the order-winning factor for the target market.*

*Cariguru.co shall allocate its resources on creating this differentiation. Highly qualified software developers for the product development and marketing activities for the user acquisitions are integral for this business. The increase of population in this platform shall increase the competitive value as well.*

*School is defined as its customers and teacher candidates as its users. The number of potential customers and the product expansion opportunity is making this business attractive financially. Based on our projection, Cariguru.co estimates 4.000 customers by the 5th year, which resulted in the NPV is 26,62 bio IDR and IRR of 34,31% with a payback period of 6,1 years. These figures show that Cariguru.co is a viable business.*

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