

## EXECUTIVE SUMMARY

The general cleaning industry has a huge potential market and will continue to grow as people are getting increasingly busier, especially those who live in the city. The potential market itself has been estimated around 859,611 houses available to be served, which also potentially generates around Rp 3 trillion in 2020 (assuming price at Rp 49,000/hour, 3 times per month/house). Urban Helper with CGR (Clean, Green, and Repair) strives to provide solutions to these neglected household chores as an easy and intuitive mobile application with an advanced matchmaking process that allows the customers to select the most suitable helper nearby for the job. Urban Helper aims to be the first top of mind application-based household service provider in Jabodetabek. Urban Helper is planning to expand their business further and serve other big cities in Indonesia. Urban Helper use Differentiation Strategy, and differentiates itself from its competitors by training the helper with our certified trainer to achieve the company's standards, and give additional features that can ease the customer. Thus, it can ensure the service delivered to the customer meets their expectations.

The process of Urban Helper is done with the help of excellent support from an integrated information system algorithm to find a perfect helper that matches customer's locations and needs. Customers can choose the appropriate selection of services (CGR), make an appointment and helper of choice among other things within the Urban Helper application. Payments are handled within the application which supports popular fintech such as mobile banking or e-money. Urban Helper is committed to provide added value in the form of after-sales service to customers, so that they can give their feedback and serve as a guidance to improve customer satisfaction in the future. Urban Helper will focus on middle-to-upper economy class customers, both house and apartment owners, and people who have an uptight life schedule. As an application-based providers, Urban Helper raises customer's awareness by fully focusing on digital marketing. And as a service-based company, Urban Helper develop our 3 core values (professionalism, safety and responsible) in our operational activities to achieve best result for the customers.

For the first 5 years of the operational activities, Urban Helper will generate an NPV of Rp 63 billion with an initial investment of Rp 20 billion on the first year. Urban Helper has a payback period of 4 years and 1 months for this project, IRR around 45%, and Profitability Index (PI) around 4. Furthermore, within 5 years Urban Helper estimates to achieve around Rp 22 billion Net Income, which is a 3,7% Net Profit Margin from the Revenue.