

EXECUTIVE SUMMARY

The number of divorce cases in Indonesia are increasing every year. One of the main reasons for the separation is the lack of readiness from each counterpart. To act on this situation, several governmental institutions and private establishments have already provided free and paid premarital education programs for future married couples. Moreover, there are also social media platforms from communities that share information on related subjects. However, the premarital education available now is still very limited because most of it is in a non-interactive form and only focusing on one topic. Therefore, the appropriate premarital program that could solve the problems still needed to be made.

Lyfe acts as an online platform that provides premarital and married life teleconsultation for young couples in Indonesia. Lyfe provides a comprehensive, interactive and relevant teleconsultation service reflected from the features provided in the website and application.

Using differentiated marketing, Lyfe chooses its target market that includes young adults with middle-high level of education living in urban cities. These subjects are social-issue conscious; they give serious attention towards divorce case numbers in Indonesia. The chosen target market subjects have compatible traits with what Lyfe offers and also have high willingness to pay for innovative online services.

Lyfe put forward service quality to become a reliable platform with a group of interactive features such as Lyfe forum, Lyfe content, and Lyfe counseling. Lyfe collaborates with numerous field experts in finance, psychology, and health to deliver free video contents and paid counseling. Lyfe will be using an internal and external recruitment system, while providing a fair and competitive salary, benefits, and bonus to maintain all of the employees.

As a newly founded startup, Lyfe will need funding in the amount of Rp 7.500.000.000 which then will create an NPV of Rp 305.436.500.692 These numbers were calculated with the assumption that the company will continue to run the business and finally have the payback in only 2 years and 1 month period. To be able to maximize shareholders welfare, Lyfe will focus on increasing value to the company.