

EXECUTIVE SUMMARY

PT ParQR Digital Service is a digital parking company that focuses on providing a platform to find and book parking slots with an integrated sensor to provide parking information in real-time across Jakarta and surrounding areas. Target market is car drivers with shopping malls as a driving destination across Jakarta and surrounding areas.

The idea of this business comes from the struggles of car drivers on getting information about the availability of parking slots, which causes a lot of wasted time, costs and carbon emissions. A study from INRIX in 2017 found that in countries such as the UK, Germany, and the United States, which have high mobility, car drivers spend almost 44, 41, 17 hours a year respectively looking for parking slots with the total losses incurred reached up to €40.4 billion, £23.3 billion and \$72.7 billion in a year. According to Badan Pusat Statistik (BPS), the number of passenger cars in Indonesia has reached 16,440,967 units in 2018 with an average increase of 7% since 2014. This will cause vehicles to compete with each other for securing a parking slot.

The economic productivity of a country is one of the factors that contribute to increased population mobility. According to BPS, the DKI Jakarta area's capacity, which is only 6.5 million people, is now occupied by more than 13 million people, indicating a rapid rate of expansion and migration. High population growth along with infrastructural development will boost people's mobility in the future, which will be supported by modes of transportation such as cars. Through the development of infrastructure that supports technology advancements, the digital parking industry can create a more effective and efficient solution to the problem of limited parking slots.

ParQR provides information on the availability of parking slots at certain locations, especially shopping malls in Jakarta and surrounding areas, which provide various features from "order", "booking", to "bundling" with cashless payment methods. To provide real-time slot availability information, ParQR will integrate IoT (sensors) with smartphone applications, so once consumers know an empty parking slot, they can directly "order" or "book" the slot through the application. Other existing parking platforms still have limitations in the lack of features, locations, and parking slot capacity.

According to BPS, there were 4,293,622 units of passenger cars in Jabodetabek in 2018 with the focus of ParQR's target market is social drivers who are car drivers with a large shopping mall destination in Jabodetabek, which reaches 158,000 units per day. By calculating demand growth using the CAGR method, the

number of requests for ParQR in the first year (2022) will reach 174,665 units per day with total sales of Rp 10,455,855,000. In its fifth year of operation, the company is expected to have 4500 parking slots.

With an initial investment of IDR 2,220,000,000 from the founder and angel investors, the company will be 100% equity financed. The founder's capital will be utilized for application development, web development, and operational costs, while angel investor capital will be used to invest in managing five malls in the first year as a target. For a Rp. 350 million initial investment per mall that generates Rp. 800 million in revenue, the payback period of ParQR per mall is 6 months, with a 15% IRR. ParQR has used operational income to fund organic growth from the second to the fifth year. The company's net income reached Rp 19,27 billion in the fifth year with a company valuation of Rp 69,1 billion if the company was assumed to be liquidated at the end of the fifth year.

Hence, with an initial investment of IDR 2.22 billion, the firm has grown 31 times to IDR 69,1 billion in the fifth year. In addition, the company's ROE grew from 49,89 percent to 54,36 percent over a five-year period. According to the information presented above, the firm is quite viable and has the potential to provide significant returns for investors.