Aksara IS

No-Code Platform for Indonesian Businesses

Strategic Planning & Feasibility Analysis

Priority Project - Ak'sara Initiative

No-Code Platform for Indonesian Businesses

Empowering 64.2 Million Indonesian SMEs Through Locally-Developed No-Code Solutions

A comprehensive strategic analysis for transforming Indonesian business digitalization

Executive Summary

Vision: Empower Indonesian businesses to create custom applications without coding expertise.

Current Status: Advanced SvelteKit-based platform with drag-and-drop form builder.

Market Position: First Indonesian-focused no-code platform with local language support.

12-18
Months to MVP

$225K
Development Budget

100K+
Target Users

- **YAML-to-JSON compilation** for performance optimization

Advanced Features Already Implemented

- **Drag-and-drop form builder** with real-time preview
- **Component registry system** with extensible architecture
- **Data source integration** (REST API, Database, File Storage)
- **Module and menu management** system
- **Admin vs End-user layout** separation

Current Architecture

```
src/lib/
├── core/          # Always loaded foundation
```

- **Key Players:** Bubble, Webflow, Airtable, OutSystems, Mendix

Indonesian Business Software Market

- **Total SMEs:** 64.2M businesses (2023)

- **Digital adoption:** <15% use custom business software

- **Pain Points:** Expensive international solutions, language barriers

- **Opportunity:** 54M+ businesses with manual/spreadsheet-based processes

Competitive Landscape Analysis

International Players in Indonesia:

- **Bubble.io:** English-only, $29-349/month

- **Webflow:** Design-focused, not business applications

- **Microsoft Power Platform:** Complex, enterprise-focused

- **Native Bahasa Indonesia** interface and documentation
- **Indonesian business templates** (invoice, inventory, HR)
- **Local compliance** (tax forms, government reports)
- **Cultural context** in workflows and processes

Technical Advantages

- **Modern architecture** (SvelteKit + Bun = faster than competitors)
- **Offline-capable** applications
- **Lightweight deployment** (no vendor lock-in)
- **Open architecture** (export to standard formats)

Business Model Innovation

Key Features to Complete:

- One-click "Create CRUD Page" workflow

- Advanced component library

- Data validation and business rules

- Export functionality (JSON, API specs)

Technical Roadmap

Phase 2: Business Features (Months 7-12)

Objective: Production-ready business application builder

New Features:

Phase 3: Enterprise Features (Months 13-18)

Objective: Enterprise-grade platform with advanced capabilities

Enterprise Features:

- **Advanced security** (SSO, LDAP, audit logs)
- **Custom branding** and white-labeling
- **API management** and webhooks
- **Performance monitoring** and scaling

Platform Features:

- **Mobile app builder** (Progressive Web Apps)
- **Advanced integrations** (ERP systems, external APIs)
- **Custom component** development framework

- **YAML → JSON compilation** for fast runtime loading
- **Component lazy loading** for large applications
- **Incremental compilation** for designer changes
- **Bun runtime** for superior JavaScript performance

Scalability Features

- **Modular architecture** allows independent scaling
- **Stateless design** for horizontal scaling
- **CDN-ready** asset compilation
- **Database-agnostic** data layer

Current Architecture Strengths

Enterprise: $299/month (unlimited, custom features)

2. Professional Services (25% revenue)

- **Custom template development:** $2K-10K per template

- **System integration:** $5K-25K per project

- **Training and consulting:** $150-300/hour

- **Migration services:** $3K-15K per organization

3. Marketplace Revenue (5% revenue)

- **Template marketplace:** 30% commission on sales

- **Component store:** 20% commission on premium components

- **Integration partnerships:** Revenue sharing with service providers

Cost Structure

Development (60% of costs):

Phase 1: Developer & Early Adopter Community (Months 1-6)

Target: Indonesian developers, small agencies, tech-savvy SME owners

Approach:

- **Open beta** with developer community
- **Tech conference** demonstrations
- **GitHub** and developer forum engagement
- **Influencer partnerships** with Indonesian tech leaders

Goals:

- 1,000 beta users
- 100 published applications
- Community feedback integration

Phase 2: SME Market Penetration (Months 7-12)

Target: Small-medium businesses, consultants, local agencies

Approach:

- **Business template** library launch
- **Indonesian business** use case marketing
- **Partnership** with business consultants
- **Local success stories** and case studies

Goals:

- 5,000 active users
- 500 paying customers
- Template marketplace launch

Phase 3: Enterprise Sales (Months 13-18)

Target: Large Indonesian corporations, government agencies

Approach:

- **Enterprise feature** rollout
- **Professional sales** team establishment
- **Government procurement** participation
- **System integrator** partnerships

Goals:

- 50 enterprise customers
- Government pilot programs
- $1M annual revenue

- **Modern architecture** (SvelteKit + Bun) = superior performance
- **Sophisticated designer** with advanced component system
- **YAML-based configuration** = human-readable and version-controllable
- **Offline capability** = works without constant internet connection

Market Advantages

- **Indonesian language first** - complete localization
- **Local business context** - templates and workflows
- **Affordable pricing** - 80% cheaper than international alternatives
- **Community-driven** - Indonesian developer ecosystem

Business Advantages

Risk: Complexity of visual designer for non-technical users

Mitigation: Extensive UX testing, tutorial system, template-first approach

Risk: Performance issues with complex applications

Mitigation: Performance monitoring, optimization guidelines, architecture reviews

Market Risks 🟢

Risk: Competition from established international players

Mitigation: Indonesian-specific features, local partnerships, pricing advantage

Risk: Slow adoption by traditional Indonesian businesses

Mitigation: Change management support, extensive training, success showcases

Business Risks 🟡

- **Platform uptime:** >99.9%
- **Application generation time:** <30 seconds
- **Designer responsiveness:** <2 seconds for most operations
- **Export compatibility:** 100% with standard formats

User Adoption KPIs

- **Monthly active users:** 1K (Month 6) → 10K (Month 12) → 50K (Month 18)
- **Application creation rate:** 100/month → 1,000/month → 5,000/month
- **User retention:** >70% monthly, >40% annual
- **Template usage:** >80% of users start with templates

Business KPIs

- **Technical Lead** - $85K/year (architecture, core development)

- **Frontend Developer** - $70K/year (SvelteKit, designer UI)

- **Backend Developer** - $70K/year (APIs, data layer)

- **UX/UI Designer** - $60K/year (user experience, templates)

- **QA Engineer** - $50K/year (testing, quality assurance)

Business Team (3 people)

- **Product Manager** - $80K/year (roadmap, user research)

- **Marketing Manager** - $60K/year (growth, content)

- **Customer Success** - $45K/year (support, onboarding)

Infrastructure & Operations

Year 3: $5M

- 50,000 users, 20% conversion rate
- Average $150/user annual revenue + enterprise

Year 4: $15M

- 150,000 users, 25% conversion rate
- Average $200/user + professional services

Year 5: $35M

- 350,000 users, 30% conversion rate
- Average $250/user + marketplace + enterprise

Investment Requirements

Seed Round: $500K (12 months)

- **Cloud providers** (AWS, Google Cloud) - credits and support

- **Payment gateways** (Midtrans, Xendit) - integration partnerships

- **Indonesian APIs** (e-faktur, government services) - official partnerships

Business Partners

- **Business consultants** - template development and user acquisition

- **System integrators** - enterprise sales and implementation

- **Educational institutions** - training programs and certification

Distribution Partners

- Public launch with freemium model

- Indonesian business template release

- Marketing campaign initiation

- Community building programs

Q3: Growth

- Enterprise features development

- Partnership establishment

- Professional services launch

- International expansion planning

Q4: Scale

- Advanced features rollout

- Government pilot programs

- **Clear market opportunity** in underserved Indonesian SME segment
- **Differentiated value proposition** through localization and pricing
- **Scalable business model** with multiple revenue streams

Success Factors

- **Rapid completion** of remaining technical development
- **Effective market entry** with Indonesian-specific features
- **Strong partnerships** for distribution and growth
- **Quality execution** of user experience and support

Investment Attractiveness

- **Large addressable market** (64M+ Indonesian SMEs)
- **Proven technology foundation** reduces execution risk
- **Clear path to profitability** within 18 months

- **Complete unified page creator** integration
- **Finalize core team** recruitment
- **Launch beta testing** with 100 selected users
- **Establish key partnerships** discussions

Short-term Goals (90 days)

- **Public beta launch** with marketing campaign
- **Template marketplace** MVP release
- **Strategic partnerships** establishment
- **Seed funding** completion

Medium-term Objectives (180 days)

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Contact Information:

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