

booth[↑]UP!

C23-PR565

Capstone Project

SME/UMKM Empowerment

Team Members



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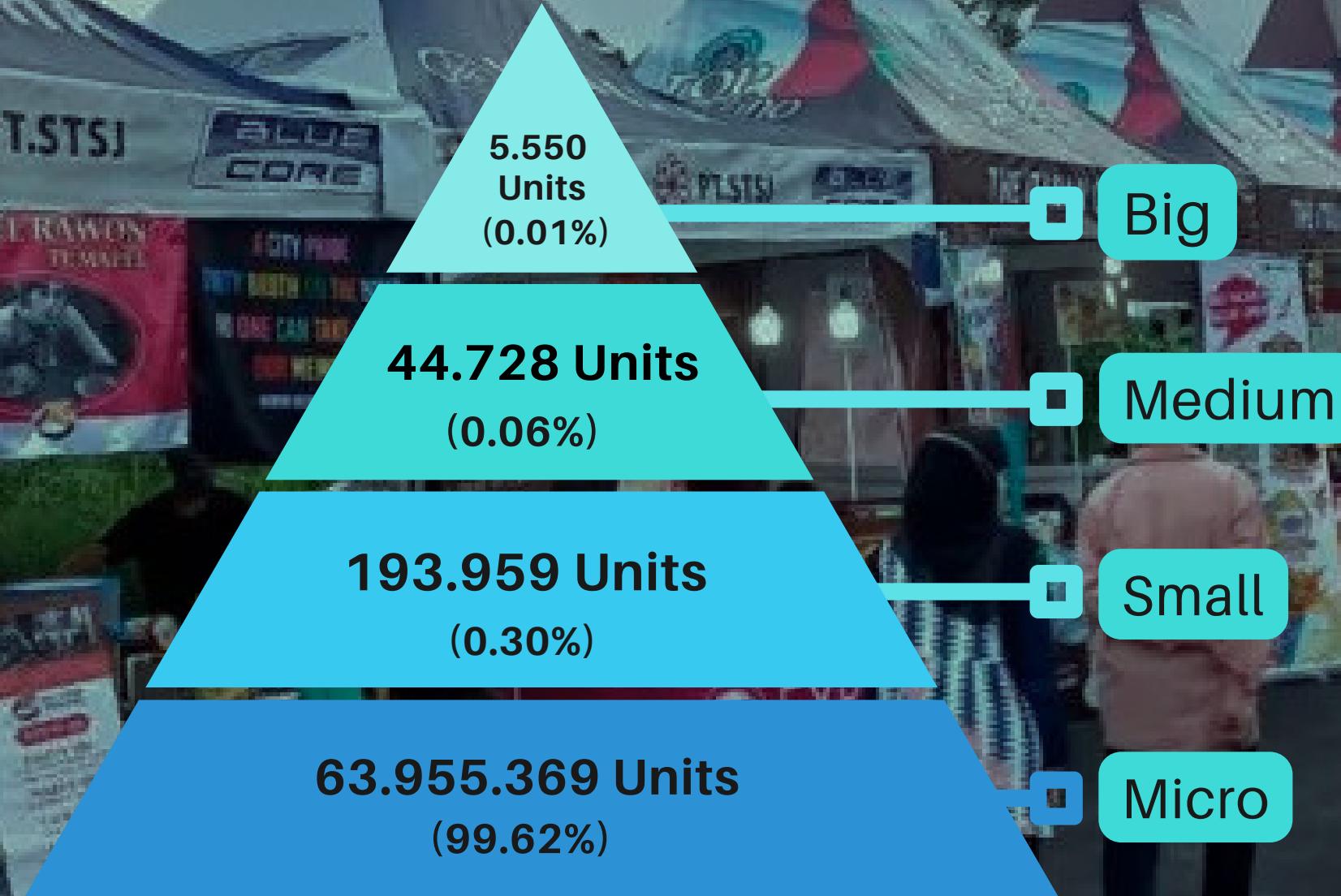


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Fact About SME/UMKM

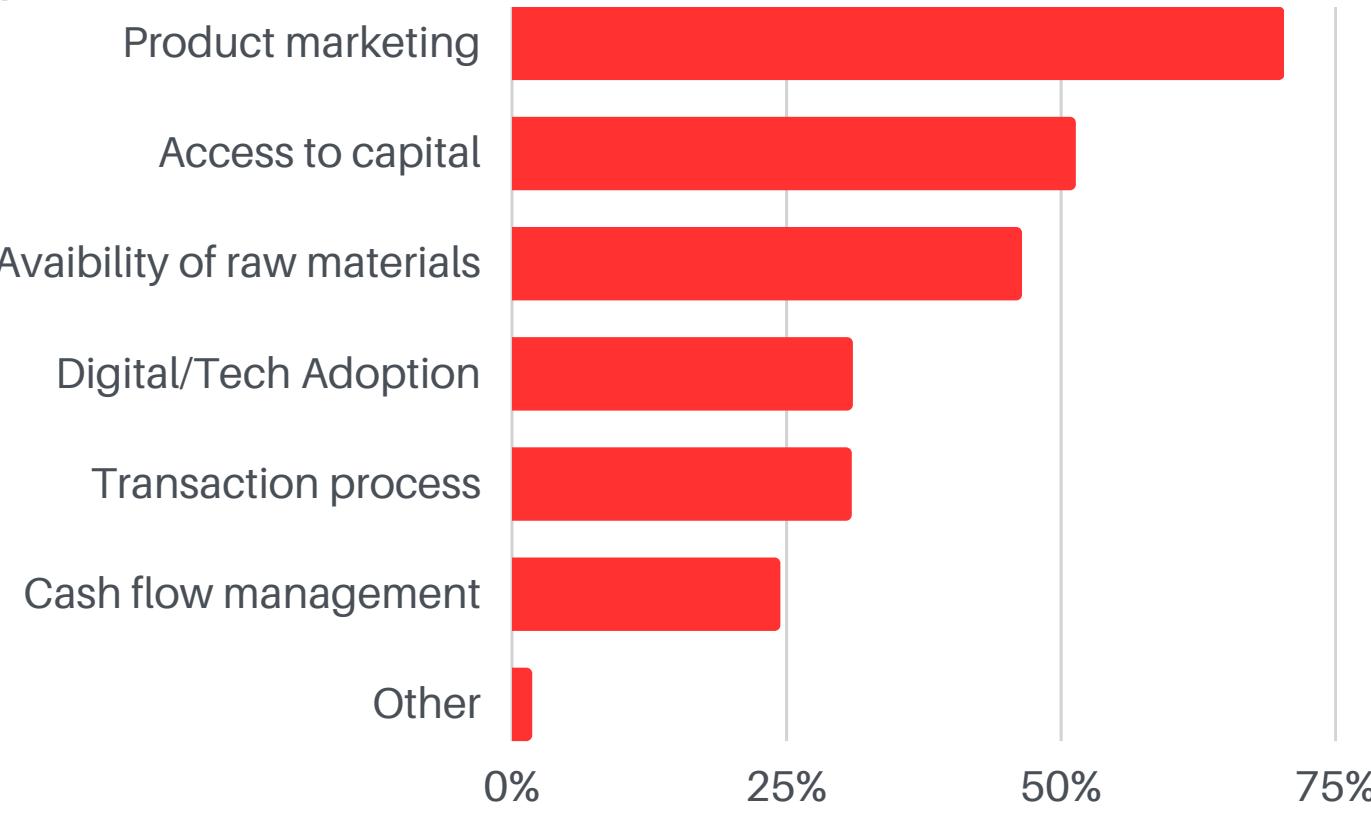


Contribution to the
national GDP
60.5%



Contribution to the
job occupancies
(Indonesia)
96.9%

The biggest main OBSTACLES is Product Marketing



Source : Research MSME Empowerment Report 2022 By DSInnovate
<https://dailysocial.id/research/msme-report-2022>

Survei: 70% UMKM Lokal di Indonesia Kesulitan Memasarkan Produk

Meski digitalisasi membawa manfaat bagi UMKM, tetapi UMKM Indonesia masih mengalami beberapa kendala

Nur Laily Mucharomah - 16 May 2023

51 Persen UMKM Di Jateng Terkendala Masalah Pemasaran

UMKM memberikan kontribusi terhadap 60,52 persen perekonomian di Indonesia

Timotius - Selasa, 28 Maret 2023 |

Pengembangan Sektor UMKM Terkendala Pemasaran

on: 5 Mei 2023 In: DPRD, Kalteng, Seruyan
[No Comments](#) [Cetak](#) [Email](#)

Bailing out SMEs is not enough. Boosting demand is more important

ACADEMIA • OPINION

01 "Feels like a dream": Singing sensation Putri Ariani on her global recognition

02 ASEAN to hold first joint military exercise off Indonesia

03 Putri Ariani captivates global viewers, earns Cowell's Golden Buzzer on 'AGT'

04 Perindo throws support behind

Also, Some SMEs...



has limited sales market reach

has limited network/connection that can support their sales

has face time limitations when it comes to exploring new sales place & channels

Then, What are we trying to achieve & solve?

- We want to tackle the biggest obstacle faced by SME:

Product Marketing

What we aim to achieve with our application

- Increase SME sales
- Expand the sales reach of SME
- Help SME quickly discover new sales locations.



boothUP!
Discover booth, boost your business

Main Purpose of app

Connecting SMEs with Event Organizers to improve
SME sales



Main Function of app

Recommends interesting events that match the preferences and needs of SMEs, so that they are able to book their booth at the selected event

Target Market



SME owners who are looking to sell or promote their products.



Event Organizers who are looking for stand owners to enliven their event.

Why our target market needs our solution?

- Our target market needs our solution because our solution enables SME owners to **effectively sell and promote their products** while also **assisting event organizers** create engaging and diverse event experiences.

Is there any similar App?

Based on purpose and target market,
There is NO similar app

As of now, we are the first.
There are no competitors!

Background

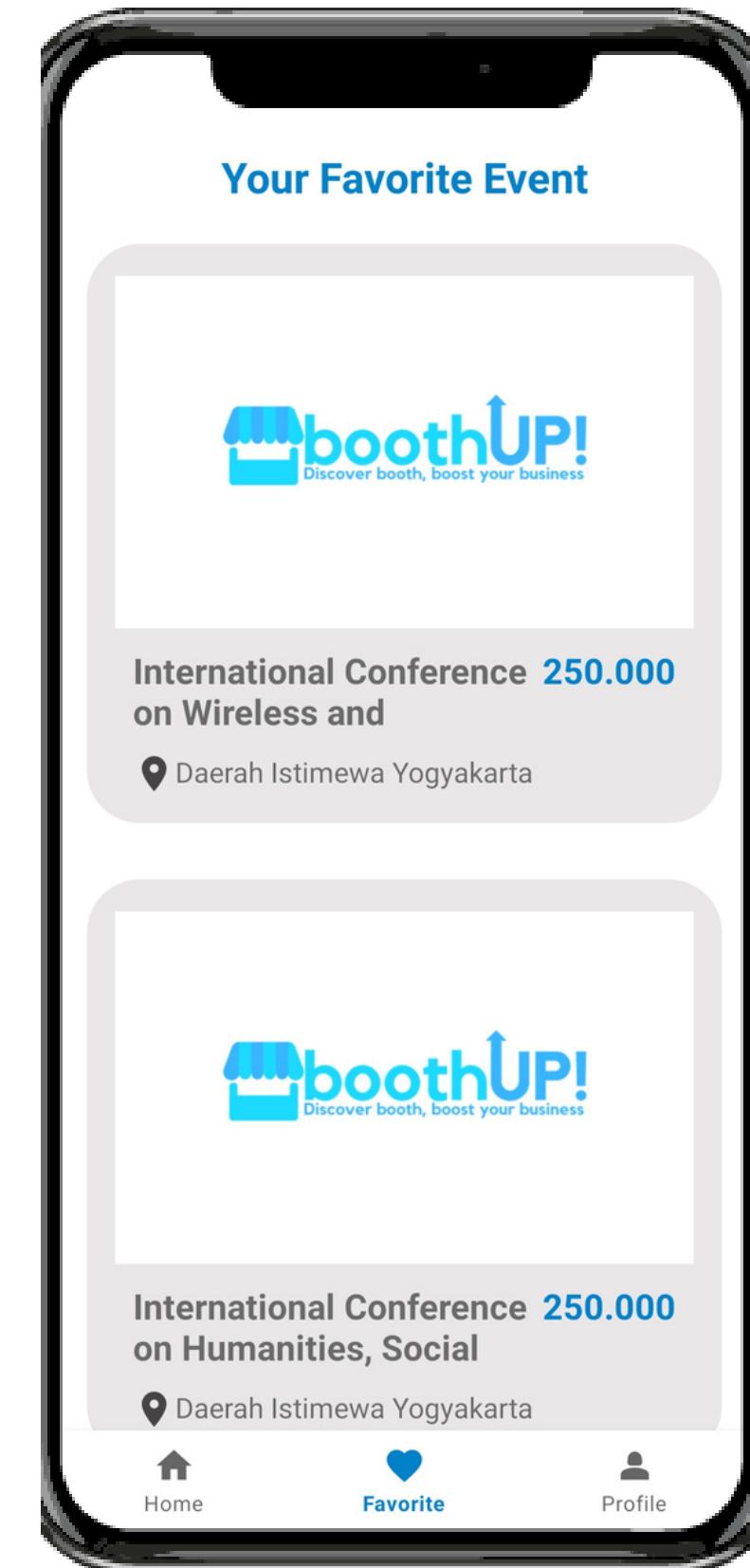
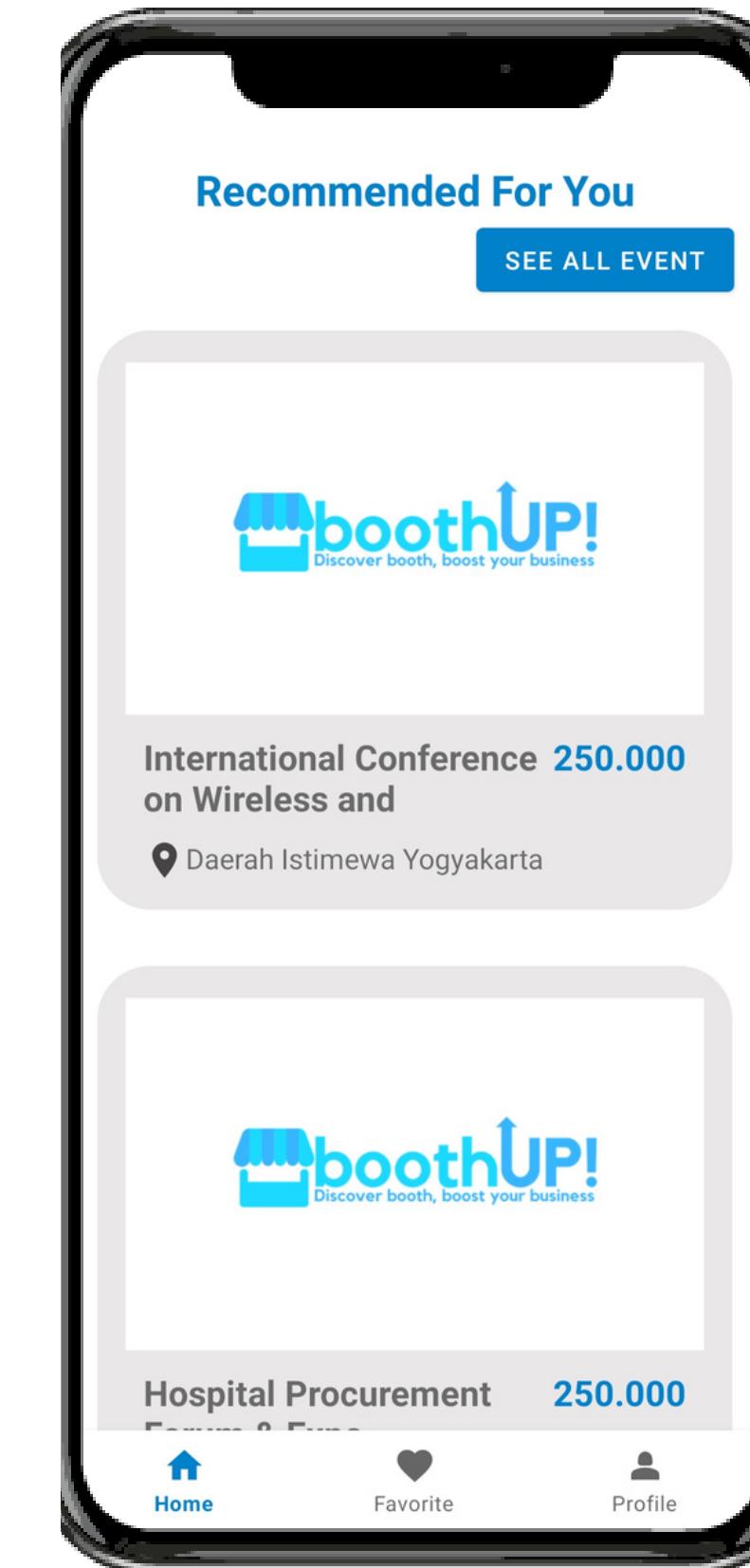
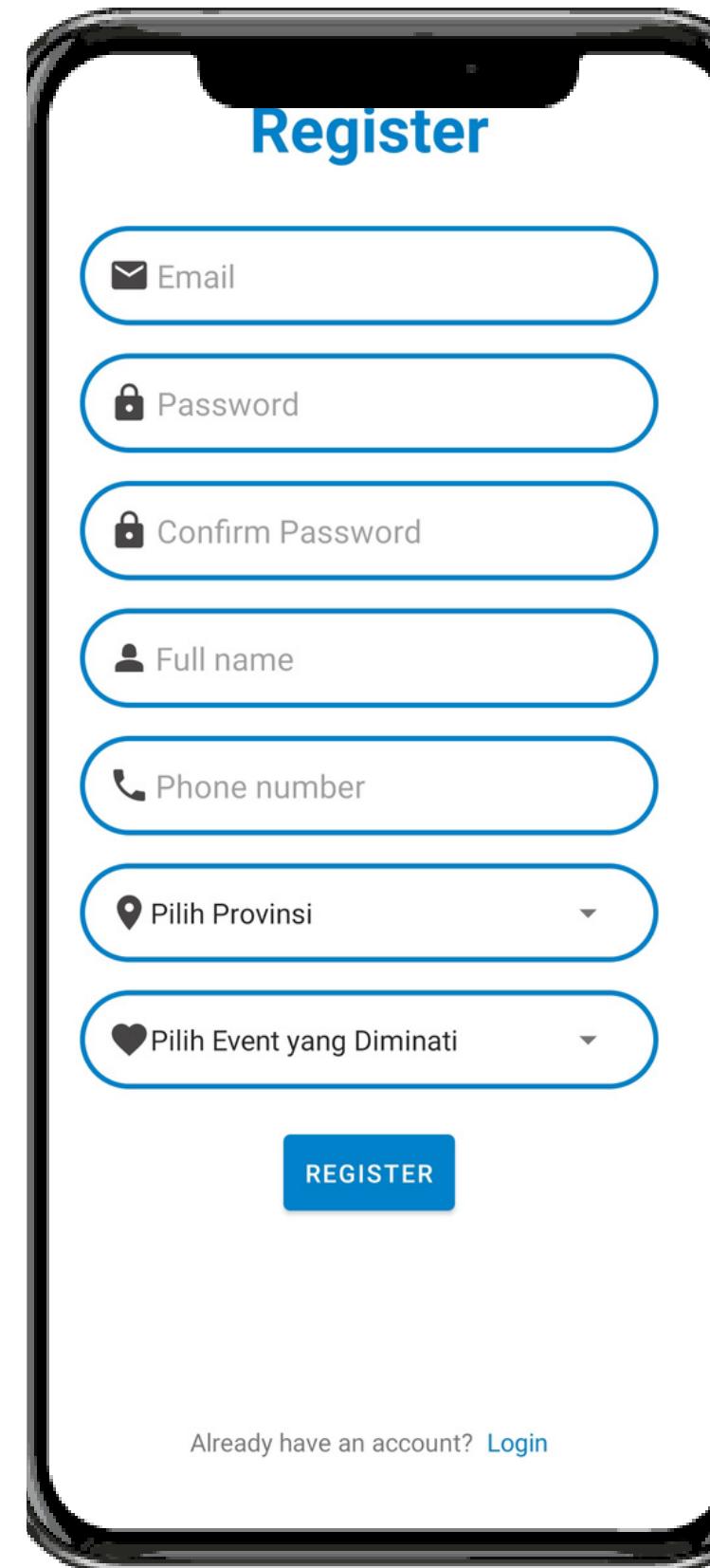
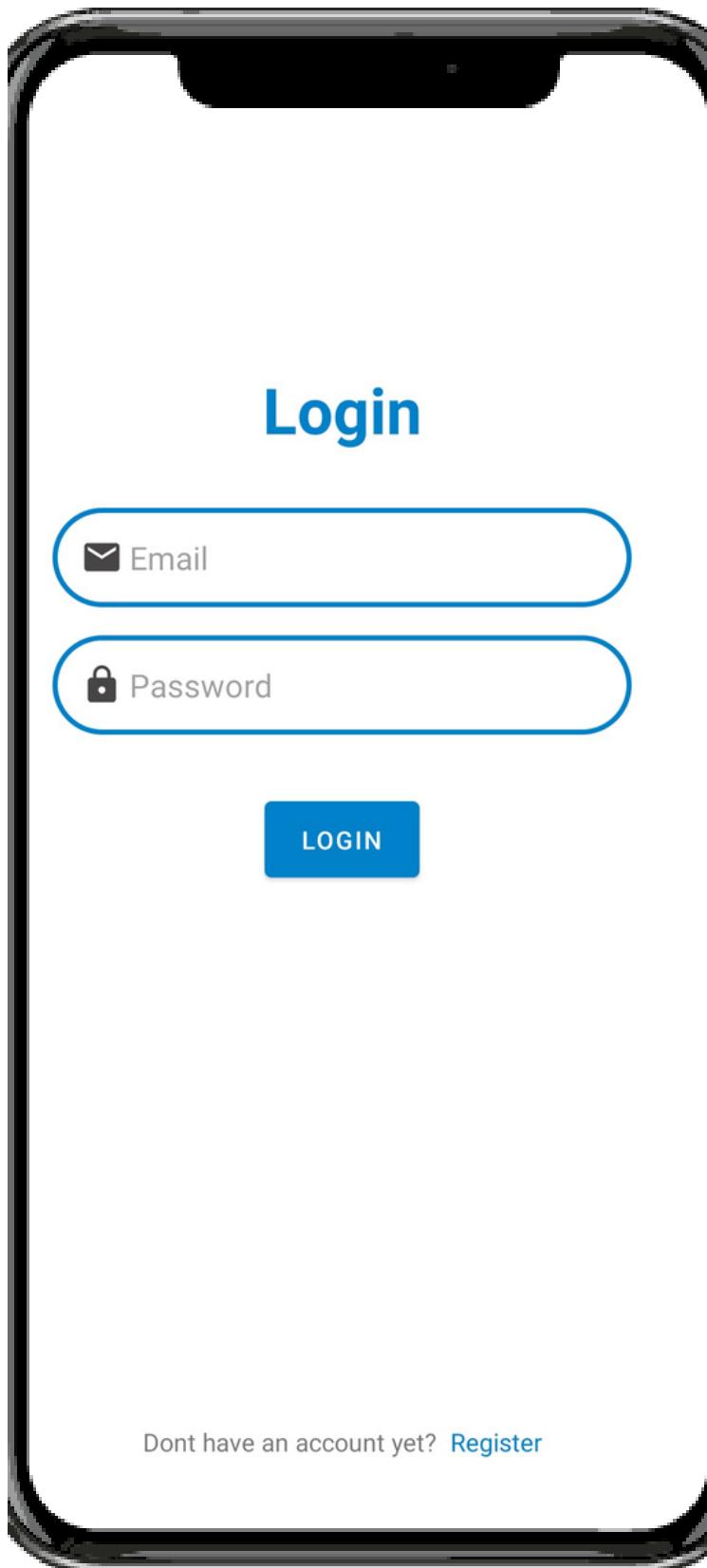
Solution

Demo

Business



Our App Design



Cloud Computing Development

Providing Databases

Cloud SQL

Cloud Storage

Backend Application

Building a RESTful API



Deployment

App Engine



Google Cloud



Google Cloud

Android Development

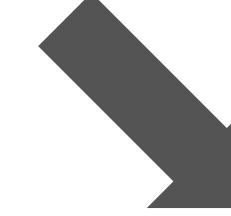
Design UI/UX using figma



Define layouting in XML



Build and testing

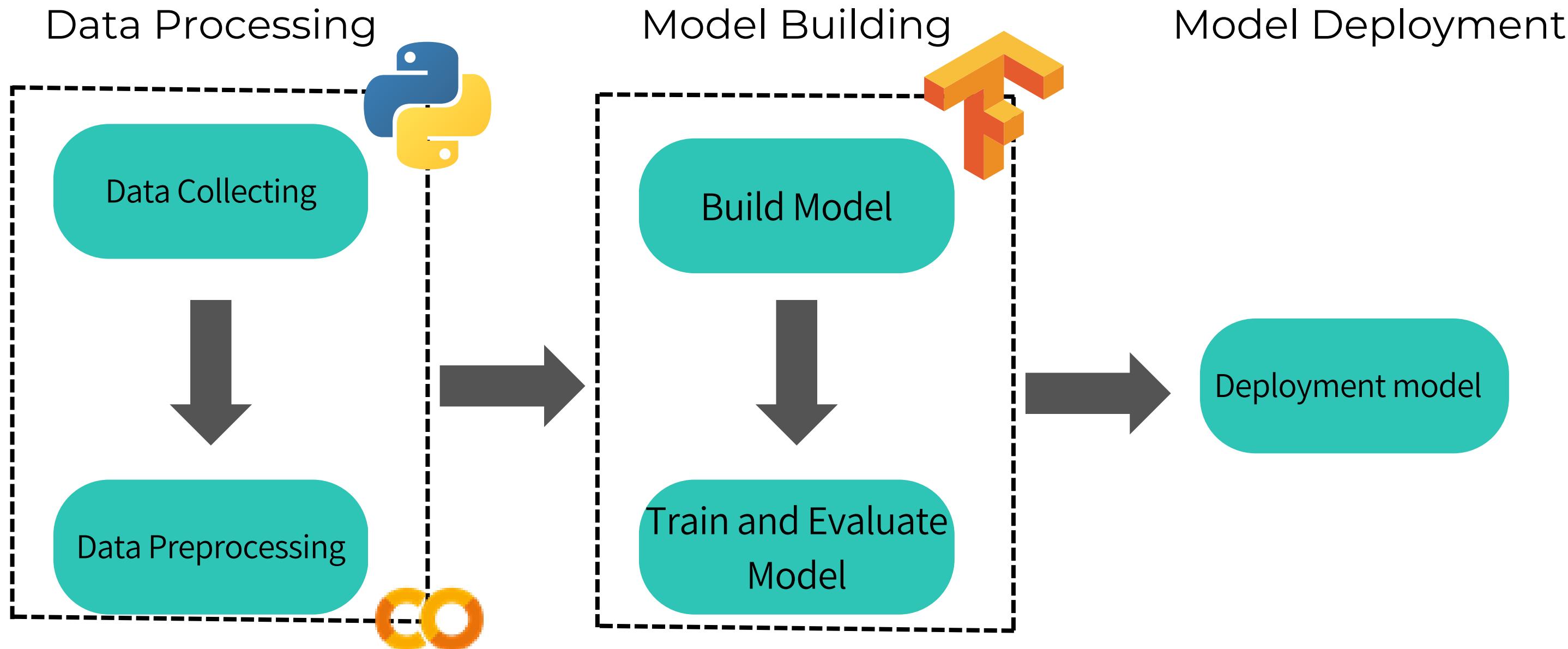


Release the BoothUp! app stable version

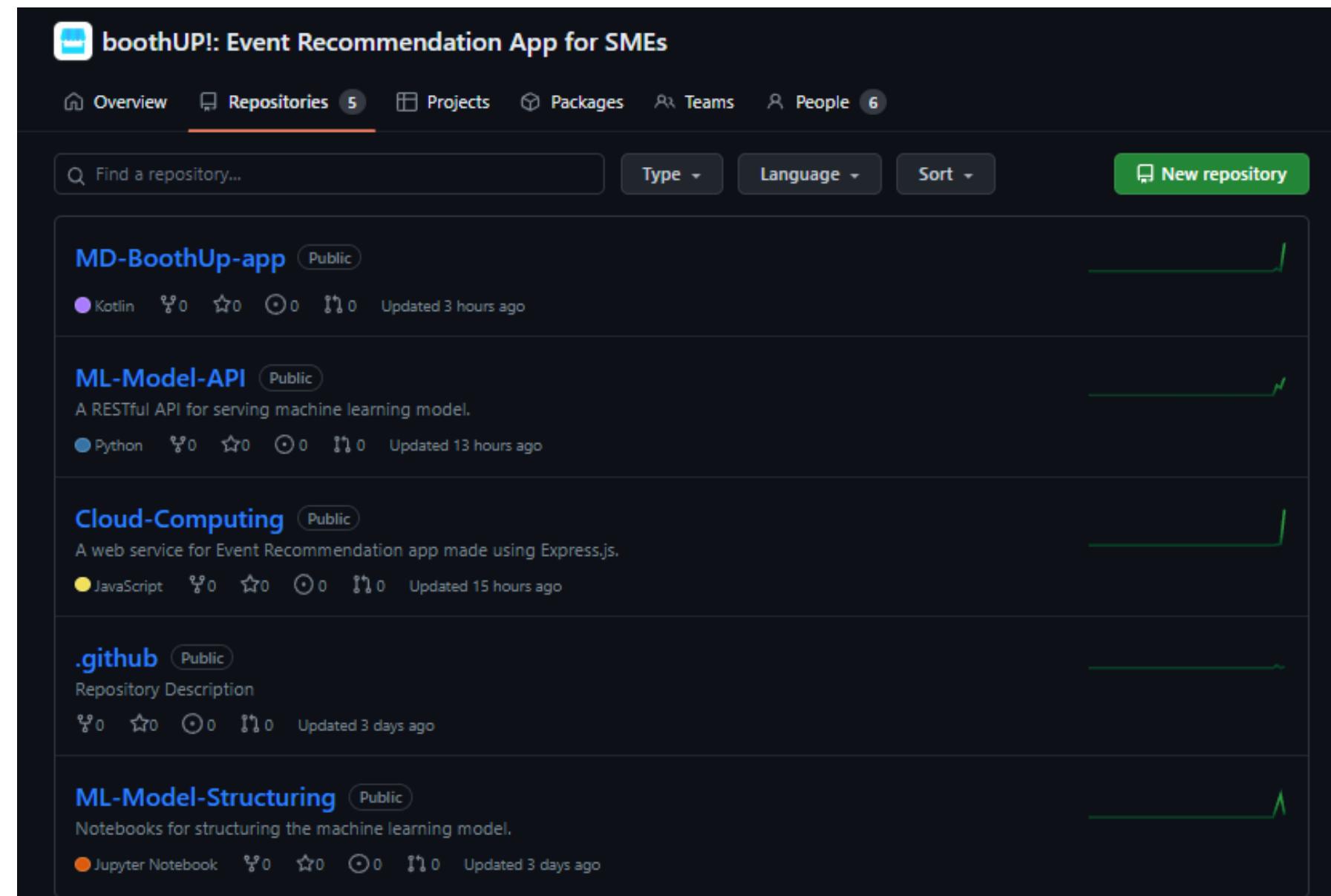
Handle API requests and other logic using Kotlin



Machine Learning Development



More Detail On Our Github



<https://github.com/Bangkit-Capstone-CR23-PR565>

What's next?

**Our Project Milestone for 2023
(to end of year)**

-
-
-

July

Create an admin system Feature for Event Organizer

Budgeting:

August

Payment Feature

1000

September

Security enhancements

800

October

Scaling, User Testing & Acceptance

1000

November

Public release and carry out massive promotions to EO and to MSME owners (Social campaign and Advertisement)

1000

December

Expanding collaborations such as partnerships with the government's Department of Tourism and SMEs

300

Roadmap

Commercial value

- Finding suitable events to sell at a booth within an event.

- Achieving event booth target by promoting events on BoothUP!

Business value

BoothUP! has played a significant role in connecting event organizers with SME owners, enabling their businesses to continue operating smoothly.

Demand and Supply

Demand: millions of SME owners and thousands of event organizers

Supply: provide an application to connect SME owners with event organizers

Budgeting Expectations

5K Funding

Expected Runaway : 6 months

Expected Headcount : 6 people

Assets:

1. Patent/Copyright
2. User Traffic
3. Assets
4. Data

10K Funding

Expected Runaway : 10 months

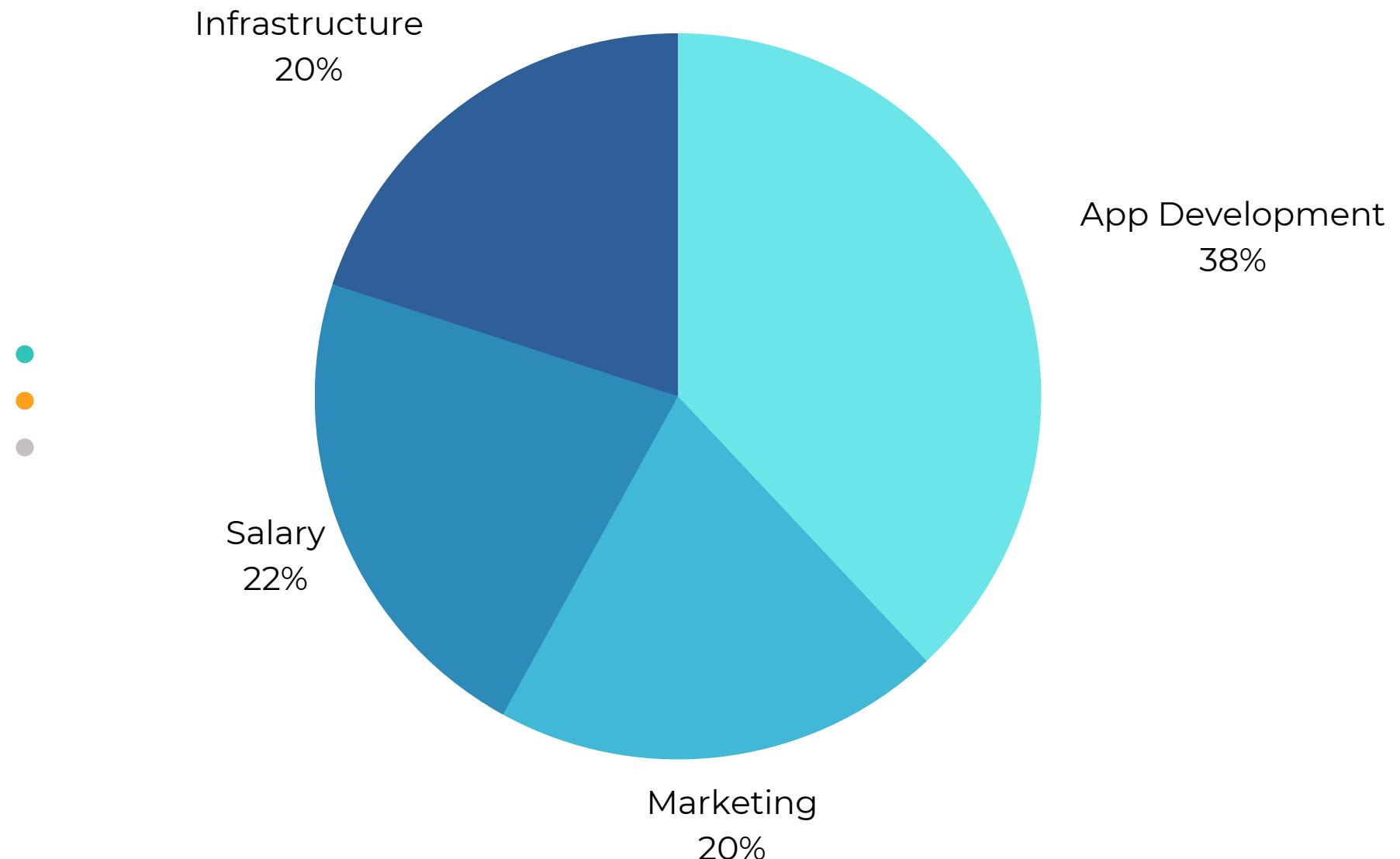
Expected Headcount : 9 people

Assets:

1. Patent/Copyright
2. User Traffic
3. Assets
4. Data
5. Knowledge / Trained Individuals

Budgeting Scenario #1

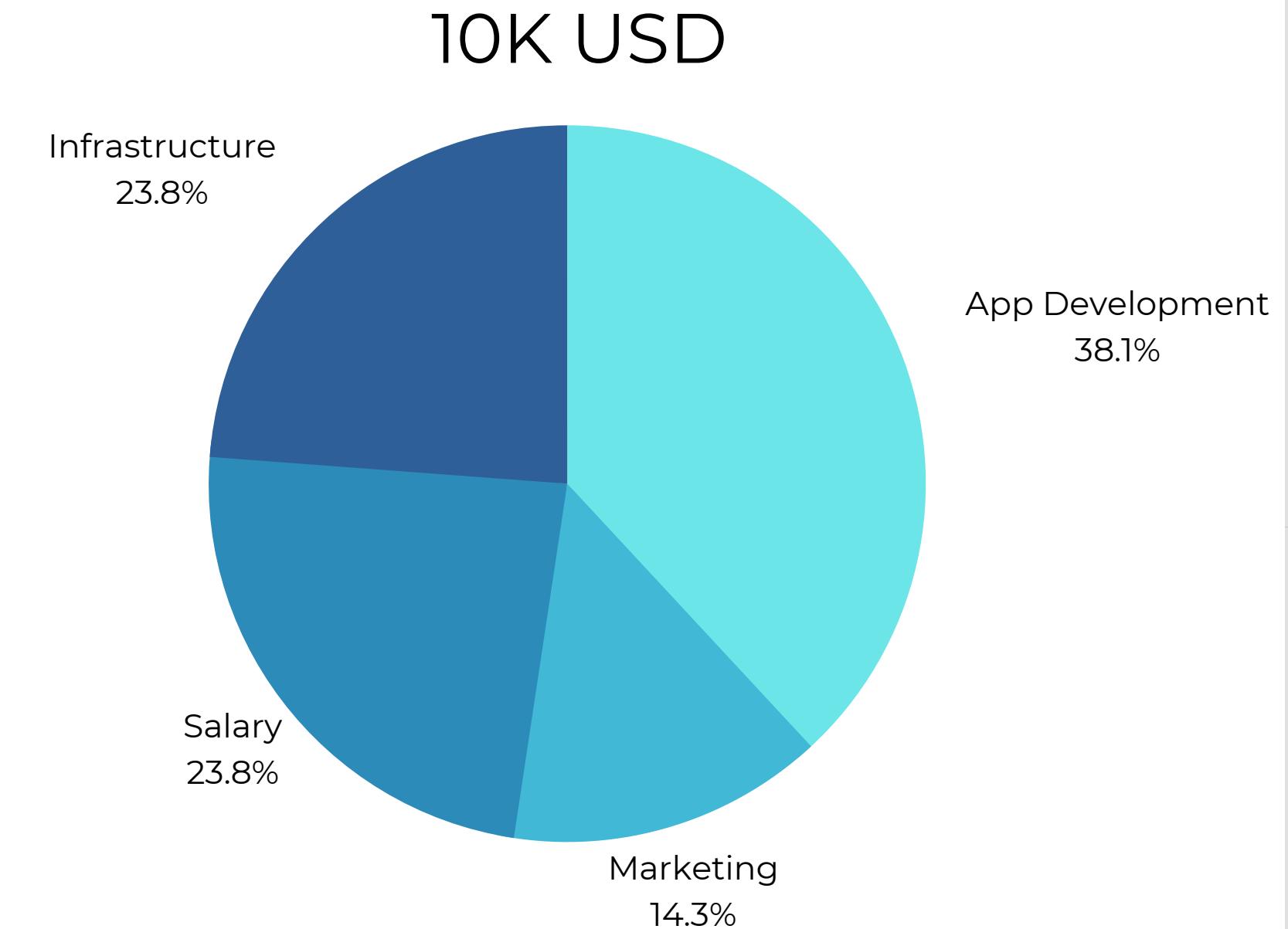
5K USD



Category	Budget USD
App Development	1900
Marketing	1000
Salary	1.100
Infrastructure	1.000
Total	5.000

Budgeting Scenario #2

Category	Budget USD
App Development	4.000
Marketing	1.500
Salary	2.500
Infrastructure	2.500
Total	10.000



Sustainability

Source Income

- SME administration fee : 1000 USD
- Event organizers administration fee : 1500 USD
- Ads : 1000 USD
- Subscription : 200 USD
- Funding : 5000 USD

Efficiency Priority

1. Promotion (Ads)
2. Administration fee
3. Subscription

Background

Solution

Demo

Business



Thank You

Discover booth, boost your business

