

palapacean



**CREATIVE  
CONNECTING  
THE OCEAN**

# WHO WE ARE?

Palapa Ocean is a digital start up in providing efficient, fast, and up-to-date boat rentals, water activities, at the best price with the best service. We connect the owners and the renters in complete trust.

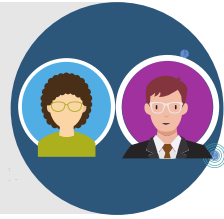


# OUR TEAM



# PROBLEM

RENTER (CUSTOMER)



- Lack of Information
- Less transparency about price
- Safety and risk is too high while transport with a boat

- Range market is not wide
- The market is still conventional
- Safety on the boat is not a priority yet



OWNERSHIP

# SOLUTION

Connecting renters & boat & ship owners/ water activities providers through online platform



# PRODUCT

## FEATURES

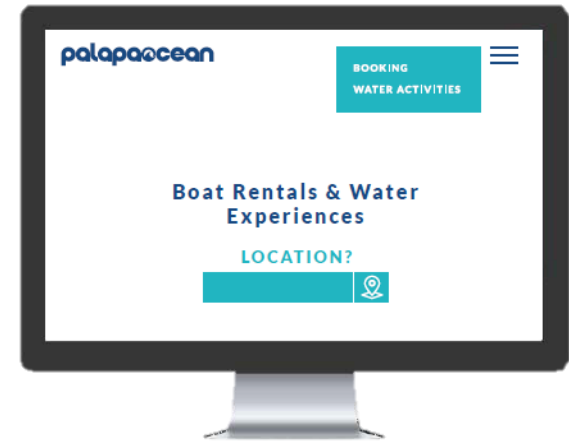


### ☐ BOOKING

- FIBER BOAT
- WOODEN BOAT
- YACHT
- SPORT FISHING

### ☐ WATER ACTIVITIES

- PADDLE SPORT
- SNORKELING
- DIVING
- SURFING



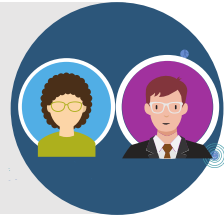
### DIRECTORY MARINE TOURISM

- TRACKING LOCATION  
DESTINATION
- FACILITY INFORMATION
- BUDGET PLAN

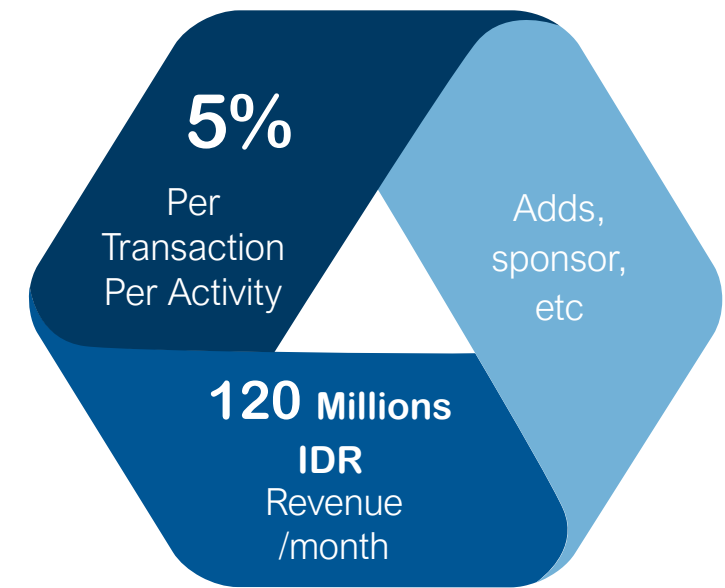


# BUSINESS MODEL

## RENTER (CUSTOMER)



- ✓ Convenience for customers in finding and renting boats/water activities online
- ✓ Large selection of boats/water activities that can be rented
- ✓ User friendly
- ✓ Transparency in ship rental rates/water activities
- ✓ Competitive rental rates
- ✓ Up-to-date and real-time availability of ships
- ✓ Ease and security in payment transactions
- ✓ Ship passenger insurance coverage



- ✓ Increased revenue
- ✓ Broader renter range
- ✓ As a place of advertising/sales
- ✓ Build a reputation with a review, rating and feedback system



## SHIP OWNER



# TARGET MARKET & MARKET SIZE

Ship Owner

General Public who want  
use sea transportation

General Public who want  
marine recreation

Community Marine  
Activity

Travel agents





# MARKETING PLAN

- Through a website at [www.palapaocean.com](http://www.palapaocean.com)
- Through a media social Instagram, youtube, facebook @palapaocean
- Addsense and online advertising
- Conventional marketing through cooperation partner, such as travel agent, local agent, local community



# COMPETITOR



- Private rent luxury boat
- Boat rental

- Private rent luxury boat
- Boat rental
- Water activity

- Rent comercial ship
- Equipment and marine products



boatsetter



# MILESTONE



## OUR VISION

Become digital technology company, which provide the best solution for maritime in Indonesia.



## OUR TARGET

- 3K local workforce absorption in 2021
- Our revenue 1,5 billion rupiah by the end of 2021
- Marine Businesses Digitalization
- Exposure to Marine Business Ecosystem
- Speed up economic growth, which government target 35% GDP, came from marine and tourism sectors.

# FINANCING

Needs 200 million for :



Operational  
activity

Infrastructure  
activity

Branding and  
marketing



# palapaocean

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SCAN ME

## THANK YOU



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Palapa Ocean

