APPCELERATE

combines traveling and local living through homestay

Incubated by LPiK ITB
Lembaga Pengembangan Inovasi dan Kewirausahaan ITB

lokapoin

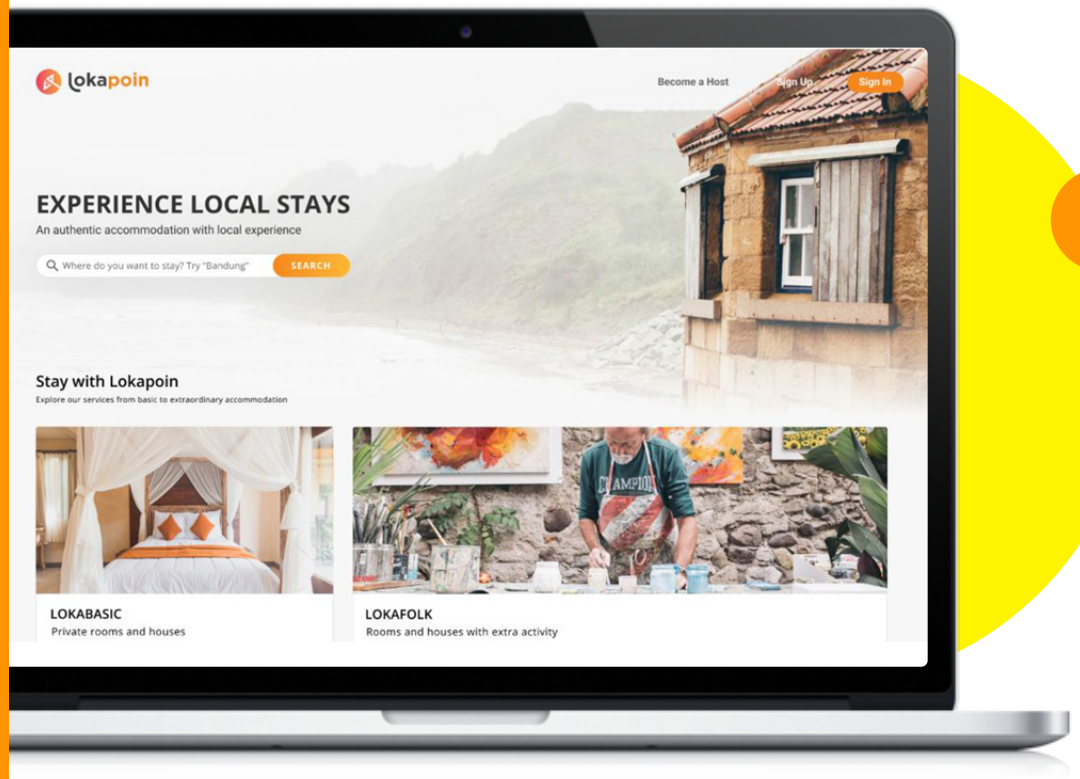
PROBLEM

Indonesia's Homestay is affordable and unique.
The trends of local based accommodation is also increasing.
But…

QUALITY ✕ No standard hospitality and price

EXPERIENCE ✕ No guarantee on local experience

SOLUTION



LOKAPOIN MORE FOR LESS

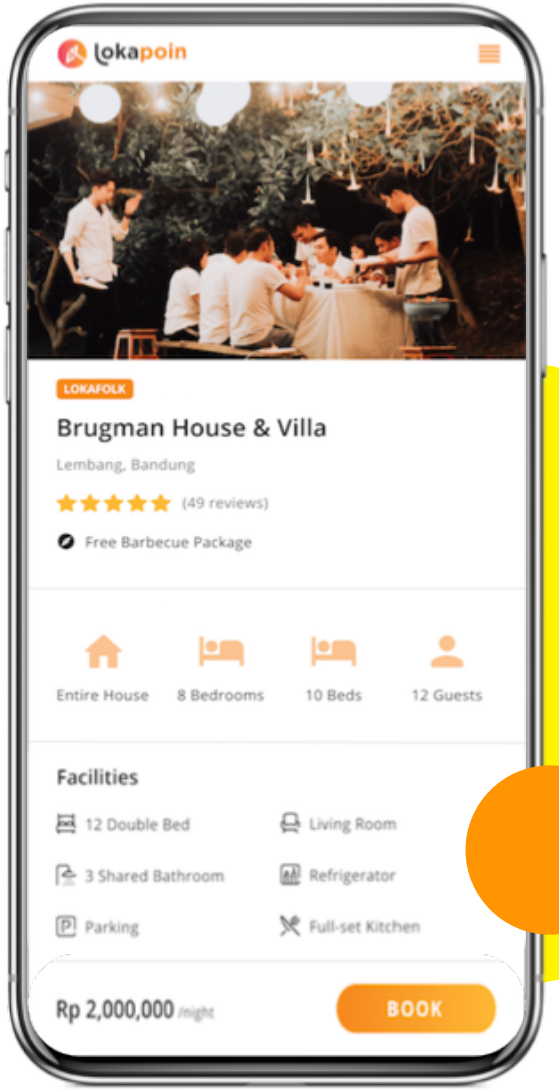
homestay booking platform for group travelers who are looking for not only **affordable** but also **trusted** accommodation with local experience

lokapoin

SOLUTION

EXPERIENCE LOCAL STAYS

- Discover the **local experience** included in your stay
- Meet only **verified** and **trained** host
- Provide you **an all-purpose** accommodation



Our Nusantara Experience during their stay

Cooking class during stay - Yati's House

Urban Farming - Lentera Farm House

Rice Farming - Kampung Senyum

lokapoin

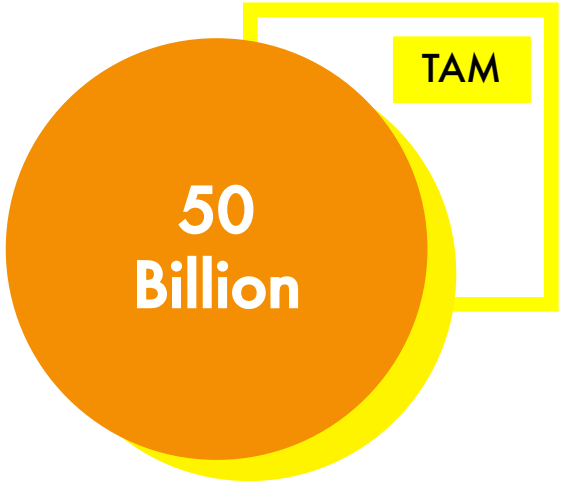
MARKET

Our Target Market

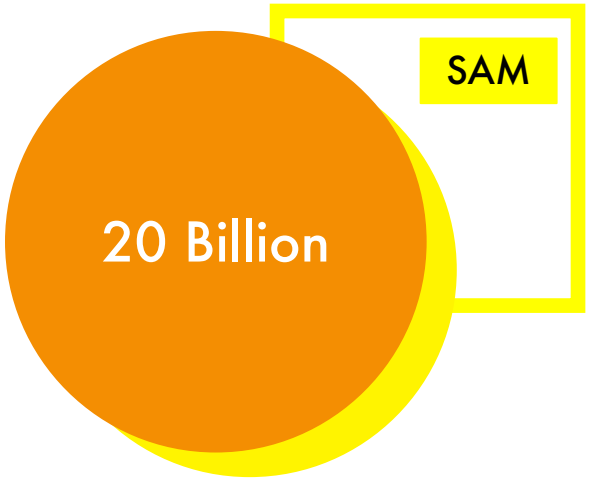
Group Travelers

Market Share Projection

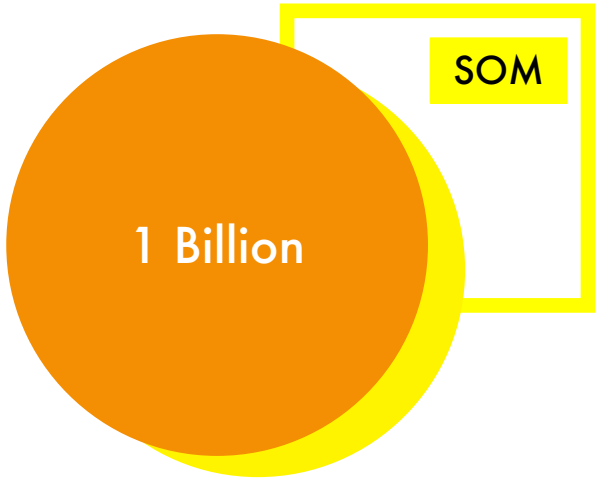
= 2%



GUEST BOOKED NON-STAR ACCOMMODATION (3 CITIES)



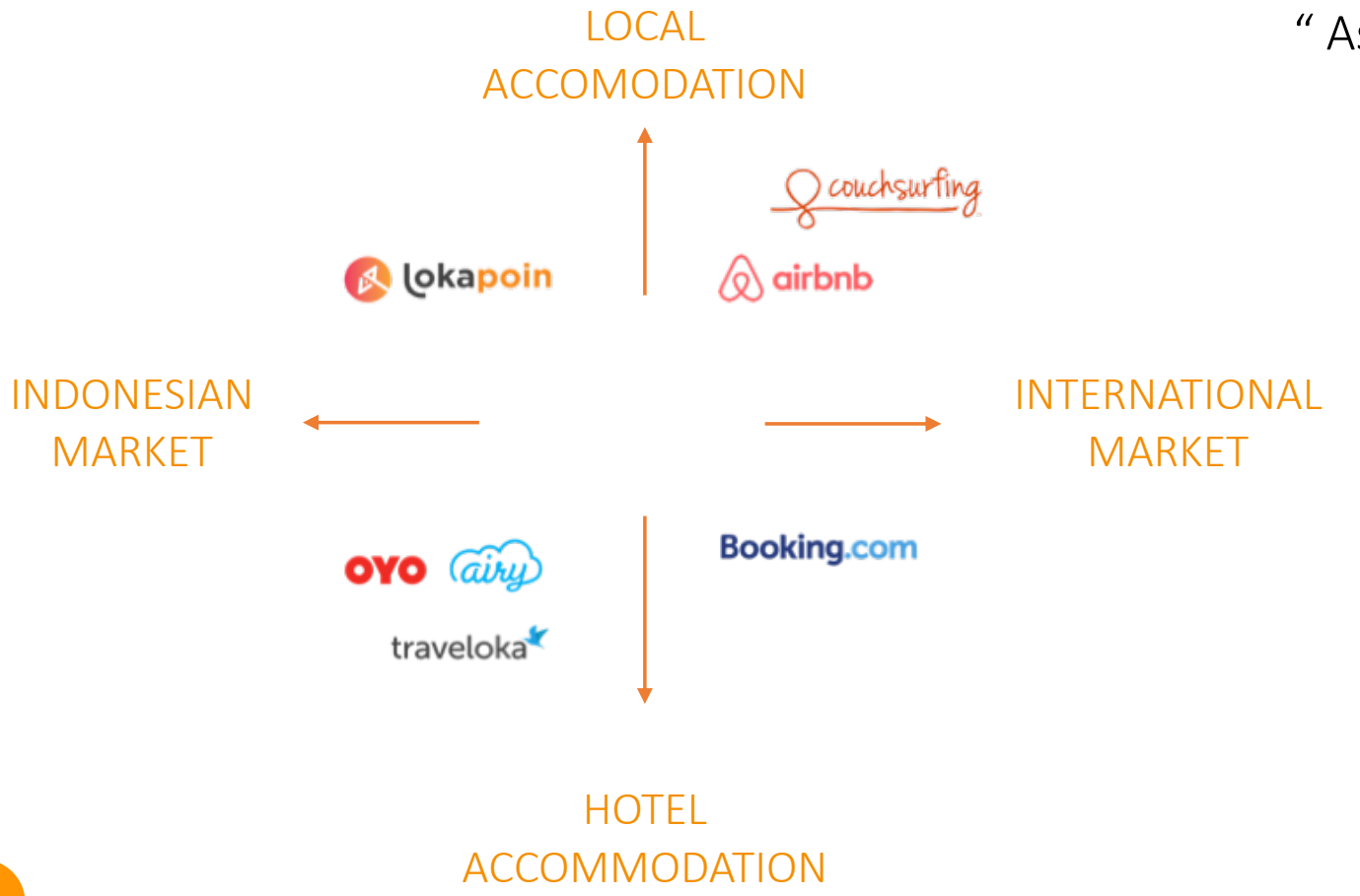
GUEST BOOKED ONLINE



TARGET BOOKING LOKAPOIN YEAR 1

Data Source: BPS 2016-2018

COMPETITION



" As local player, we will be able to **reach** wider network and wider market "

Meet Our **Partners**

BANDUNG

PANGANDARAN

JOGJAKARTA

- Government Project **Smart City** for Smart Tourism
- Create Lokapoin Rental Management to support listing supply

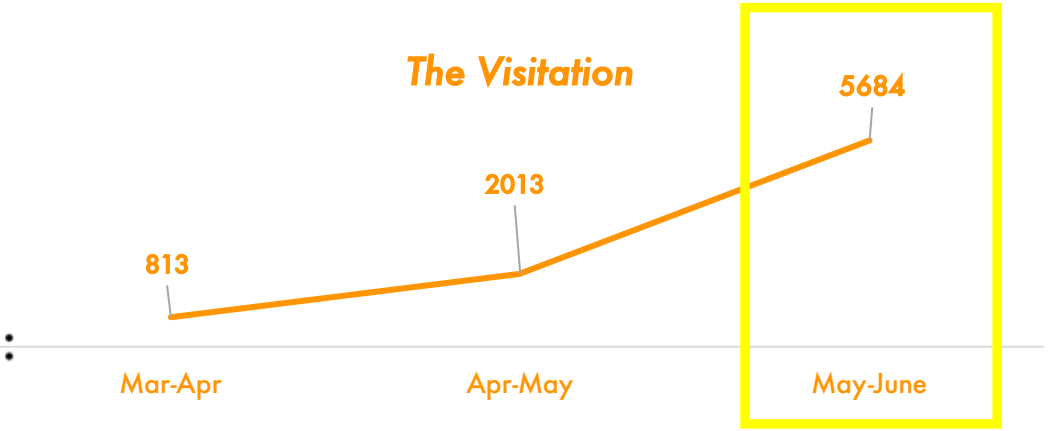
lokapoin

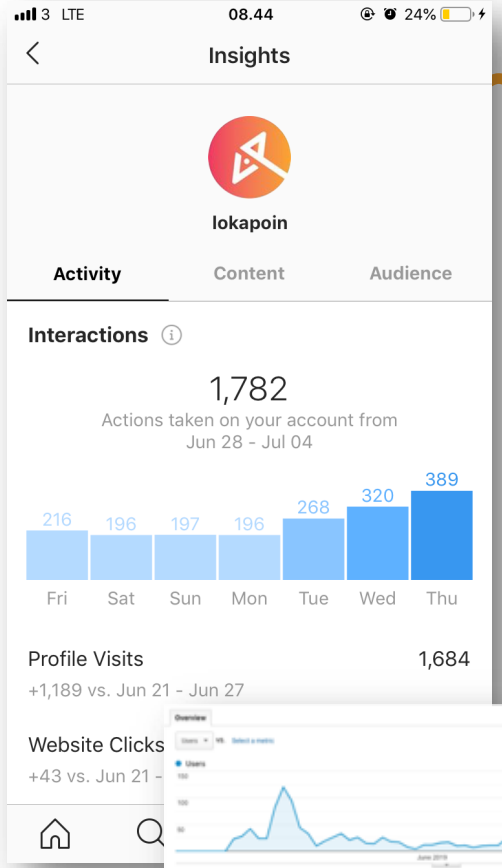
MARKETING

Marketing Action & Strategy

- Social Media Branding
- Broadcast Message
- B2B Collaboration and SEO

Marketing Result +500 travelers





BUSINESS MODEL

1000 bookings

IDR 1 Billion

AVG FEE PER BOOKING
IDR500,000/night
(MINIMUM 2 NIGHTS)

IDR 200,000

Commission Fee 20%
From partner and customer

IDR200,000,000

ESTIMATED INCOME
END YEAR 2019

lokapoin

OUR TEAM

THE TEAM

Mochammad Nurcahyo, S. Bns

CEO

S1 Kewirausahaan, SBM ITB ‘13

Keke Genio, S. Bns

CMO

S1 Kewirausahaan, SBM ITB ‘13

Tommy Ikhlasul Amal, S.Si

Full Stack Developer

S1 Fisika, ITB ‘11

Fernanda Pandu, S. Bns

UI Designer

S1 Kewirausahaan, SBM ITB ‘13

Idwar Halid

Designer & Frond End Developer

Teknik Informatika, UNIKOM ’12

+6289-7494-5500
admin@lokapoin.com
lokapoin.com | @lokapoin

Thank You