

Ransomware Attack Temporarily Cripples National Data Center (PDNS)



Home > Technology

KPU Hacked, Personal Data of 204 Million Indonesians Sold for IDR 1.2 Billion

Hackers admitted to stealing personal data of 204 million Indonesians worth Rp 1.2 billion and having admin access to the KPU website.

 Yuslianson
Updated Jan 13, 2024, 11:36 WIB



Share 18

The Anti-Land Mafia Task Force has successfully obtained data on TO Land Crimes in 2024, namely 82 cases with potential losses of more than IDR 1.7 trillion and a total land area of approximately 4,569 hectares.

This number, according to AHY, is greater than in 2023 which reached 60 cases.

Editorial | The Negative Impact of Slow Digitalization of HGU Maps

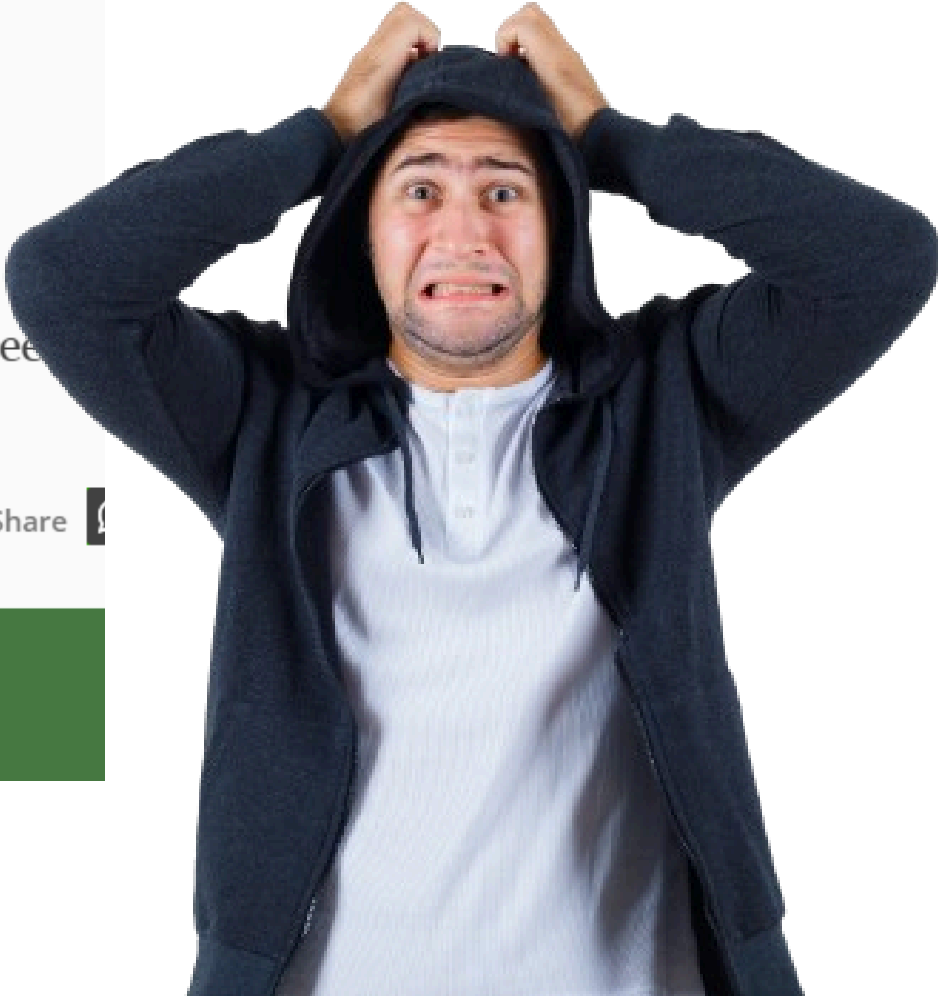
The Chaos of Land Rights Digitalization

The digitization of HGU data at the National Land Agency has not been... Opening up opportunities for corruption and land conflicts.

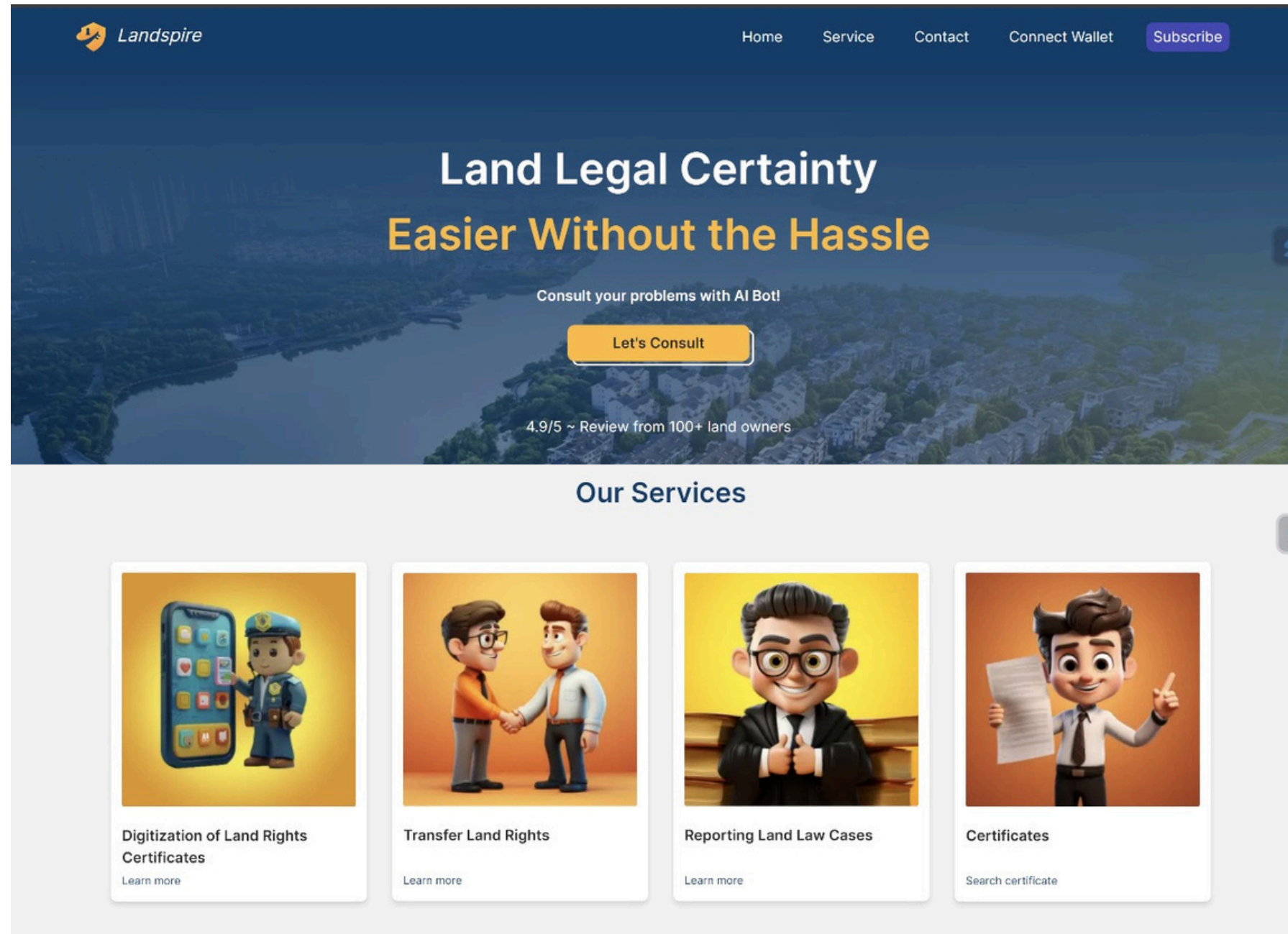
Tuesday, January 10, 2023

Share

Data said, "I'm finally secure now by Landspire"



OUR SOLUTION



Form of Land Rights Certificates

UPLOAD CERTIFICATE

PDF Format/Max 25Mb

Name*

NIK*

Certificate ID*

Ownership Rights*

Date of Issuance*

Land Address*

Land Area*

Submit

PREVIEW CERTIFICATE

Landspire platform secure land document using blockchain and AI to able answer land problem by chatbot. Digitalization HAT certificate transfer process

First, secure digital-based land certificate assets in blockchain especially land data. To jointly secure national data

OUR SOLUTION



Digitalization of the HAT certificate transfer process in Indonesia. Including to secure personal data.

Form Transfer Land Rights

Wallet Address

Full Name

Phone/WhatsApp

NIK

Nomor Kartu Keluarga

NPWP

Sertifikat Tanah Asli

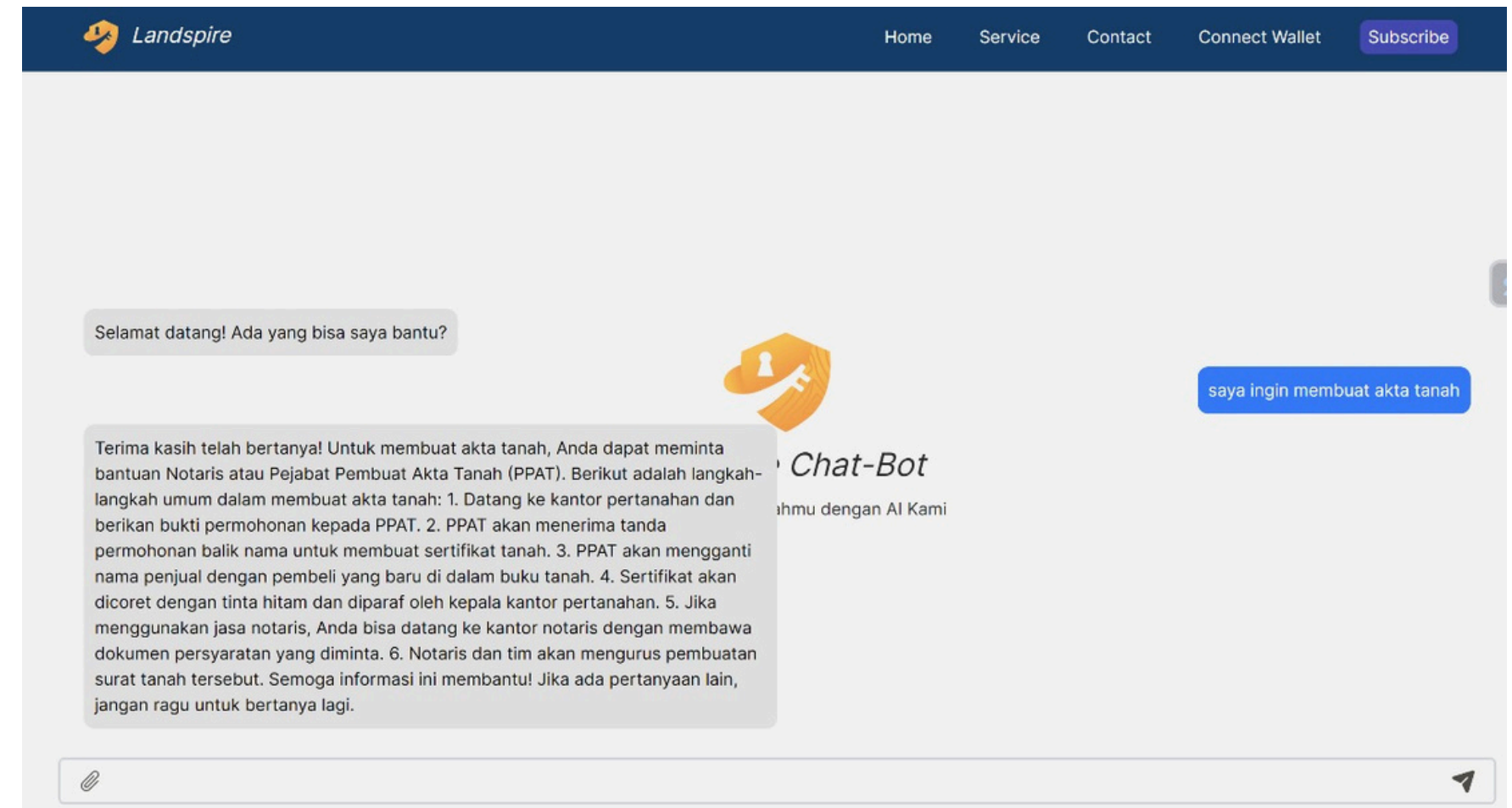
Surat Permohonan Balik Nama

Akta Jual Beli

Bukti Pelunasan BPHTB

SPPT PBB Tahun Berjalan

Kirim



Lastly, consultation on land issues and education through AI to increase public awareness.

Whats Next Our Project?



Kuartal II 2024

Kuartal III 2024

Kuartal I 2025

Kuartal II 2025

Kuartal III 2025

- Update Desain UI/UX Web
- Generative AI Model 3.5
- Update Web
- Data Integration ATR/BPN

- Maintenance Blockchain
- Maintenance Web
- Google Analytics Integration
- 3000 User Aquisition

- Monetize Revenue
- Event Promotion
- User Aquisition 5000
- Pre Seed Investors

- Hiring Team
- Optimization Web
- Churn rate <30% of total users
- 15000 User Aquisition

- Influencer Marketing
- Referral Promotion
- SEO & SEM Optimization
- 90.000 User Aquisition

2024 - 2026

2026 and Beyond

Business Model

B2C

B2B & B2C

Target Market

Age

- Primary Target: 30-60 Years
- Secondary Target: 25-45 Years (Professionals, Property Buyers)

Gender

- Both female and male

Income Level

- Low to High Income: IDR 60 million per year to > 200 million per year

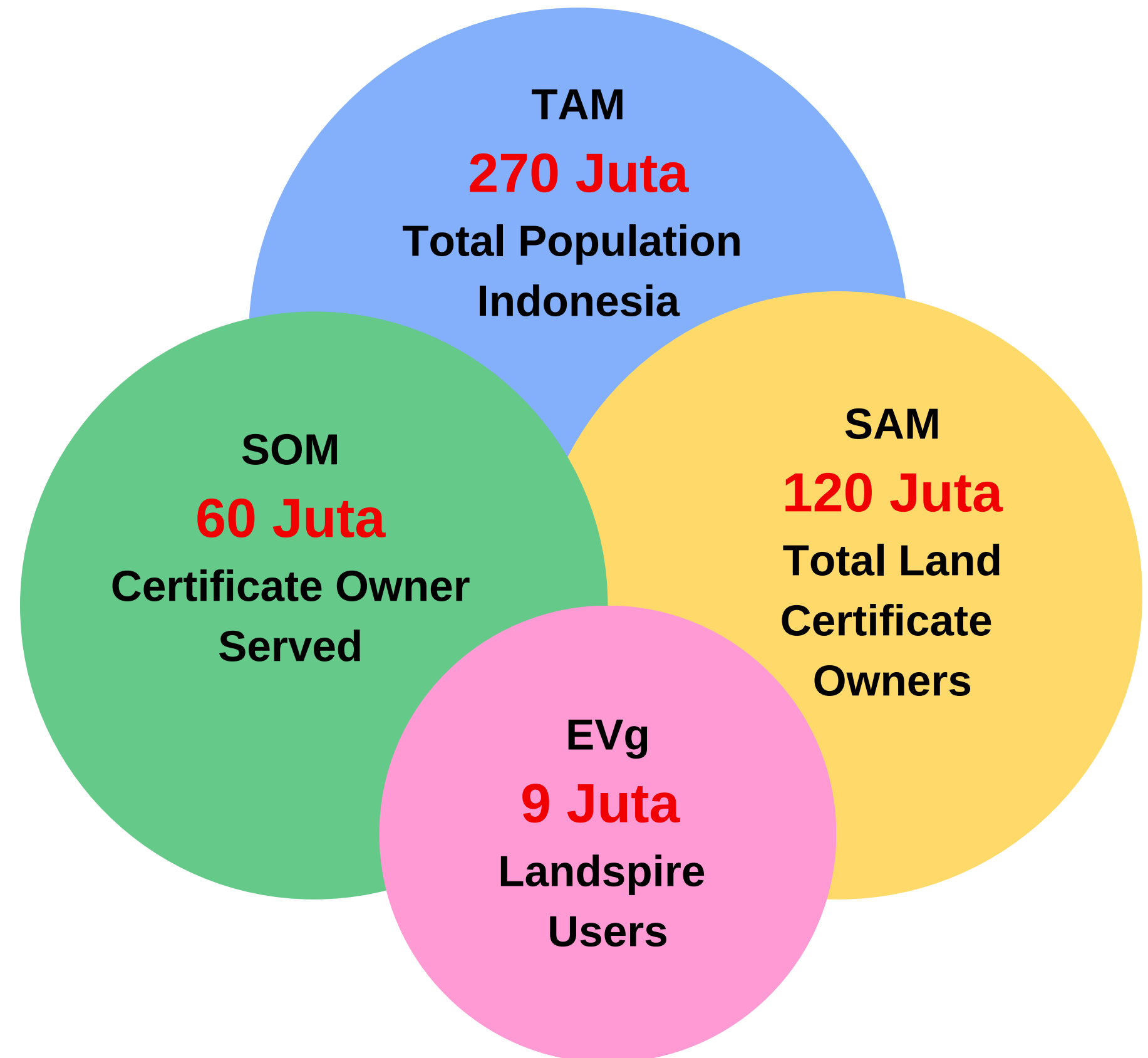
Region

- Focus high land transaction volumes and active real estate markets ex: Java, Bali, Jakarta etc

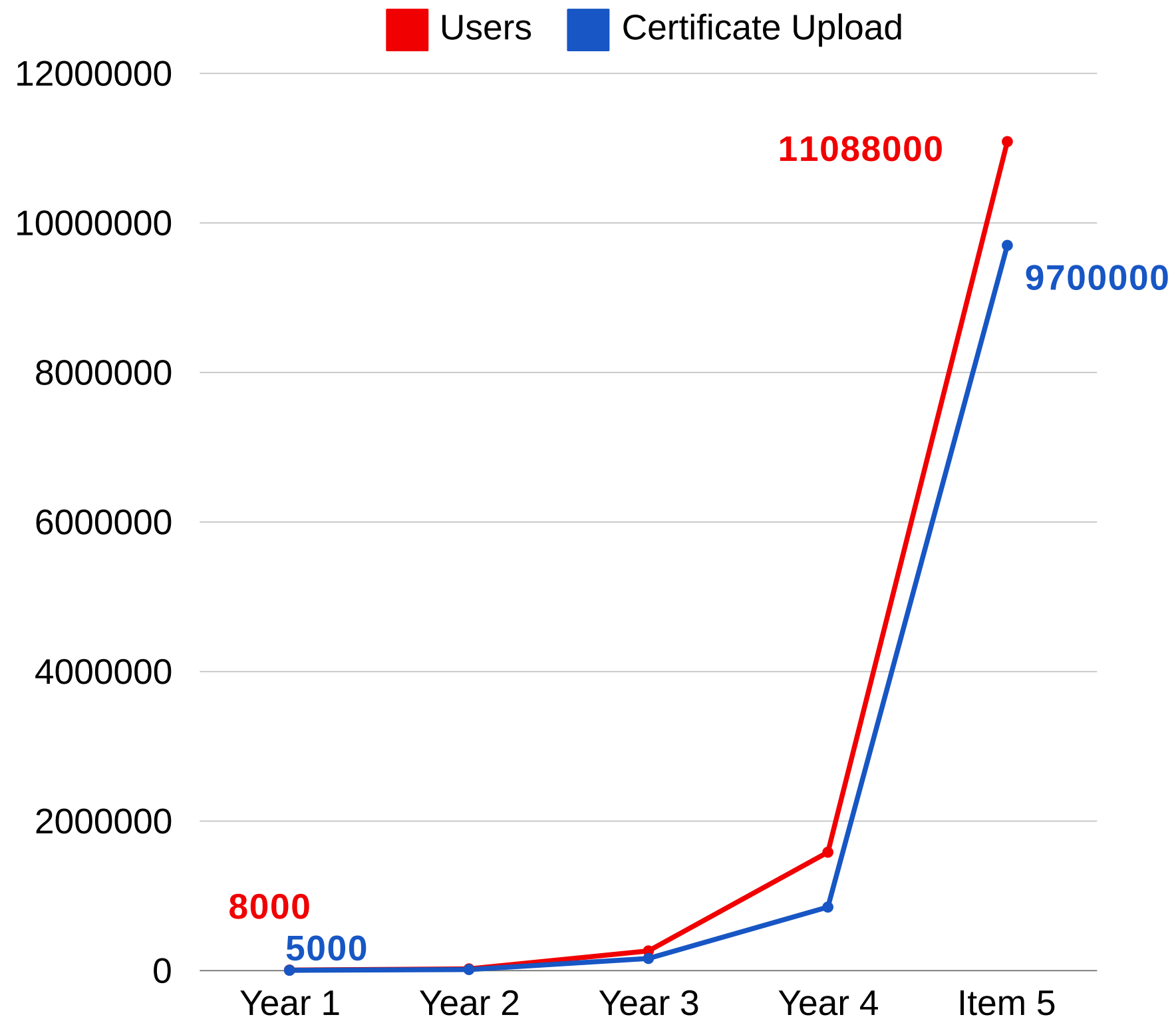
Values

- Transparency and security
- Innovation dan Tech Savy
- Legal certainty

Market Size



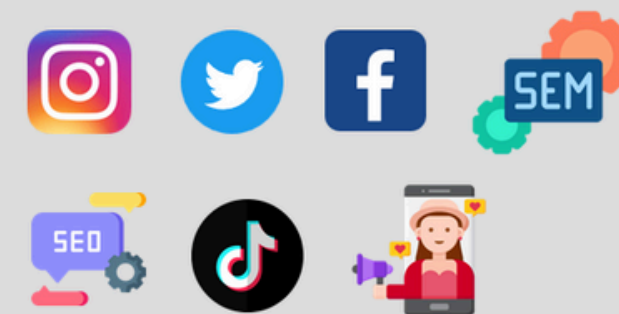
Target Users and Marketing Strategy



User Aquisition and Churn Rate Strategy

User

Optimasi Sosial Media,
SEO, KOL, SEM



Pemerintah, Event, Bazar,
dan People to People

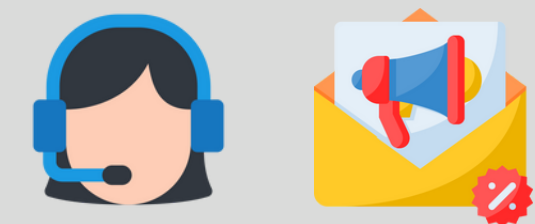


Churn Rate

Improve UI/UX Web



Free 1 Month Service,
Email marketing



Values

Product

Business Model

Services

Level of Security

Technology

Landspire



B2C & B2B

Digitalization
certificate land and
HAT process, report
land legal cases



AI,
Blockchain,
Website

Sentuh Tanahku



B2C

Plot location,
document validation,
search file and online
regist



Mobile Apps

GISTARU



B2C

Plot location,
document validation,
search file and online
regist



Mobile Apps

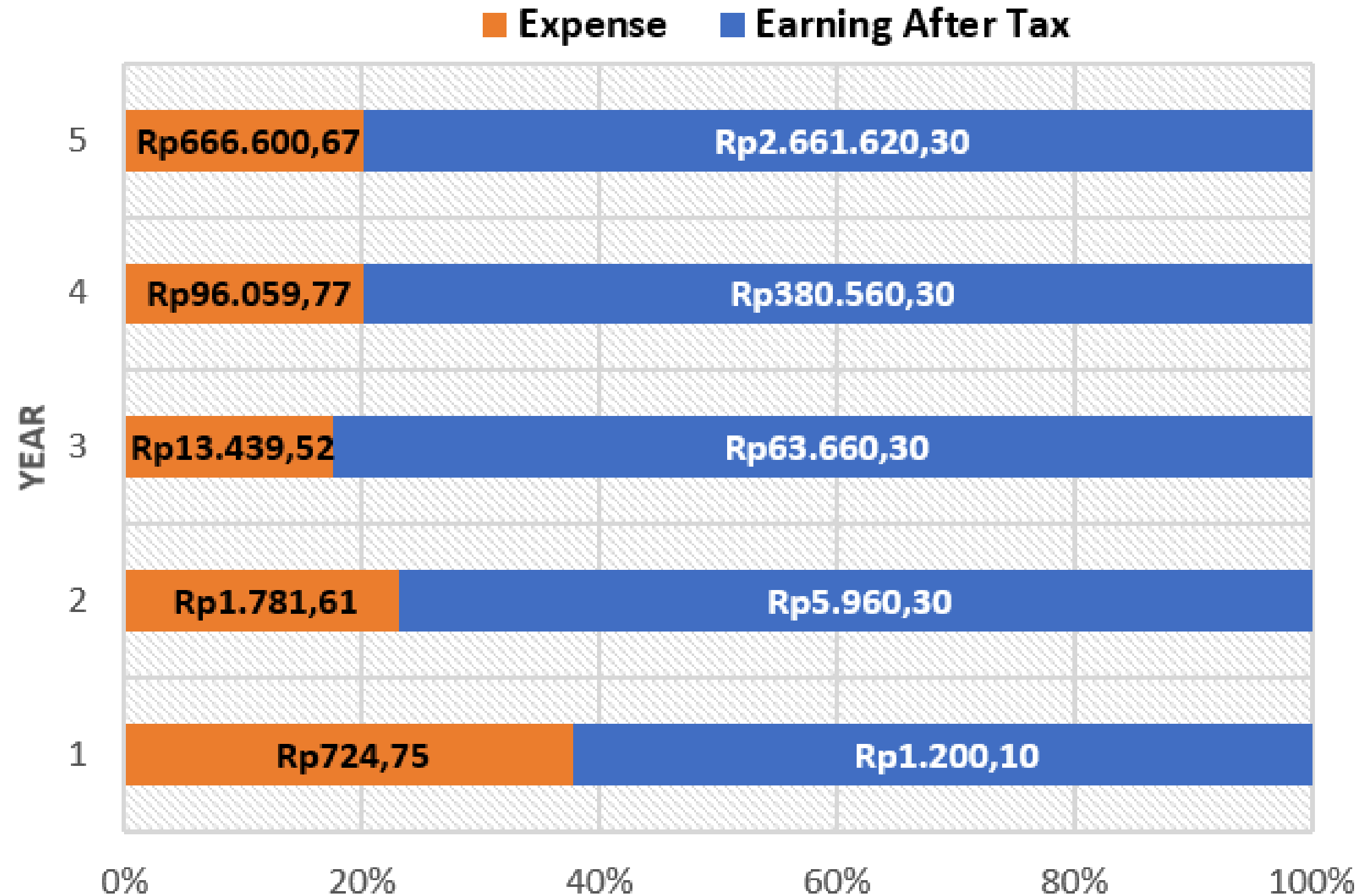
Financial Report



Landspire

No	Kebutuhan	Jumlah	Satuan	Harga/Unit (Rp)	Total Biaya (Rp)	Total Biaya/Tahun (Rp)
1	Komputer server	1	Buah	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00
2	Starlink Installation	1	Unit	Rp 8.000.000,00	Rp 8.000.000,00	Rp 8.000.000,00
3	Laptop Office	2	Unit	Rp 7.000.000,00	Rp 14.000.000,00	Rp 14.000.000,00
4	Printer	1	Buah	Rp 800.000,00	Rp 800.000,00	Rp 800.000,00
5	Legal & Izin	1	Kali	Rp 10.000.000,00	Rp 10.000.000,00	Rp 10.000.000,00
6	Office Furniture	4	Paket	Rp 1.500.000,00	Rp 6.000.000,00	Rp 6.000.000,00
TOTAL CAPEX					88.800.000,00	88.800.000,00
No	Kebutuhan	Jumlah	Satuan	Harga/Unit (Rp)	Total Biaya (Rp)	Total Biaya/Tahun (Rp)
1	Blockchain E Wallet	1	Layanan	Rp 793.800,00	Rp 793.800,00	Rp 9.525.600,00
2	Create NFT Service	1	Layanan	Rp 324.000,00	Rp 324.000,00	Rp 3.888.000,00
3	Generative AI	1	Layanan	Rp 6.318.000,00	Rp 6.318.000,00	Rp 75.816.000,00
4	AI Model	1	Layanan	Rp 324.000,00	Rp 324.000,00	Rp 3.888.000,00
5	Frontend Hosting	1	Layanan	Rp 324.000,00	Rp 324.000,00	Rp 3.888.000,00
6	LLM Hosting	1	Layanan	Rp 388.800,00	Rp 388.800,00	Rp 4.665.600,00
7	Deploy Token	1	Layanan	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00
8	Salary	4	Orang	Rp 5.000.000,00	Rp 20.000.000,00	Rp 240.000.000,00
9	Internet	1	Layanan	Rp 700.000,00	Rp 700.000,00	Rp 8.400.000,00
10	Biaya listrik	1	Unit	Rp 1.000.000,00	Rp 1.000.000,00	Rp 12.000.000,00
11	Kantor	1	Unit	Rp 25.000.000,00	Rp 25.000.000,00	Rp 25.000.000,00
12	Maintanance	1	Kali	Rp 5.000.000,00	Rp 5.000.000,00	Rp 60.000.000,00
13	DevOps Tools	1	Layanan	Rp 3.240.000,00	Rp 3.240.000,00	Rp 38.880.000,00
TOTAL OPEX					113.412.600,00	535.951.200,00
TOTAL INITIAL INVESTMENT					202.212.600,00	624.751.200,00

No	Kebutuhan	Jumlah	Satuan	Harga/Unit (Rp)	Total Biaya (Rp)	Total Biaya/Tahun (Rp)
1	Komputer server	1	Unit	5.000.000,00	5.000.000,00	5.000.000,00
2	Starlink Installation	1	Unit	800.000,00	800.000,00	800.000,00
3	Laptop Office	2	Unit	700.000,00	1.400.000,00	1.400.000,00
4	Printer	1	Unit	80.000,00	80.000,00	80.000,00
5	Office Furniture	4	Unit	150.000,00	600.000,00	600.000,00
JUMLAH BIAYA DEPRESIASI					7.880.000,00	94.560.000,00
Year	User	Subscribe/Year	Total Subscribe	Sponsorship	Partnership	Total Revenue
1	5000	Rp 240.000,00	Rp 1.200.000.000,00	Rp 100.000,00	Rp -	Rp 1.200.100.000,00
2	24000	Rp 240.000,00	Rp 5.760.000.000,00	Rp 200.000,00	Rp 200.000.000,00	Rp 5.960.200.000,00
3	264000	Rp 240.000,00	Rp 63.360.000.000,00	Rp 300.000,00	Rp 300.000.000,00	Rp 63.660.300.000,00
4	1584000	Rp 240.000,00	Rp 380.160.000.000,00	Rp 300.000,00	Rp 400.000.000,00	Rp 380.560.300.000,00
5	11088000	Rp 240.000,00	Rp 2.661.120.000.000,00	Rp 300.000,00	Rp 500.000.000,00	Rp 2.661.620.300.000,00



Financial Report



	YEAR	1	2	3	4	5
	Revenue	Rp 1.200.100.000,00	Rp 5.960.300.000,00	Rp 63.660.300.000,00	Rp 380.560.300.000,00	Rp 2.661.620.300.000,00
	Opex	Rp 535.951.200,00	Rp 589.546.320,00	Rp 707.455.584,00	Rp 919.692.259,20	Rp 1.195.599.936,96
	Marketing Cost	Rp 240.020.000,00	Rp 1.192.060.000,00	Rp 12.732.060.000,00	Rp 95.140.075.000,00	Rp 665.405.075.000,00
	Operating Profit / EBITDA	Rp 424.128.800,00	Rp 4.178.693.680,00	Rp 50.220.784.416,00	Rp 284.500.532.740,80	Rp 1.995.019.625.063,04
	Depreciation	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00
	EBIT	Rp 329.568.800,00	Rp 4.084.133.680,00	Rp 50.126.224.416,00	Rp 284.405.972.740,80	Rp 1.994.925.065.063,04
	Interest/Bunga	Rp -	Rp -	Rp -	Rp -	Rp -
20%	Tax / Pajak	Rp -	Rp 3.267.306.944,00	Rp 40.100.979.532,80	Rp 227.524.778.192,64	Rp 1.595.940.052.050,43
	EAT/Net Income/Laba Bersih	Rp 329.568.800,00	Rp 3.267.306.944,00	Rp 40.100.979.532,80	Rp 227.524.778.192,64	Rp 1.595.940.052.050,43
	Cashflow to Owner					
	Net Income	Rp 329.568.800,00	Rp 3.267.306.944,00	Rp 40.100.979.532,80	Rp 227.524.778.192,64	Rp 1.595.940.052.050,43
	Depreciation Added Back	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00	Rp 94.560.000,00
	Free Cashflow Bf Financing	Rp 424.128.800,00	Rp 3.361.866.944,00	Rp 40.195.539.532,80	Rp 227.619.338.192,64	Rp 1.596.034.612.050,43
	Equity Financing	Rp 700.000.000,00				
	FCF After Financing	-Rp 275.871.200,00				
	Cummulative FCF	-Rp 275.871.200,00	Rp 3.085.995.744,00	Rp 40.195.539.532,80	Rp 227.619.338.192,64	Rp 1.596.034.612.050,43
	Discount Rate	6%				
	NPV	1.493.731.820.679,56				
	IRR	450%				

OUR TEAM



**M. Raqwan
Kauthar**

CEO

- Informatics Engineering
- Experienced machine learning and blockchain



**Dzaki Miftah
Farid**

CFO

- Financial Management
- Experienced product management



**Faizal
Maulana**

CTO

- Informatics Engineering
- Experienced IT Operations & Backend



**Muhammad Fadhil
Syahrian**

CTO

- Management
- Experienced Fullstack Engineer & IOT Operations