

PROGRAMS

TALENT AS A SERVICE

Is Enigma Camp's program that aims to provide talents to corporate clients, consisting of:

- **Bootcamp Graduates :** Talent from Enigma Camp graduates
- **Passthrough Programs :** Finding talents for corporate based on their specifications
- **Professional Hire :** Recruiting experienced from outside Enigma Camp's ecosystem

BOOTCAMP

CORPORATE

COACHING & MENTORING

HOW MIGHT WE CREATE THE BEST TALENT FOR THE INDUSTRY?

Providing positive impact to information technology through education

SERVICES

● Bootcamp Graduates

Provide highly skilled bootcamp graduates ready to tackle industry challenges. Trained in the latest technologies and methodologies.

USP

- Talents trained in up-to-date tech stacks
- Access to a pool of enthusiastic and fresh talent
- Post-training support
- Certificate of graduation

● Passthrough Programs

Identify and provide talent tailored to the corporate specific needs. We source and get candidates based on the user's unique requirements.

USP

- Customized talent sourcing
- Fast and efficient matching process
- Advanced interview methodologies
- Client-focused approach
- Experienced hiring team
- Scalable solutions for varying needs

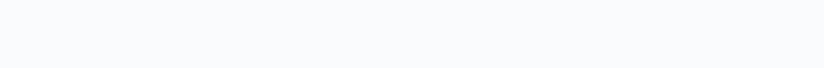
● Experience Hiring

Recruiting experienced talents who bring seasoned expertise to industry. Putting top-tier professionals to drive business success.

USP

- Access to strong industry partnerships
- Strategic matching process
- Flexible hiring options
- Support for high-impact projects

COMPETITOR



TRAINING AS A SERVICE

Is Enigma Camp's program that aims to provide a training for talents, consisting of:

- **Internal Bootcamp :** Enigma Camp's offline bootcamp
- **Corporate Bootcamp :** Providing training for corporate talents
- **IT Development Program :** Providing both training and coaching for corporates
- **Management Trainee :** Facilitates new trainees from onboarding to placement

BOOTCAMP

CORPORATE

COACHING & MENTORING

HOW MIGHT WE CREATE THE BEST TRAINING FOR TALENTS?

Providing positive impact to information technology through education

SERVICES

● Internal Bootcamp

Providing free IT education for talents both in offline and online bootcamp.

USP

- Free
- Enigma Camp 1.0 (Offline)
- Enigma Camp 2.0 (Online)
- Job placement
- High engagement and participation rates
- Post-training support
- Certificate of graduation
- Strong industry partnerships

● Corporate Bootcamp

Providing training for internal corporate talents.

USP

- Online and offline bootcamp
- Customizable materials and timeline
- Alignment with corporate objectives
- Industry Expert Trainers
- Positive post-training support
- Certificate of graduation

● IT Development Program

Combination of corporate bootcamp training and personalized coaching.

USP

- Customized and personalized to your needs
- Comprehensive Bootcamp
- Expert coaching and mentoring
- Strong focus on career progression

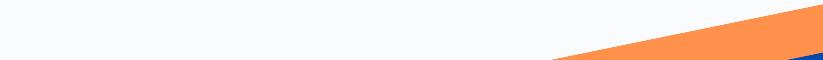
● Trainee Management

Facilitating the development of placement trainee.

USP

- Efficient onboarding processes
- Structured development plans
- Performance tracking and analytics
- Rapid integration into teams
- Supportive training environment

COMPETITOR



SERVICES

REMOTE DEVELOPMENT CENTER

We offer end-to-end solutions for corporate software needs. From concept to deployment, we deliver high-quality, scalable software tailored to your requirements.

CORPORATE

SOFTWARE-HOUSE

SERVICE

HOW MIGHT WE CREATE AND DELIVER THE BEST SOLUTIONS FOR CLIENTS?

Delivering positive impact through tech solutions.

USP & OPPORTUNITIES

● Custom Software Solutions

Provide a pool of expert engineers with wide range technology stacks to support the development of application and innovation of your company.

● Strong Project Management

With a skilled, experienced team to ensure that your projects are completed on time and within budget.

● Strong Focus on Quality and Security

Ensures that every project is built with the highest standards, combining innovative solutions with rigorous security protocols.

● High Precision And Accuracy

Experienced in designing project plan with high precision and accuracy to produce within the requirements and delivery time.

● High Quality Deliverables

We guarantee to provide project with high quality deliverables.

USER PERSONA

Juan Jahja

Business Analyst

Age

31

Income

18.000K

Location

Jakarta

Status

Single Father

BACKGROUND

Juan is a seasoned Business Analyst working at Tech Innovators Inc., a mid-sized technology company specializing in creating cutting-edge software solutions. With over 10 years of experience in the tech industry, Juan has a deep understanding of both the technical and business aspects of software development. She holds a Master's degree in Business Administration with a focus on Information Technology.

PAIN POINTS

- Optimize Business Processes:** Juan aims to streamline business processes through effective software solutions that enhance productivity and reduce operational costs.
- Data-Driven Decisions:** She strives to leverage data analytics to make informed decisions that drive business growth and innovation.
- Quality and Security:** Ensuring that the software solutions implemented are of the highest quality and adhere to stringent security standards is a top priority for Juan.
- Stakeholder Satisfaction:** Juan is committed to ensuring that all stakeholders, from end-users to top management, are satisfied with the software solutions provided.



CTO AS A SERVICE

Offers strategic IT consulting with access to our tech experts and software house. We help you navigate technological challenges and drive innovation.

CORPORATE

SOFTWARE-HOUSE

CONSULTANT

HOW MIGHT WE PROVIDE THE BEST SOLUTIONS OR TEAMS FOR THE CLIENT'S NEEDS?

Delivering positive impact through tech solutions.

USP & OPPORTUNITIES

● Strategic IT Leadership

Our leaders bring years of industry experience to the table. They work closely with your management teams to devise technology strategies that align with your vision.

● Technical Excellence

We oversee product development and provide technical guidance to your teams as a whole. Our CTO as a Service ensure your projects meet high technical standards and align with business objectives.

● Technology Roadmapping

We help you plan and implement technology strategies that pave the way for growth and innovation. Our roadmaps are tailored to your unique goals.

● Product Innovation

Stay ahead of the competition with innovative product development. Our leaders provide insights and expertise to help you create groundbreaking solutions.

● Strong Focus on Quality and Security

Ensures that every project is built with the highest standards, combining innovative solutions with rigorous security protocols.

USER PERSONA

Saralaka Chen

COO of a Company

Age

28

Income

32.000K

Location

Jakarta

Status

Single Mother

BACKGROUND

Saralaka Chen is the Chief Operating Officer at FutureTech Enterprises, a rapidly growing company specializing in innovative technology solutions. With over 20 years of experience in operations and business management, Ms Chen has a strong track record of driving operational excellence and strategic growth. She holds an MBA with a concentration in Information Systems and has a deep understanding of how technology can be leveraged to achieve business objectives.

PAIN POINTS

1. **Resource Constraints:** Limited in-house expertise and resources to handle complex IT projects and strategic initiatives.

2. **Scalability Issues & Security Threats:** Ensuring the IT infrastructure can scale with the company's growth without compromising performance, and protecting the organization from increasing cybersecurity threats and regulatory compliance with regulations.

3. **Keep up:** Struggling to stay updated with the latest technological trends and innovations, which affects planning and strategy.

Enigma Camp - 2024

Created By
The Product Team

HIRING & ADMISSION

Streamlines the process of finding and recruiting top talent. We handle everything from initial screening to final onboarding.

Adjustable to penyesuain corporate needs

CORPORATE

TALENT ACQUISITION

CONSULTANT

HOW MIGHT WE SIMPLIFY THE HIRING PROCESS FOR CLIENTS??

Delivering positive impact through Talent solutions.

USP & OPPORTUNITIES

● Experienced Hiring Team

Accustomed to deal with a wide variety of recruitment requests, we're able to understand our client's needs and requirements to find the most suitable talents.

● Advanced Interview Methodologies

Our interview process is thorough, fair and objective, which ensures that the most suitable candidate is selected for the job.

● Complete Talent Pool

Enigma Camp works with various companies, organizations, and educational institutions that allow us to have unlimited access to a wide range of qualified talents.

● End-to-End Recruitment Support

From start to finish, our dedicated team supports you through every step of the recruitment journey, ensuring a seamless and stress-free experience.

USER PERSONA

Herbando Brosing

Hiring Manager at Company

Age
Income
Location
Status

32
28.000K
Jakarta
Divorced

BACKGROUND

Herbando Brosing is a seasoned Hiring Manager at Innovatech Solutions, a leading firm specializing in advanced IT services and solutions. With over 15 years of experience in talent acquisition and human resources, Herbando has developed a keen eye for identifying top talent in the tech industry. He holds a Bachelor's degree in Human Resource Management and is certified in various HR and recruitment methodologies.

PAIN POINTS

- High Competition:** Facing intense competition for top IT talent from other leading tech companies.
- Skill Gaps:** Identifying candidates with the right mix of technical skills and experience.
- Time Constraints:** Balancing the urgency to fill positions quickly with the need for thorough candidate vetting.
- Keeping Up with Tech Trends:** Staying updated with the latest technology trends and understanding the skills required for emerging technologies.



TALENT ACQUISITION

Streamlines the process of finding and recruiting top talent. We handle everything from initial screening to final onboarding.

Hiring & Admission untuk Internal Dengan model Enigma Camp

CORPORATE

TALENT ACQUISITION

CONSULTANT

HOW MIGHT WE ENSURE HIGH- QUALITY CANDIDATE SELECTION?

Delivering positive impact through Talent solutions.

USP & OPPORTUNITIES

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Hiring Manager at Company

Age
Income
Location
Status

32
28.000K
Jakarta
Divorced

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BRIDGE ACADEMIA AND INDUSTRY

Connect academic institutions with industry partners to facilitate knowledge transfer and innovation. Our programs ensure students are job-ready and companies can tap into fresh talent.

CORPORATE

ACADEMIC

SERVICE

HOW MIGHT WE CREATE EFFECTIVE COLLABORATIONS BETWEEN ACADEMIA AND INDUSTRY?

Connecting Academia and Industry.

USP & OPPORTUNITIES

Strong Partnerships

We build lasting relationships between academia and industry experts for joint projects and innovation.

Innovation Transfer

We help bring cutting-edge research from universities into practical use in the industry.

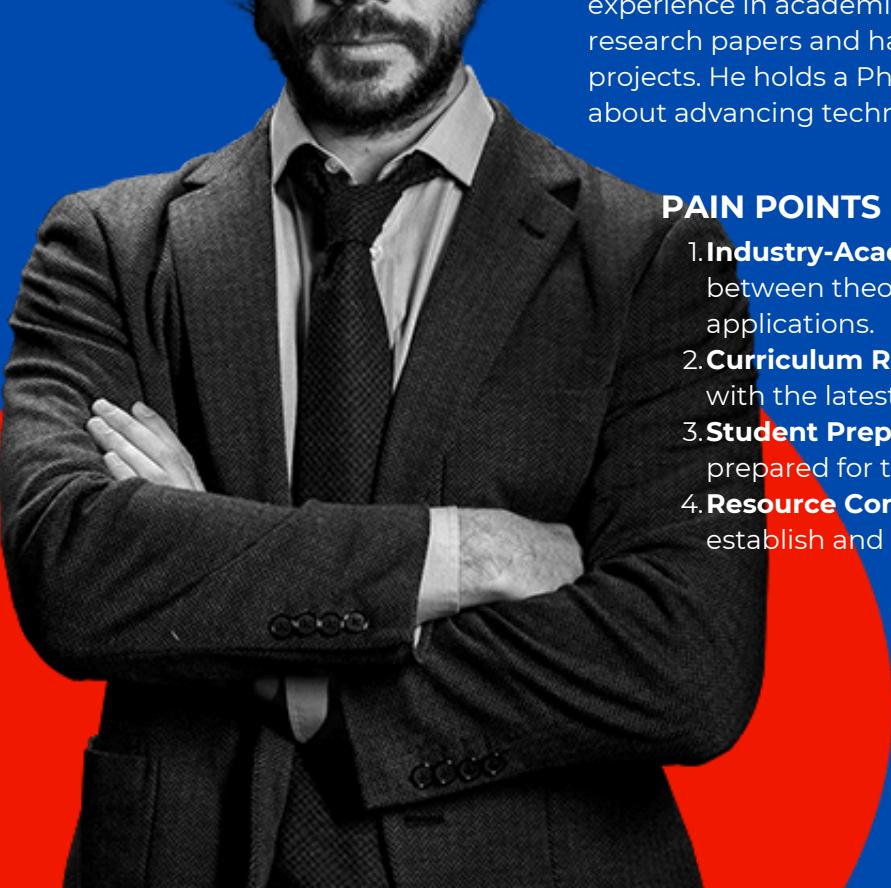
Student Placements

We support student internships and job placements with top companies.

Practical Exposure for Students

Seeks opportunities for students to gain practical exposure through internships and industry projects.

USER PERSONA



Sergio Marquina

Professor of Computer Science at Tech University

Age
Income
Location
Status

32
25.000K
Jakarta
Single Father

BACKGROUND

Dr. Sergio Marquina is a respected Professor of Computer Science at Tech University, renowned for his contributions to the fields of artificial intelligence and machine learning. With over 20 years of experience in academia, Dr. Sergio has published numerous research papers and has been involved in several groundbreaking projects. He holds a Ph.D. in Computer Science and is passionate about advancing technological education and research.

PAIN POINTS

- Industry-Academia Gap:** Difficulty in bridging the gap between theoretical research and practical industry applications.
- Curriculum Relevance:** Keeping the curriculum updated with the latest industry trends and technologies.
- Student Preparedness:** Ensuring students are adequately prepared for the demands of the tech industry.
- Resource Constraints:** Limited resources and time to establish and maintain industry partnerships.

Enigma Camp - 2024

Created By
The Product Team

COACHING & MENTORING

Provide expert coaching and mentoring to support professional growth and development. Our services are designed to help individuals and teams achieve their full potential.

CORPORATE

COACHING

MENTORING

HOW MIGHT WE TAILOR THE BEST COACHING & SUPPORT TO INDIVIDUAL NEEDS?

Providing positive impact to individual through support

USP & OPPORTUNITIES

● Personalized Coaching Plans

Tailored coaching plans designed specifically to meet your unique needs and goals.

● Experienced Mentors and Coaches

Learn from seasoned professionals with extensive experience in your field.

● Continuous Feedback and Improvement

Benefit from regular feedback and continuous improvement strategies to stay on track.

● Support for Career Advancement

Gain the skills and insights needed for career growth and advancement.

● Customizable Training Duration and Timframe

Depending on the user desirable outcome, we offer customizable training duration.

USER PERSONA

Dora D eksploder

Hiring Manager at Company

Age
Income
Location
Status

31
22.000K
Jakarta
Single

BACKGROUND

Dora Dekspoler is the Hiring Manager at TechWave Solutions, a company specializing in software development and IT consulting services. With 18 years of experience in human resources and talent acquisition, Dora has a deep understanding of the importance of building strong, cohesive teams. She holds a Bachelor's degree in Human Resource Management and a Master's in Organizational Development.

PAIN POINTS

- Skill Gaps:** Identifying and addressing specific interpersonal skill gaps within the team.
- Time Constraints:** Balancing the need for professional development with the demands of project deadlines.
- Resource Allocation:** Ensuring there are enough resources and support for effective coaching and mentoring.
- Continuous Improvement:** Maintaining ongoing development and improvement in a fast-paced industry.

ENIGMA

PLATFORMS

LANDING PAGE - TALENT

Our Landing Page aims to create an effective and high-converting landing pages for our marketing campaigns. It's designed to capture leads and drive engagement.

WEB

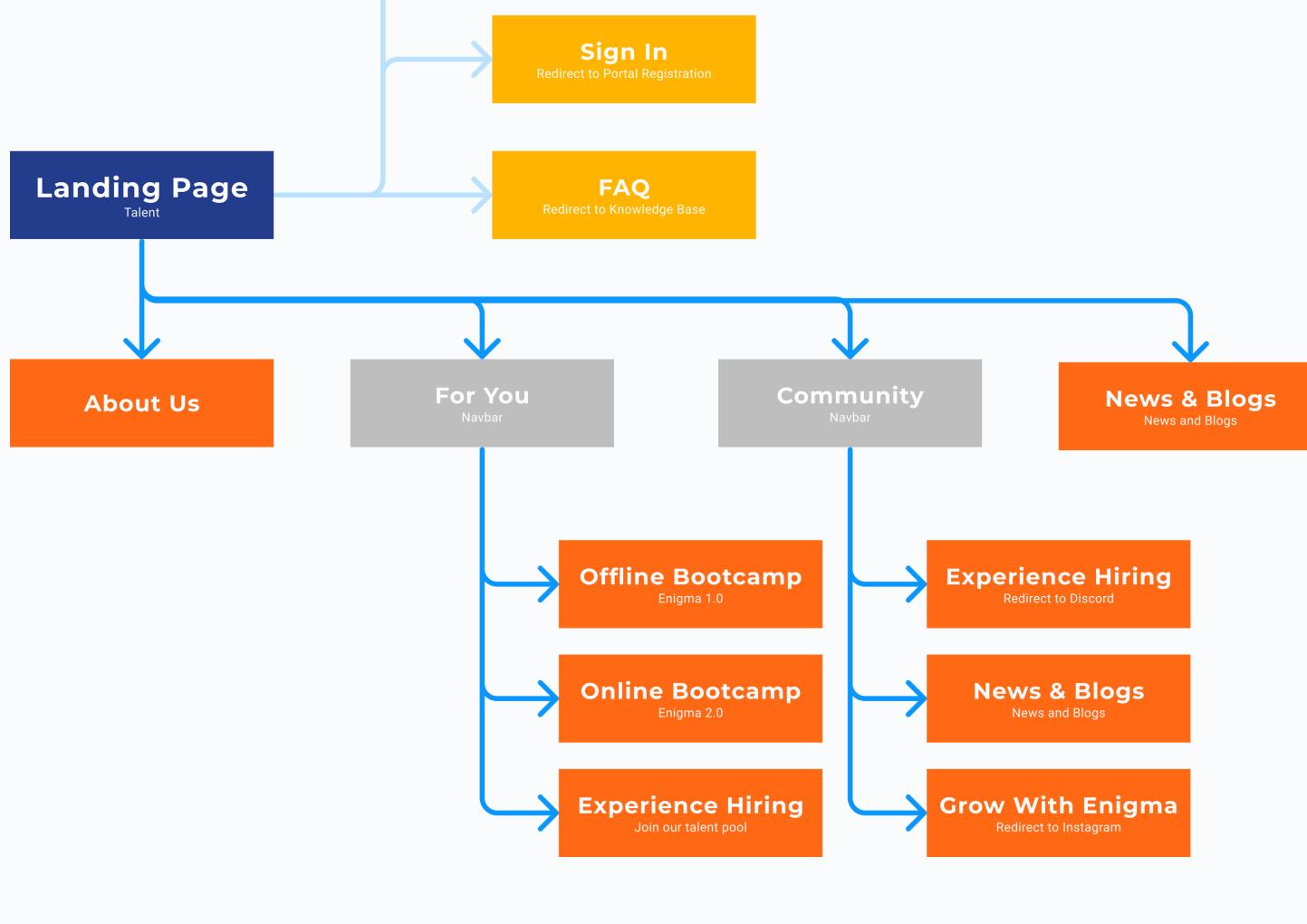
EXTERNAL FACING

IN-HOUSE

HOW MIGHT WE PROVIDE AN EASY TO UNDERSTAND AND EFFECTIVE LANDING PAGE?

Enigma camp's Company Website.

SITEMAP



USER PERSONA

Emily milybanget

Fresh Graduates

Age
Income
Location
Status

21
No Income :(
Jakarta
Recently heart
broken

BACKGROUND

Emily is passionate about coding and web development. She recently graduated and is eager to jumpstart her career. Emily is looking for an IT bootcamp that offers a structured, intensive program to gain hands-on experience and improve her skills quickly. She is tech-savvy, values efficiency, and prefers clear, straightforward processes.

NEEDS

- Ease of Registration:** Simple and fast application process with clear instructions.
- Detailed Information:** Access to comprehensive information about the bootcamp, including curriculum, schedules, fees, and career support.

- Support and Guidance:** Reliable support to assist with any questions or issues during the application process.



LANDING PAGE - CORPORATE

Our Corporate Landing Page serves as the industry-facing side of the company, providing comprehensive information about the business, our products or services we offer for the industry.

WEB

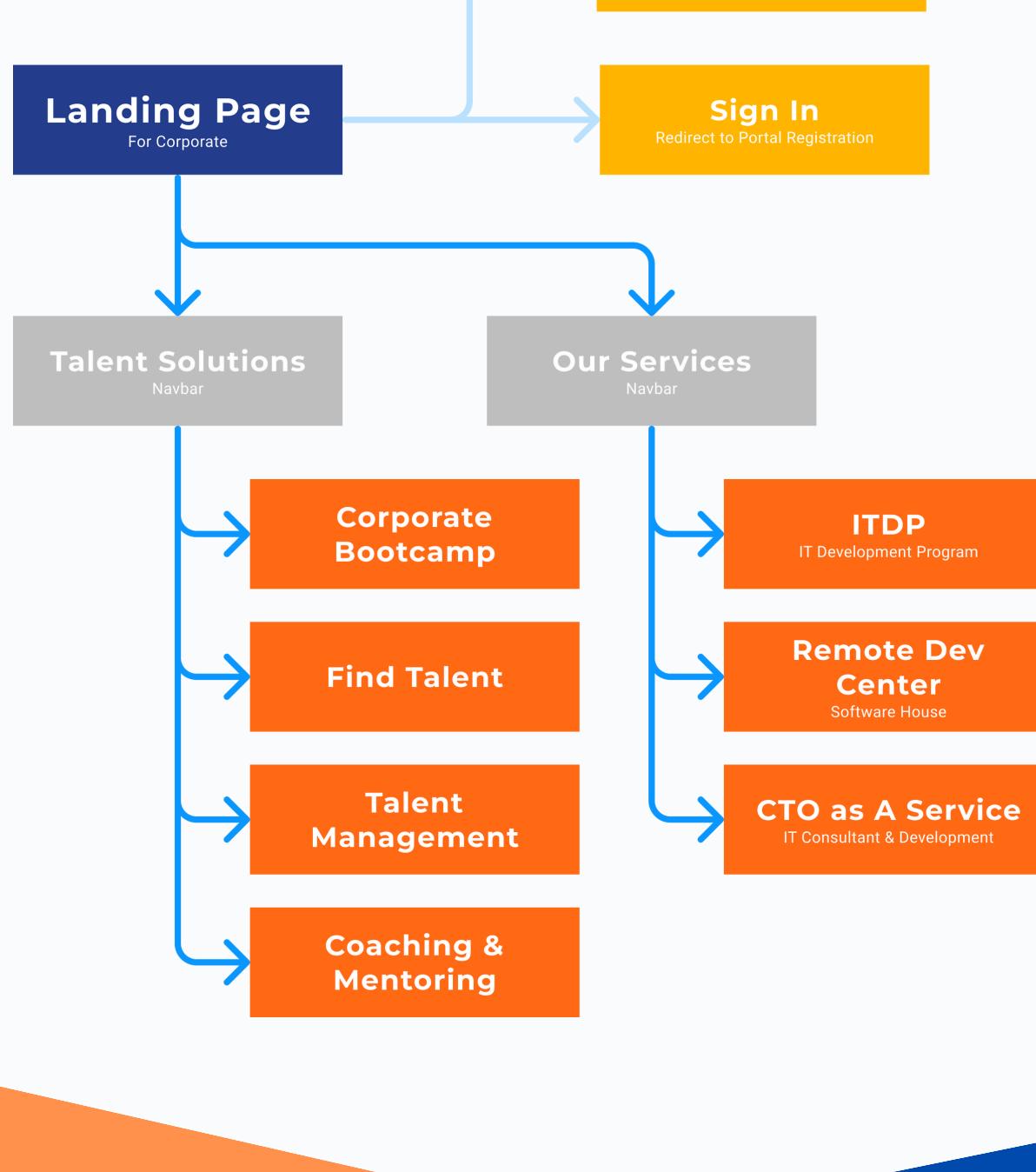
EXTERNAL FACING

IN-HOUSE

HOW MIGHT WE PROVIDE AN EASY TO UNDERSTAND AND EFFECTIVE LANDING PAGE?

Enigma camp's Company Website.

SITEMAP



USER PERSONA



Jason Deep

Hiring Manager

Age

31

Income

18.000K

Location

Jakarta

Status

Divorced - No kids

BACKGROUND

Jason has over 15 years of experience in HR and talent acquisition. He is responsible for finding and recruiting top talent to fill various roles within his company. Jason values efficiency and reliability and prefers platforms that offer detailed insights into candidates' skills and experiences. He is focused on building a diverse and skilled workforce to meet the company's growth objectives.

PAIN POINTS

1. **Lack of Qualified Candidates:** Struggles to find candidates with the right mix of skills and experience.
2. **Inefficient Processes:** Dislikes platforms that are cumbersome and slow to navigate.
3. **Poor Communication:** Frustrated with slow responses from candidates or platforms.

PORTAL - BOOTCAMP REGISTRATION

Portal Registration simplifies the process of registering users for your programs and services. It's a streamlined, user-friendly platform designed to enhance user experience.

WEB

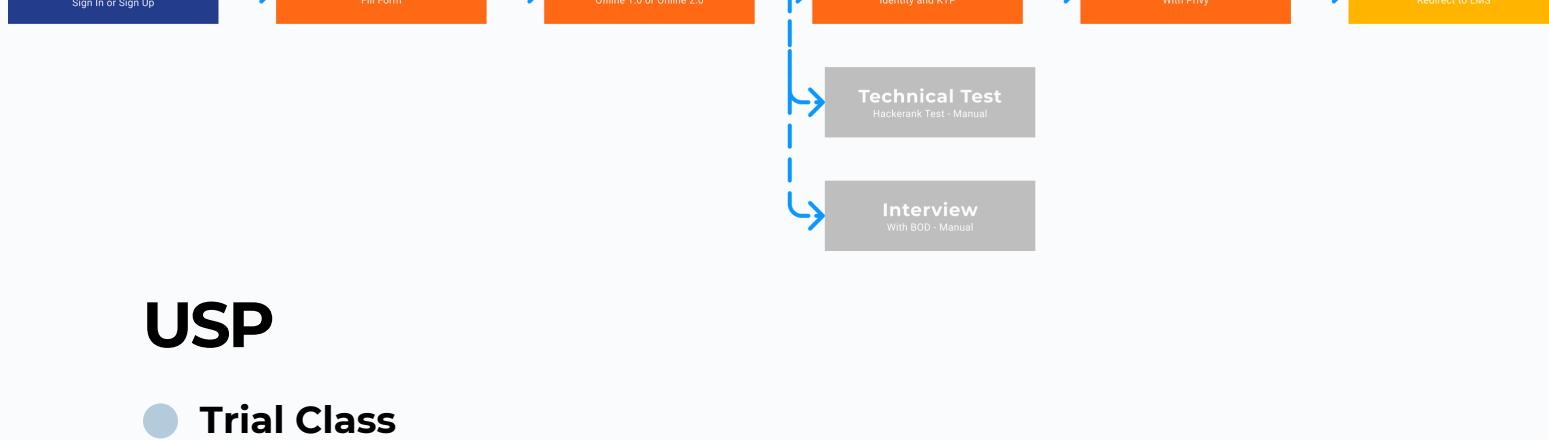
EXTERNAL FACING

IN-HOUSE

HOW MIGHT WE CREATE EASY-TO-USE & SIMPLE REGISTRATION FOR POTENTIAL TALENT?

Turning leads to conversion!

FLOW



USP

● Trial Class

Before committing potential user can experience the materials through class trial.

● Contract Signing

Easy and fast signing through Privy.ID

● Technical Test and Interview

Filtering process for all potential student to maintain quality of graduates. Finding committed student.

● End-to-End Support

There will be a team standing by to help potential student through all the steps, answering any doubt and questions they have.

USER PERSONA

Sasha Al'Gaib

Marketing Specialist

Age
Income
Location
Status

23
8.000K
Jakarta
Single

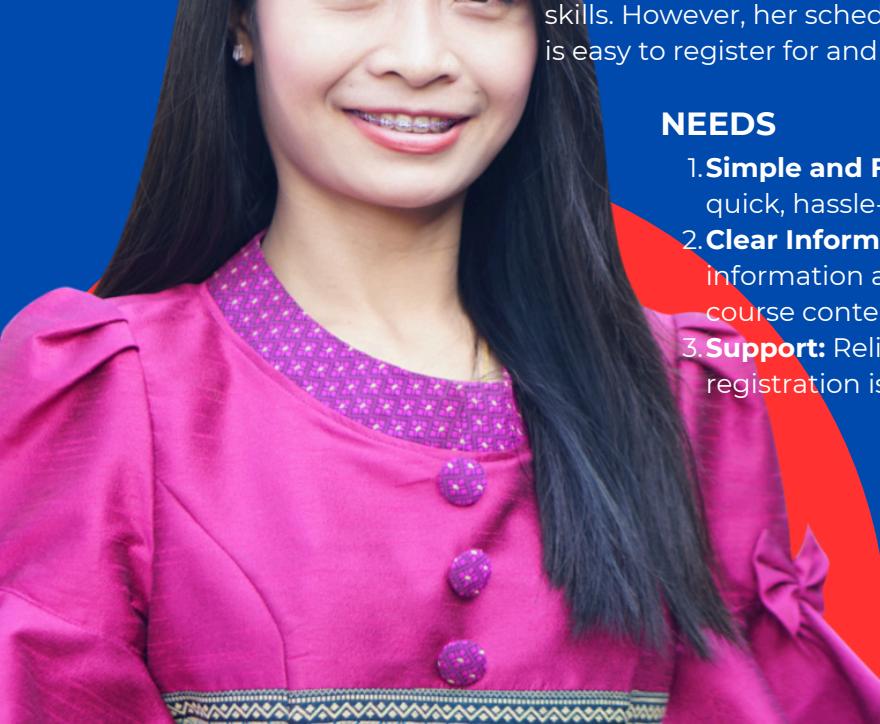
BACKGROUND

Sasha has been working in marketing for six years and recently developed a strong interest in technology, specifically coding and web development. She wants to pivot her career towards IT and believes an IT bootcamp is the fastest and most effective way to gain the necessary skills. However, her schedule is quite busy, so she needs a program that is easy to register for and fits her lifestyle.

NEEDS

- Simple and Fast Registration:** A platform that offers a quick, hassle-free registration process.
- Clear Information:** Easily accessible and straightforward information about the program, including prerequisites, course content, and fees.

- Support:** Reliable customer support to assist with any registration issues.



LMS - ENIGMA CAMP'S TRAINING PLATFORM

all-in-one solution designed to deliver, manage, and track educational content and training programs for 1.0 talents, 2.0 talents, and corporations. The platform is built to provide an engaging and seamless learning experience.

WEB

EXTERNAL FACING

IN-HOUSE

HOW MIGHT WE AN ENGAGING AND INTERACTIVE LEARNING EXPERIENCE THAT MOTIVATES AND RETAINS LEARNERS?

Enigma camp's Learning Management System

MAIN FEATURES

User management

- Create, delete, modify, activate, and deactivate user data
- Create multiple users using CSV

Course Management

- Create, delete, and modify courses
- Add learning materials such as text, video, images, PDF
- Enroll/unenroll users in courses
- Create discussion forums
- Create achievement badges

Course Quiz Management

- Add quizzes with multiple choice, essays, true/false, code runner, etc.
- Take quizzes
- Grade quizzes

General Features

- Messaging
- Notifications
- Change profile
- Preferences

Theme & Template

- Change Moodle display templates

Site Configuration

- Change language
- IP blocker
- Site security
- Mobile apps integration (using Moodle mobile apps)



Michael Sugma

Marketing - Enigma Student

Age
Income
Location
Status

23
8.000K
Jakarta
Single

BACKGROUND

Michael has been working in marketing for five years and is keen on advancing his career. He believes that gaining new skills and knowledge through continuous education is crucial for his professional growth. Michael is now joining Enigma Camp to further enhance his knowledge on the IT industry, an open up his opportunity for a career switch.

PAIN POINTS

- Engagement:** Finds it challenging to stay engaged with courses that are not interactive or varied in format.
- Tracking Progress:** Struggles with platforms that do not provide clear progress tracking and performance feedback.
- Time Constraints:** Has difficulty finding time for learning due to a demanding work schedule.

ENIGMA CAMP

BACK OFFICE

Our Back Office tool supports the administrative and operational needs of your organization. It aims enhance efficiency and ensures smooth day-to-day operations.

WEB

INTERNAL FACING

IN-HOUSE

HOW MIGHT WE SUPPORT OPERATIONAL SCALABILITY?

The back bone of it all!

FEATURES

Trainee Management

Manage trainees registered to our 1.0 and 2.0 Bootcamps.

Course Management

Manage course data such as creating courses and modifying course data displayed to users during registration, adding labels to courses, and setting course completion SLAs.

Contract Management

Manage contract data such as creating and modifying contract data, setting signature positions, and viewing the history of old contract data.

T&C Schedule

Manage T&C data such as creating and modifying T&C schedules and viewing T&C participants.

Announcement

Manage announcement data.

Instructor-Led Schedule

Manage instructor-led schedule data such as adding and modifying instructor-led schedules.

Organization PIC

Manage organization PIC data such as adding and modifying organization PIC data. Organization PIC is the PIC from the organization registered in organization management.

Organization Management

Manage organization data such as adding and modifying organization data. Organizations are partners with Enigma and provide referral codes.

Demography

Contains statistical data of Enigma 2.0 registrants, including age, gender, education, and registrant data.

SLA Management

Manage SLA data such as adding and modifying SLA data.

Payout Management

Used to list payout data conducted by PIC or organization.

Activity Management

Manage activity data such as adding and modifying activity data. Activities are processes or stages of candidate registration.

Syllabus Management

Manage syllabus data such as adding and modifying syllabus data. The syllabus is added to the online incubation class.

Incubation Management

Manage incubation class data such as adding and modifying incubation class data. Trainees join incubation classes after completing all courses they are enrolled in.

Label Management

Manage label data such as adding and modifying label data.

Job Fair Management

Manage job fair data such as adding and modifying job fair data.

Job Fair Candidate Management

View registrants who registered through job fairs.

Label Management

Manage and View non bootcamp talent such as Experience Hiring.

KNOWLEDGE BASE

FAQ

The Knowledge Base provides a centralized repository for FAQs, user questions, and customer support. It ensures quick access to information and enhances user satisfaction.

WEB

EXTERNAL FACING

IN-HOUSE

HOW MIGHT WE PROVIDE COMPREHENSIVE AND UP TO DATE INFORMATION?

Ask away!

TRY IT HERE

The screenshot shows the EnigmaCamp knowledge base interface. At the top, there's a navigation bar with links for Home, Knowledge base, Submit a ticket, Login, Sign up, and English. Below the navigation is a search bar with placeholder text "Enter the search term here...". A large blue button labeled "Submit a ticket" is prominently displayed. The main content area features a dark blue header with the text "Hi, how can we help you?". Below this, there's another search bar and a list of categories. Three categories are shown in boxes: "Enigma Camp" (Sepatar Enigma Camp), "Enigma Camp 1.0" (Sepatar Enigma Camp 1.0), and "Enigma Camp 2.0" (Sepatar Enigma Camp 2.0). Further down, a specific category card for "Enigma Camp 1.0 (2)" is detailed, showing two sections: "Informasi (10)" and "Pertanyaan Umum (11)".

USER PERSONA



Emily milybanget

Fresh Graduates

BACKGROUND

Emily is passionate about coding and web development. She recently graduated and is eager to jumpstart her career. Emily is looking for an IT bootcamp that offers a structured, intensive program to gain hands-on experience and improve her skills quickly. She is tech-savvy, values efficiency, and prefers clear, straightforward processes.

NEEDS

- Ease of Registration:** Simple and fast application process with clear instructions.
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- Support and Guidance:** Reliable support to assist with any questions or issues during the application process.

Age

Income

Location

Status

21

No Income :(

Jakarta

Recently heart broken