

Enigma Camp

Empowering the potential and Unleashing success

PT. ENIGMA CIPTA HUMANIKA
MAY 2024





Foreword Our Company

Enigma Camp serves a holistic solution for emerging youth unemployment problems as well as the talent shortage through conducting a full process on hiring & admission, providing intensive training programs for new talents or for the companies, connecting both talents and partners on project based services, and also providing support for talents by coaching & mentoring.



Vision

Providing positive impact through information technology and education.



Mission

Minimizing the gap between education institutions graduates with the industries.



The global issue of youth unemployment is worsening, linked to an inadequate education system that fails to equip young people with necessary job skills, thereby widening the gap between education and employment. Concurrently, there's a scarcity of skilled workers, impacting employers who struggle to meet the rising demand for tech-savvy professionals.

In response to these challenges, Enigma Camp offers a comprehensive solution. We address the continuous growth of the IT industry and the resulting shortage of skilled workers by providing end-to-end services. This includes handling hiring and admissions, creating tailored training programs, developing high-quality talent, and connecting talents with partners for project-based work. Additionally, we offer coaching and mentoring to help clients overcome limiting beliefs and reach their full potential.

Our Best Team



Edward Suwirya
Chief Technology Officer

Deep knowledge in Software Development, Software Architect and Project Management. Experienced in IT Consultancy and Financial Industry.



Nanang Zulkarnain
Chief Commercial Officer

Deep knowledge in Software Architecture, Business Operational Sales and Marketing. Experienced in IT Consultancy and Financial Industry.



Muhammad Irfan
Chief Executive Officer

Deep knowledge in Software Development and Business Management. Experienced in Education, Telecommunication and Financial Industry.



Samuel Dian
Chief Financial Officer

Deep knowledge in Project Management, Finance and Accounting. Experienced in Financial Industry.



Roy Kumowal
Chief People Officer

Deep knowledge in Software Development and Team Management. Experienced in Education and Financial Industry.



Kaesang Pangarep
Advisor

As a graduate from Singapore Institute of Management University in Bachelor of Marketing, Kaesang is known as a down-to-earth public figure, influencer and successful entrepreneur.

Anthony Gan
Advisor

The holder of a double master degree from Deakin University, Melbourne is a seasoned professional in management. Anthony has expertise in corporate strategic, investment related and restructuring matters within various business industries including financial, small medium enterprise (SME), energy and mining related sectors.



Our Programs and Services

We are dedicated to transforming aspiring professionals into industry-ready tech experts through immersive training and cutting-edge curriculum. Also we help our clients by providing the best tech talent to support their business.

01

Talent as a Services

This program provides end to end talent management process from recruitment, training, and people development

02

Training as a Services

This program provides a great training material and training methodology for Corporate Client.

03

Software Dev as a Services

Software development services provide customized solutions to create, maintain, and optimize software applications tailored to meet specific business needs and objectives.

04

CTO as a Services

CTO as a Services provide strategic technology leadership and guidance for companies lacking the resources to manage entire IT related initiatives

05

Talent Acquisition as a Services

Specialize in identifying, attracting, and hiring top talent to meet an organization's staffing needs and drive business success

06

Coaching & Mentoring

Providing personalized guidance and support to help our talents/clients enhance their skills, achieve personal and professional growth, and reach their full potential.

Our Hiring Partner

National



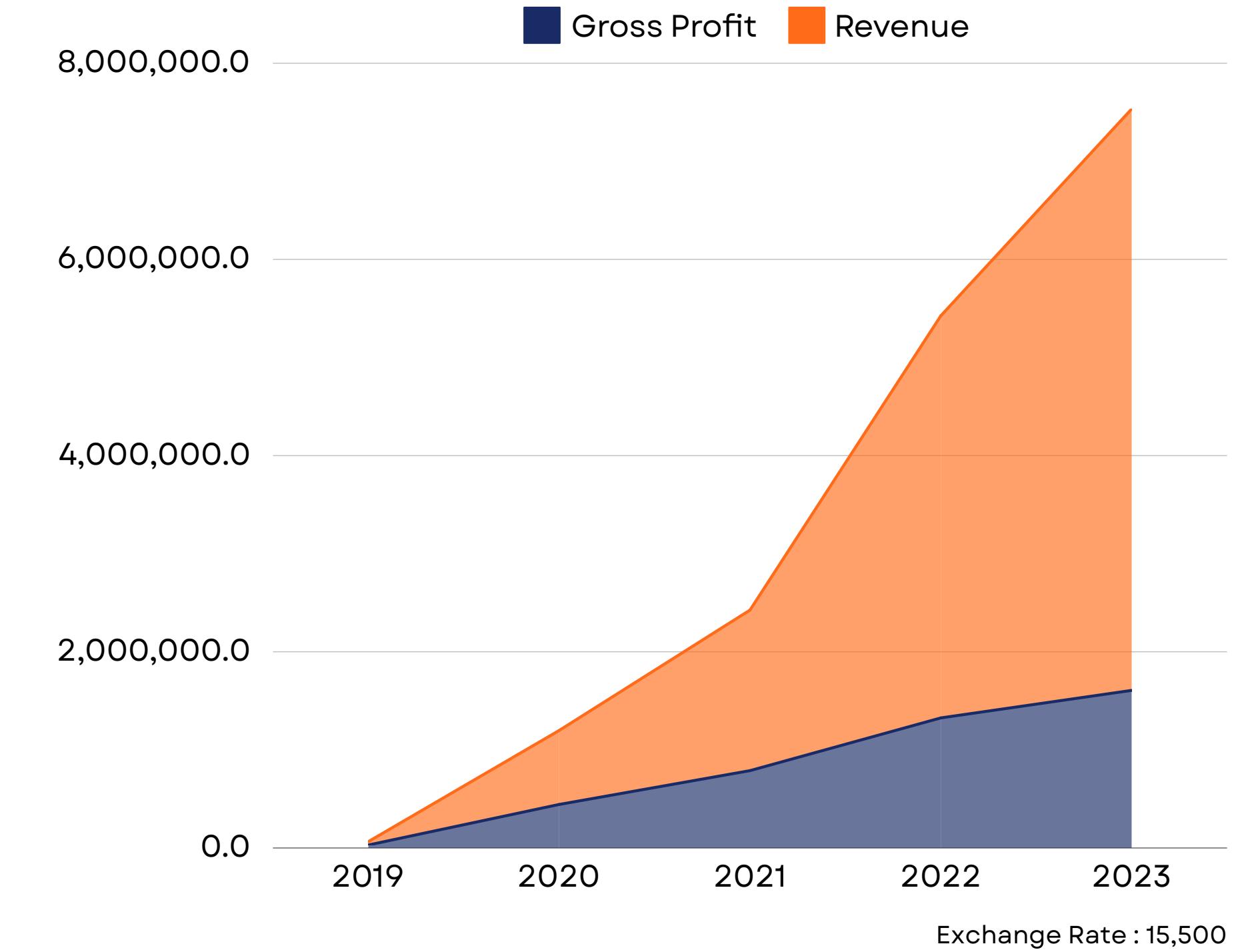
International



Our Education Institution Partner



Traction and Growth





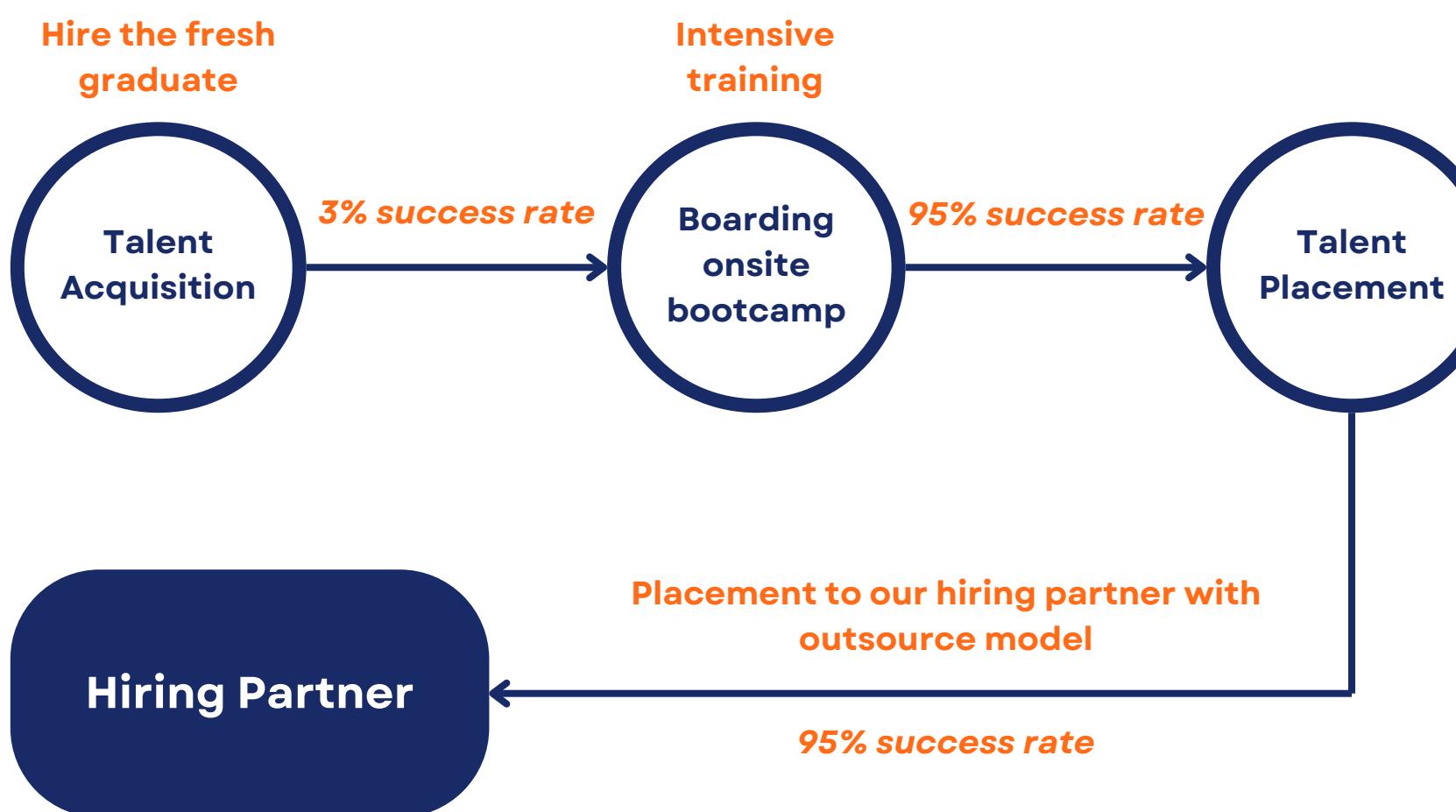
ENIGMA CAMP

IT BOOTCAMP & TALENT MANAGEMENT

A Member Of  
Harapan Bangsa Kita

NEXT GENERATION

Onsite Training Bootcamp



After over five years in the business, we have identified the issues faced by each stakeholder and developed new solutions. Additionally, new opportunities have emerged, leading to the potential for new business lines.

01

Tight-dependency of processes has resulted in a lack of flexibility in scaling up the business.

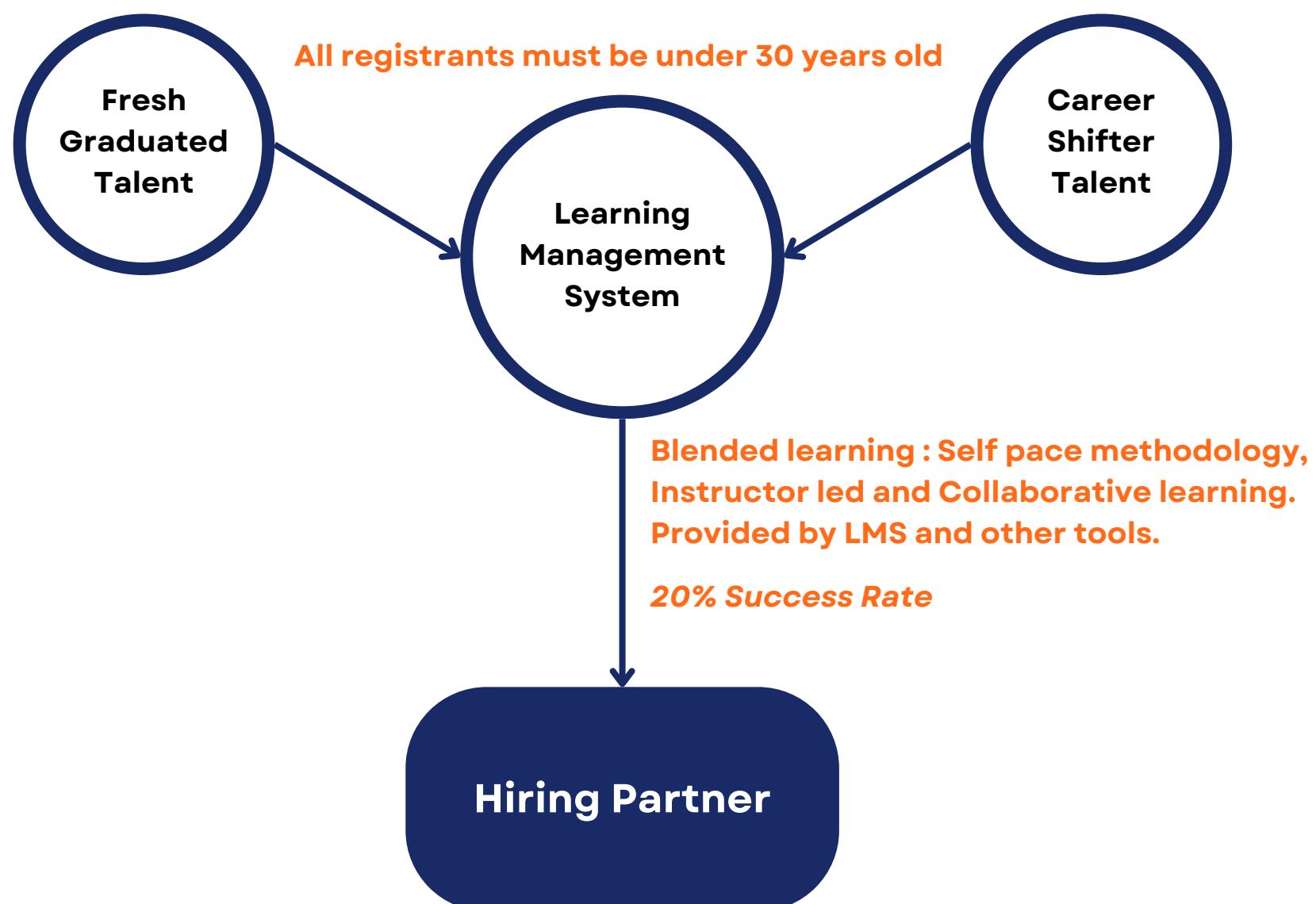
To achieve larger financial targets in placing graduates from onsite bootcamps, we need a greater number of qualified applicants, expanded training infrastructure capacity, and increased operational costs, which scale proportionally with our targets.

02

Growing demand for qualified talent from our onsite training bootcamp.

Over time, the demand for talent from Enigma Camp's onsite training bootcamp has grown significantly. However, due to limited capacity and training duration, we are struggling to meet this demand.

Online Training Bootcamp



After over five years in the business, we have identified the issues faced by each stakeholder and developed new solutions. Additionally, new opportunities have emerged, leading to the potential for new business lines.

01

Increasing demand for paid online training.

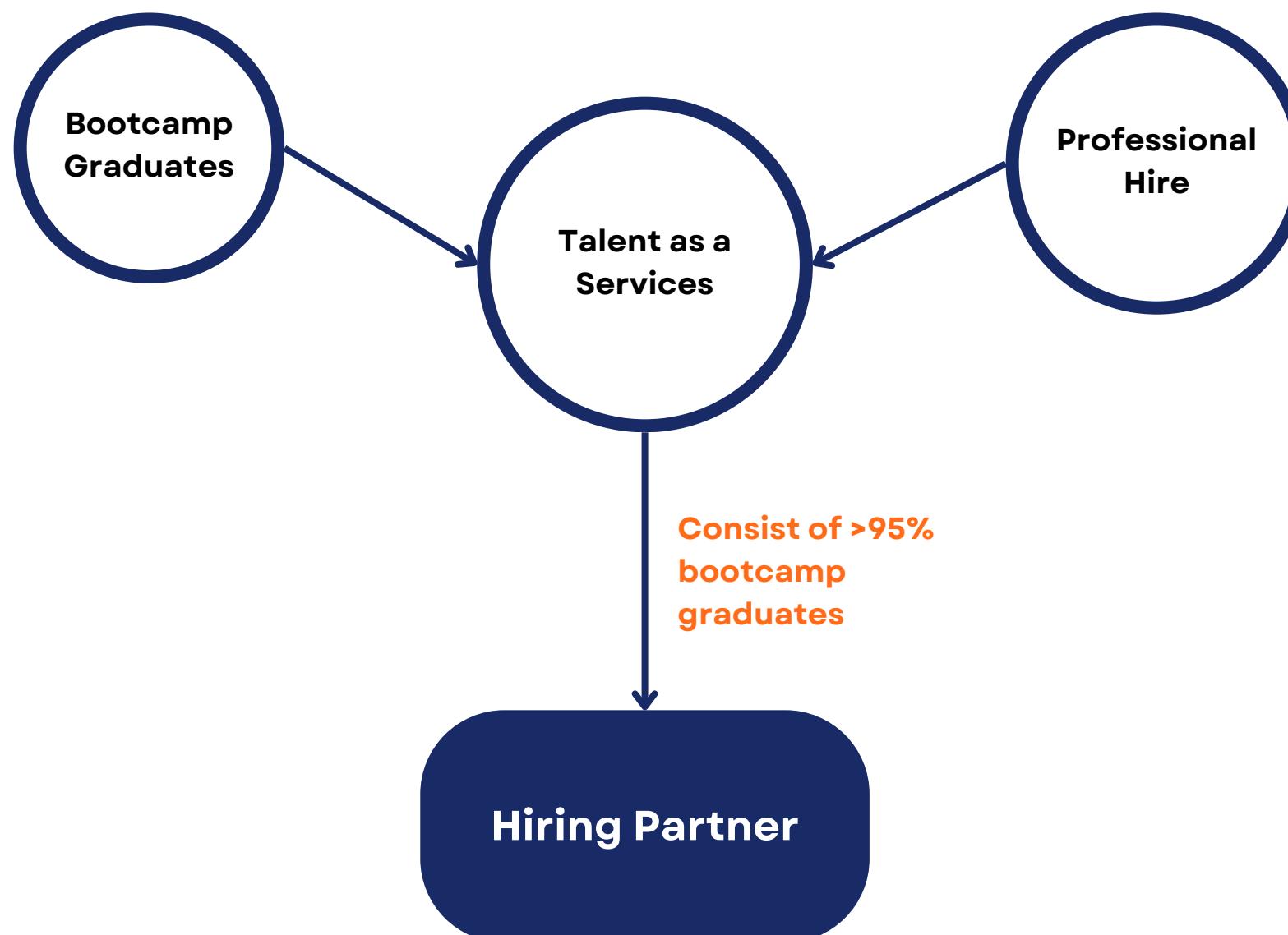
Over time, as Enigma Camp graduates have earned a strong reputation and our curriculum has become recognized for its comprehensive content, there has been a growing demand for paid online training with no age restrictions. This is driven by the increasing need for upskilling among the Indonesian workforce.

02

Enhancement of learning process for better outcome quality.

Provision of an advanced learning management system to streamline the entire learning process, enabling anyone to participate in the online training bootcamp. This is expected to enhance the quality of graduates from the online training program.

Talent as a Services



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01

Lack of flexibility and transparency in the talent recruitment process by hiring partners.

The talent recruitment process by our hiring partners is still conducted conventionally, making it time-consuming and resulting in a lack of transparency. If the process were faster and more transparent, we could perform regular evaluations and improve the quality of talent we offer to our hiring partners.

02

The increasing demand for remote-working professional.

The need for professional hires in Talent as a Service is growing on a global scale. However, there is still a gap in its technical implementation. The lack of trust from both hiring partners and talent in remote work outcomes remains an issue that needs to be addressed.

Proposed Solutions

A highly feasible solutions to address the problems are to develop an advanced Learning Management System platform that supports digital learning without being bound by location and time, along with providing a Job Portal and Remote Working Management System platform as a Global Talent Pool.



Advance Learning Management System

LMS platform that incorporates AI to support learning process. This platform should also include tools that allow participants to engage in digital learning without needing high-spec and expensive devices.



Job Portal and Remote Working Management System

Job Portal and Remote Working Management System as a Global Talent Pool platform to find opportunities and remote working management that empowered the best talents to work abroad remotely with transparent and accountable.





B2C and B2B2C Business Models Enabler

- The new advanced LMS can be used by Corporate Clients as a development platform for their employees with limited or unlimited use of learning materials and methodologies by paying according to the number of employees.
- The new advanced LMS could be used by direct customer with paid schemes or subscription.
- Interconnection between new advanced LMS and Job Portal and Remote Working Management System which allows users who have completed the learning process to get jobs on the platform and users can return to the learning process for other material on the LMS platform if there is a need for upgrade their skill.



High technology usage to support high quality training capability

- Learning-path based training powered by AI.
- Fully manage enriched learning material and content.
- Integrated with a sandbox and cloud IDE to provide a unique learning experience for specific IT users, this solution does not require high-specification or expensive devices.
- Customizable blended learning methodology (self paced learning, instructor led and collaborative learning) for better outcome quality.

The screenshot displays the user interface of the Advance Learning Management System. It includes:

- Left Sidebar:** Home, Find Course, My Courses, Lectures Notes, Badges, Community, Threads.
- Top Bar:** Hello Tika!, Date (14 February 2024), Time (12:00).
- Profile Section:** Ngorbit, Trainer, Aliandro, Jution Chandra, Fadliano, Annisa, View All.
- On Going Course Section:** JS Fundamentals, HTML5 Fundamentals, CSS Fundamentals, Web Developer Trinity Class: Zero to Hero, Web Zero.
- Bottom Section:** What do you want to learn? (Programming, Front-End, Web Developer, Back-End, Software Architecture), Available Course (HTML, CSS, Javascript, Java fundamental, C# Basic, PHP, Python, Javascript, Ruby, Java, Kotlin, Tools, Git, Slack).

Empowering Indonesian Talent to work abroad remotely

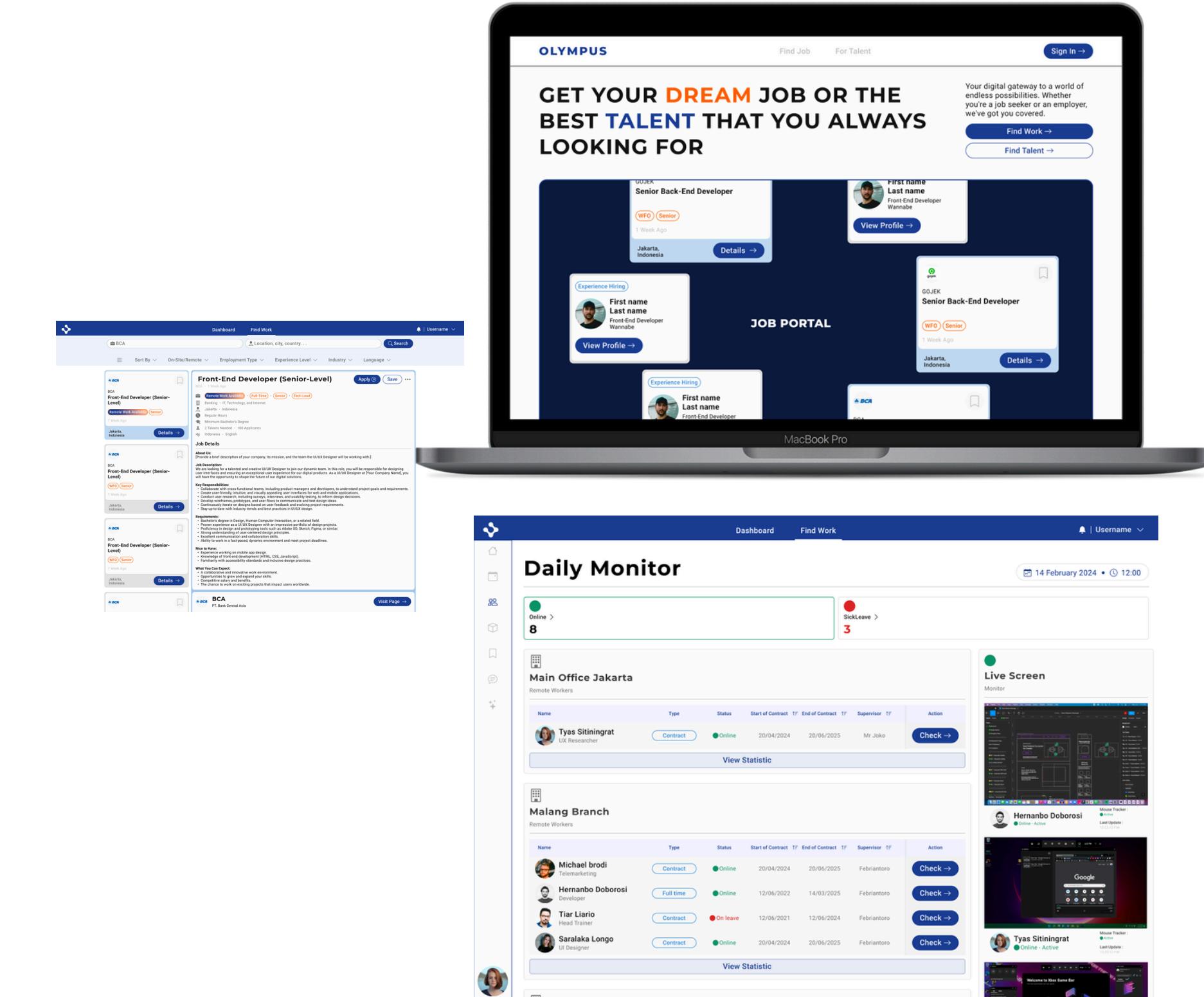


- The Job Portal and Remote Working Management system is a Global Talent Provider which connecting not only Enigma Camp's graduates but also other talents to companies in a transparent and accountable new way of working environment.
- The platform capability starts from job posting activities, talent hiring and admission process also remote working management that recorded by the system.
- Interconnection between Job Portal and Remote Working Management System and new advanced LMS which allows users to enroll on the LMS platform if there is a need for upgrade specific skill.



Comfortable new way of working supported by a reliable system.

- Unlimited job opportunities with self-preferences by AI Suggestions
- Streamlined hiring and admission process on the platform
- Accountable working result with automated recorded activities from the talents
- Omni channels support to access the job opportunities and working monitoring report in the company side.



The image displays the Job Portal and Remote Working Management System interface. On the left, a laptop screen shows the "JOB PORTAL" section with various job listings for "Front-End Developer (Senior-Level)" at "GOJEK" and "BCA". The right side shows the "Daily Monitor" section, which includes a summary of online and sick leave status, and detailed lists for "Main Office Jakarta" and "Malang Branch" showing remote workers' names, types, statuses, and contract details. A small "Live Screen" window in the bottom right corner shows a video feed of a computer desktop.

01

Talent Shortage in TMT Sector (Technology, Media and Telecommunication)

The Technology, Media, and Telecommunications (TMT) sector and beyond will experience explosive global demand for tech talent, leading to a labor-skills shortage of 4.3 million workers. This looming shortage threatens to impede the digital revolution. (Korn Ferry, 2018, Future of Work - The Global Talent Crunch)

02

The ever-evolving landscape of technology drives the need for continuous IT training.

The IT training market, valued at USD 113.36 billion in 2021, is projected to grow to USD 244.74 billion by 2030, at a CAGR of 8.0% from 2023 to 2030. IT training, essential for developing and managing computer-based systems, has become crucial as organizations adopt new technologies. E-learning methods have reduced training costs, and support from governments and public bodies for educational technology is boosting the demand for IT expertise to train both students and teachers. (SkyQuest, 2024, Global IT Training Market)

03

Cultural shifting required trust management in new way of working

Work environment requires improvements in innovation, feedback, inclusion, workload management, and trust in management, hybrid work or full time remote arrangements are becoming a permanent fixture, with significant regional variations in their adoption. (Price Waterhouse Cooper, 2023, Asia Pacific Workforce Hopes and Fears Survey)



01

Talent as a Services

Korn Ferry research forecasts that by 2030 the labour-skills shortage will reach **4.3 million workers**. (Korn Ferry, 2018, Future of Work - The Global Talent Crunch)

02

Training and Learning as a Services

The IT training market, valued at USD 113.36 billion in 2021, is projected to grow to **USD 244.74 billion** by 2030, at a CAGR of 8.0% from 2023 to 2030. (SkyQuest, 2024, Global IT Training Market)

03

Software Dev as a Services

The global engineering software market size was valued at USD 38.12 billion in 2023 and is anticipated to reach around **USD 215.81 billion** by 2033, expanding at a CAGR of 18.93% from 2024 to 2033. (Precedence Research, Engineering Software Market, 2023)



Service	Global Market Size	Market Segment	Level / Pricing Model	Enigma's Market Size	Unit	No of Unit	Price (USD)	Revenue (USD)	COGS	Margin (USD)
Talent as a Service	USD 4.3 Million	Full-time In-Person Working	Junior	1,440 worker	Man-Month	28,020	775	21.7 Million	70%	6.5 Million
			Medium - Senior	210 worker	Man-Month	3,110	1,096	3.4 Million	70%	1.0 Million
		Hybrid & Full-Time Remote Working	Junior	540 worker	Man-Month	3,105	1,319	4.1 Million	55%	1.8 Million
			Medium - Senior	6,600 worker	Man-Month	37,950	2,117	80.3 Million	55%	36.1 Million
		Consumer	Subscription	4,200 subscriber	Subscriber	4,200	387	1.6 Million	15%	1.4 Million
			Pay per Course	231,000 Course	Course	231,000	10	2.3 Million	15%	2.0 Million
		Corporate	Subscription	1,680 subscriber	Subscriber	1,680	350	0.6 Million	15%	0.5 Million
			Pay per Course	1,400 Course	Course	1,400	1,150	1.6 Million	15%	1.4 Million
Software Dev. Center	USD 216 Billion	Corporate	Man-Day	35,175 Man-day	Man-Day	35,175	145	5.1 Million	80%	1.0 Million
TOTAL								120.7 Million		51.7 Million

Exchange Rate : 15,500

COMPONENT	YEAR					TOTAL
	2025	2026	2027	2028	2029	
Revenue	\$7.4 Million	\$9.3 Million	\$13.8 Million	\$27.8 Million	\$62.4 Million	\$120,7 Million
COGS	(\$4.2 Million)	(\$5.3 Million)	(\$7.9 Million)	(\$15.9 Million)	(\$35.7 Million)	(\$69 Million)
Gross Profit	\$3.2 Million	\$4.0 Million	\$5.9 Million	\$11.9 Million	\$26.7 Million	\$51,7 Million
Operational Expense	(\$1.6 Million)	(\$1.8 Million)	(\$2.5 Million)	(\$5.0 Million)	(\$10.6 Million)	(\$21.5. Million)
Net Margin Before Tax	\$1.6 Million	\$2.2 Million	\$3.4 Million	\$6.9 Million	\$16.1 Million	\$30,2 Million

Exchange Rate : 15,500

We are looking forward for **Collaboration**

Effective collaboration fosters innovation, strengthens community ties, and enhances the overall effectiveness of fundraising efforts, ensuring greater success and sustainability business.



Share the same vision



Financial Support



Broadening Network



Please Do Not Hesitate To Contact Us

If you have any questions or need further information, please don't hesitate to reach out. Contact us via phone, email, or by filling out the form on our website. Our team is eager to assist you and provide the support you need. We look forward to hearing from you!



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<https://enigmacamp.com>

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IT BOOTCAMP



THANK YOU!