

A photograph of a man from behind, wearing a grey t-shirt and a dark cap, pushing a rickshaw loaded with goods. He is moving through a crowded street market. In the background, there are many people, colorful umbrellas, and various market stalls. The scene is set outdoors during the day.

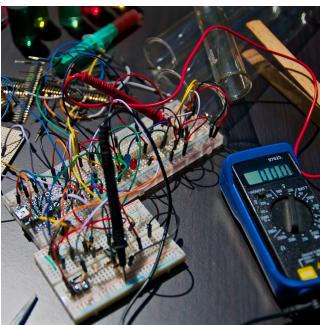
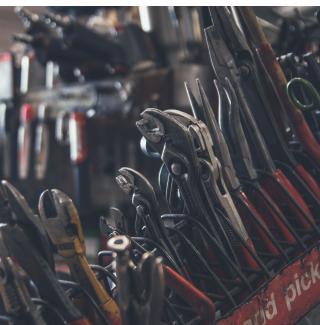
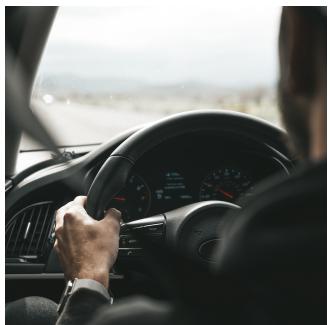
PRO
applied

Professionalism
Applied

WHY THIS

The majority trades people in Indonesia have no formal recognition of their skills and are being paid minimum rates.

On the other side, consumers have concerns and doubts about the security and skills of the trades people.

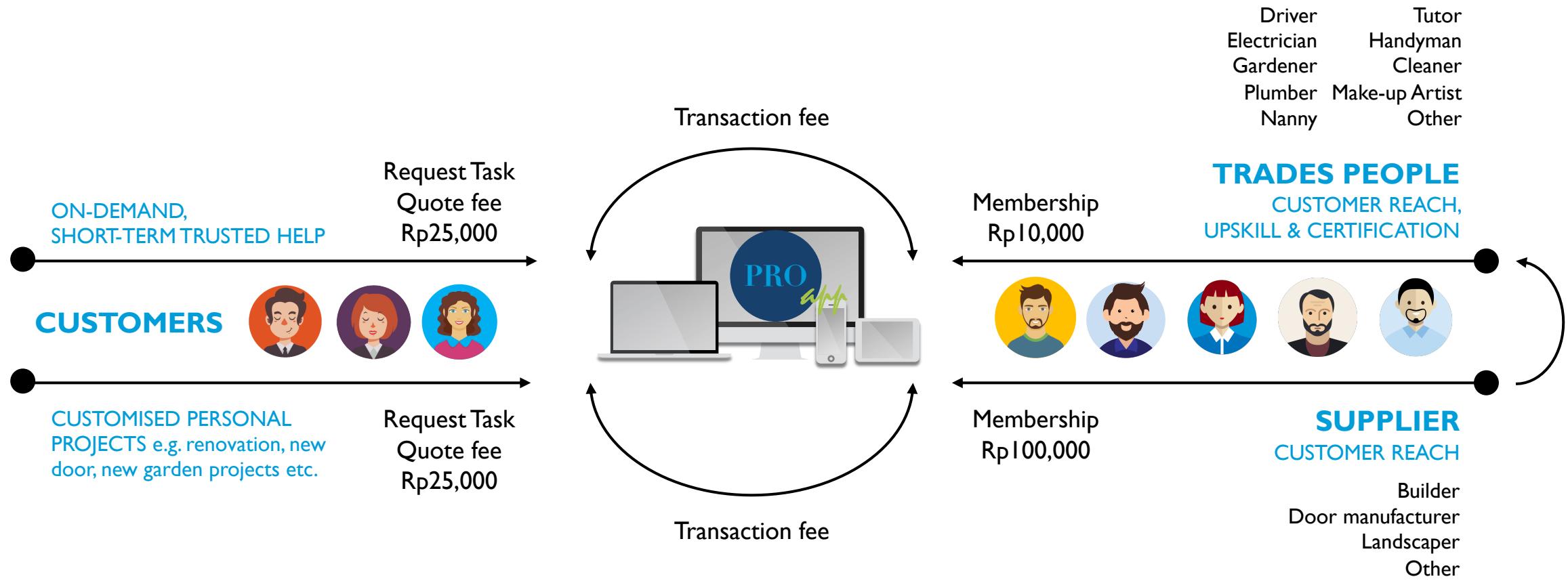


WHY US

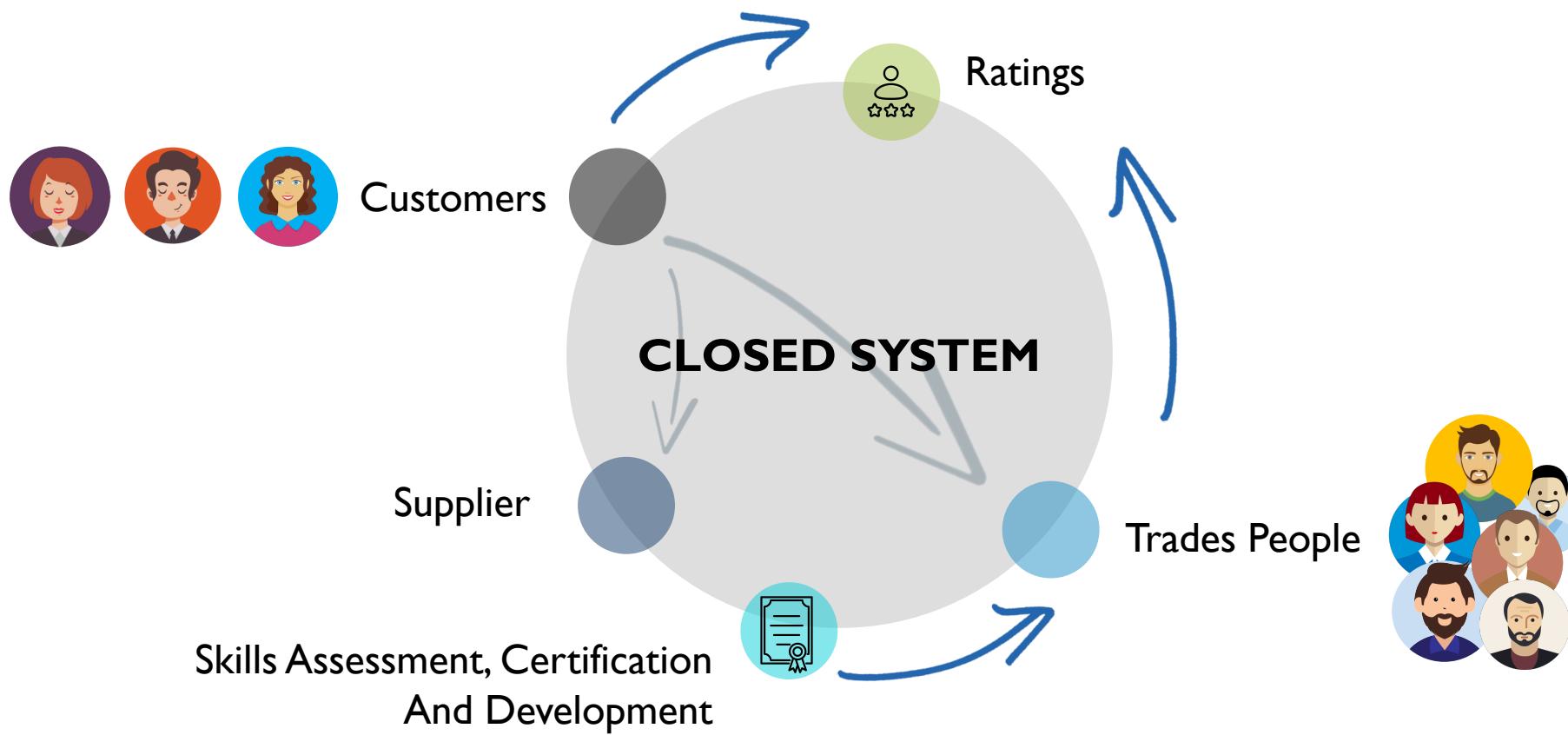
Empowering grassroots skilled people through an **end-to-end online and offline platform** that **directly connects tradespeople with the customer.**



THE PLATFORM



OUR UNIQUE COMPETITIVE ADVANTAGE



THE RUNWAY OF OUR VISION

From a Platform to a Marketplace App and Beyond

HORIZON 1

App
End-to-end platform

- *Data capture of customer preferences, behaviours and buying patterns*



HORIZON 2

Incorporate AR, AI and
Machine Learning

- *AI to capture measurements and other info*
- *Recommend styles or ideas to encourage further purchases on App*
- *Build a community to share their projects – “show and tell”*
- *Run campaigns to encourage spend*
- *Integrate with IoT to change retail experience*

HORIZON 3

e-MONEY and
Blockchain

- *Create a new currency*
- *Record all transactions to encourage transparency*

WHY NOW

- Indonesia is predicted to be **4th largest economy** in the world by 2030.
- Indonesian is the **largest smart phone users per capita**.
- Indonesian heavily **relies on trades people** in their daily life
- The **adoption of ecommerce** in Indonesia is getting strongest by day.

**Pro App is going to be the first in the world
to introduce a comprehensive online and offline trades people services.**

**Combining best practices
from two countries to
create technology that
advances businesses & lives.**

A photograph of a bustling street in Indonesia. In the foreground, a man wearing a grey shirt and a dark cap pushes a heavily laden handcart. The cart is filled with various goods, including what looks like produce in bags. To his right, another person on a motorbike wears a red life vest over a blue shirt. The background is filled with more people on motorbikes, colorful umbrellas from street stalls, and buildings. The overall atmosphere is one of a typical day in a busy market area.

THE SOLUTION

The logo for PRO app. It consists of the word "PRO" in a large, bold, blue sans-serif font. Below it, the word "app" is written in a smaller, green, stylized script font that curves upwards at the end.

PRO
app

HOW IT WORKS

- Your Input !!

A photograph of a bustling street in Indonesia. In the foreground, a man wearing a grey shirt and a dark cap is seen from behind, pushing a wooden cart loaded with various items. To his left, a woman in a purple headscarf walks away. The street is filled with other people, some on motorbikes and others walking. Colorful umbrellas and signs are visible in the background, creating a vibrant atmosphere.

THE BUSINESS PLAN

The logo for PRO app. It consists of the word "PRO" in a blue, sans-serif font above the word "app" in a green, stylized, handwritten font.

PRO
app

THE VISION

Technology that empowers small businesses
and improve lives

THE MISSION

- Giving “transparency” and “choice” to consumers when ordering services from trades people and custom made goods.
- Connect Consumers, Suppliers and Tradesman using state-of-the-art online platform from order, payment to completion.
- The platform provides Security, Assurance and Profile of Tradesmen and Suppliers.

OUR STRATEGY

01

Develop technology that captures and documents the processes from ordering, payment to completion of the services and goods.

02

Implement an onboarding system to ensure the security clearance and skills proficiency of tradesmen and suppliers.

03

Deploy skills assessment and training centres to grade and upskill trades people

04

Utilise photograph from Ordering to Completion to encourage transparency and accountability.

05

Rollout a payment system that is widely accepted such as e-money, credit card, etc.

COMPETITOR

OUR SERVICES

GO LIFE



Leave all the massage on GO-MASSAGE. From relaxing massages, faces, scrapings, to pregnancy massage. Order on the GO-LIFE application.

[READ MORE →](#)

Order GO-CLEAN to get your house, flat, room or office clean and tidy, anytime you need.

[READ MORE →](#)

Order GO-AUTO for auto care service, towing & emergency services, anytime and anywhere. All available from the GO-LIFE app.

[READ MORE →](#)

With GO-GLAM, pamper yourself with beauty services such as mani-pedi, hair cream bath or waxing, from the comfort of your own home.

[READ MORE →](#)

← →

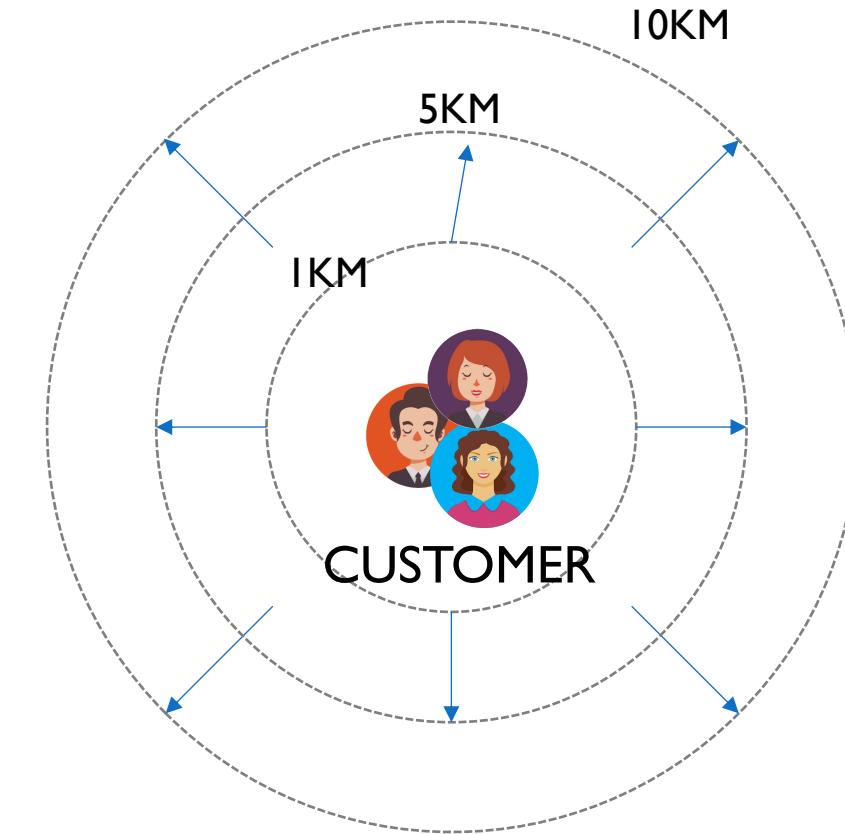
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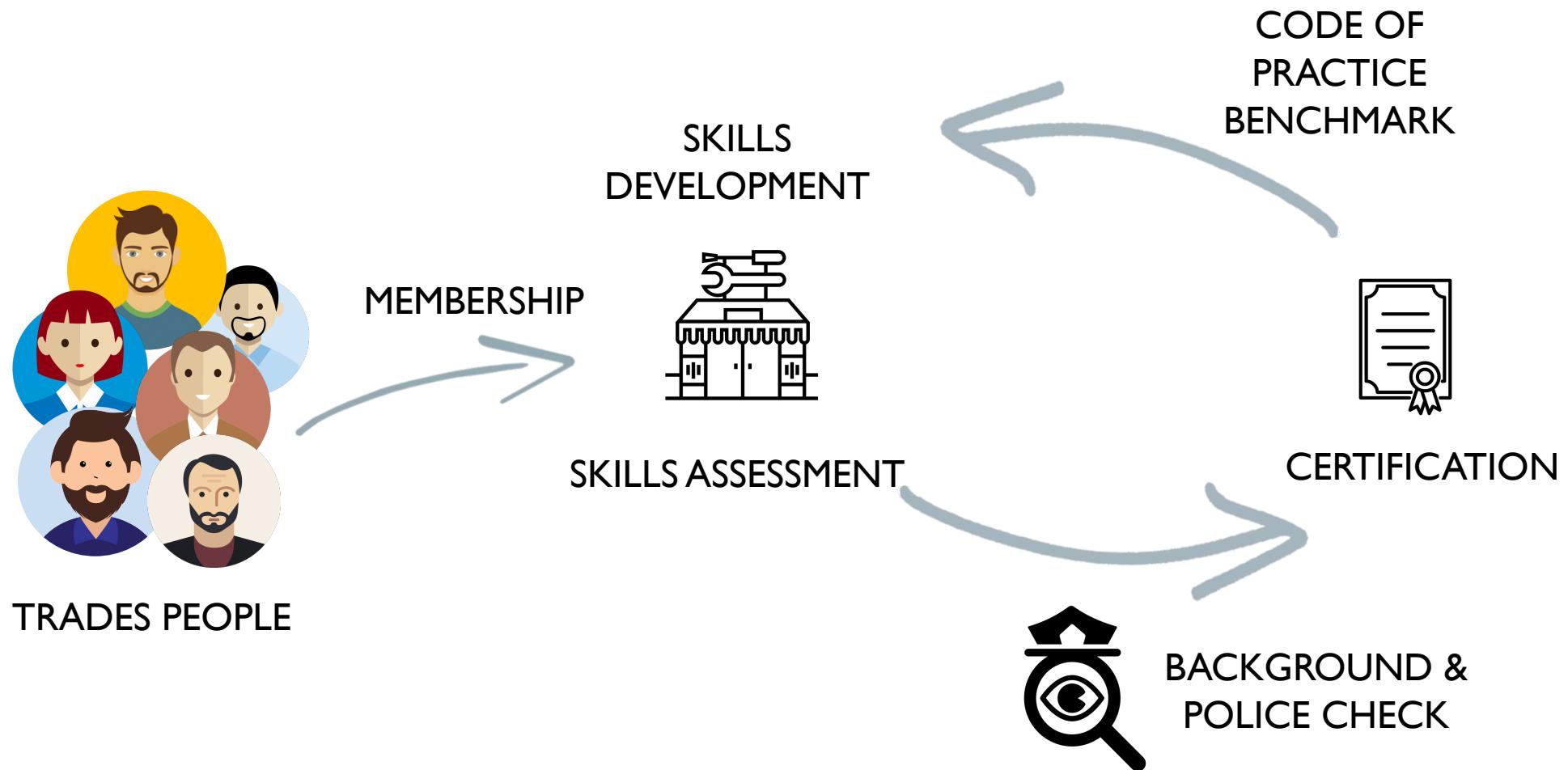
HOW TO WIN (1)

3 QUOTES IN AN HOUR

- Speed and Proximity
- Value for Money
- Proficiency: Apprentice, Master and Specialist



HOW TO WIN (2)



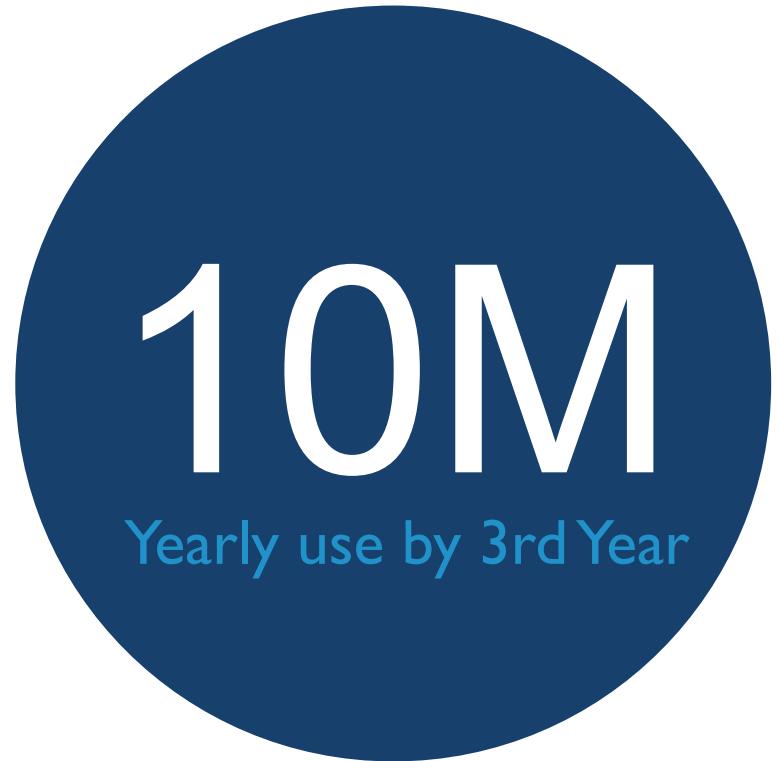
FINANCES

PRO
app

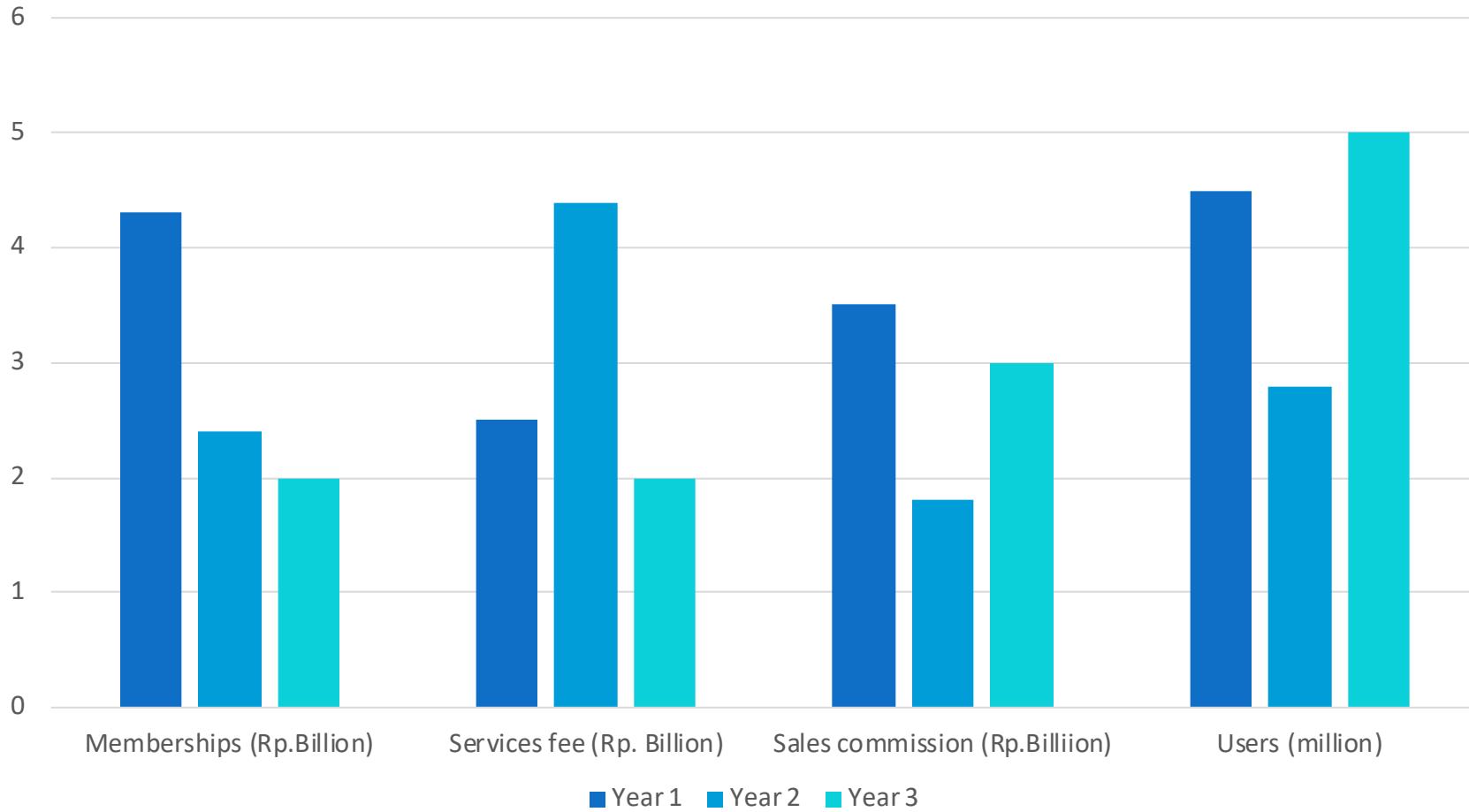
SIZE OF THE MARKET

- **1st Year Target of users:** 6 cities across Java island which has about 30 million people. Projection 5% or 1.5 million people will use the Apps once annually.
- **3rd Year Target of users:** 15 biggest cities in Indonesia which has about 50 million people. Projection 5% or 2.5 million people will use the Apps 4 times annually.

Market Share: We aim to dominate the market by 90% after 3 years.



EXPECTED GROWTH PATH



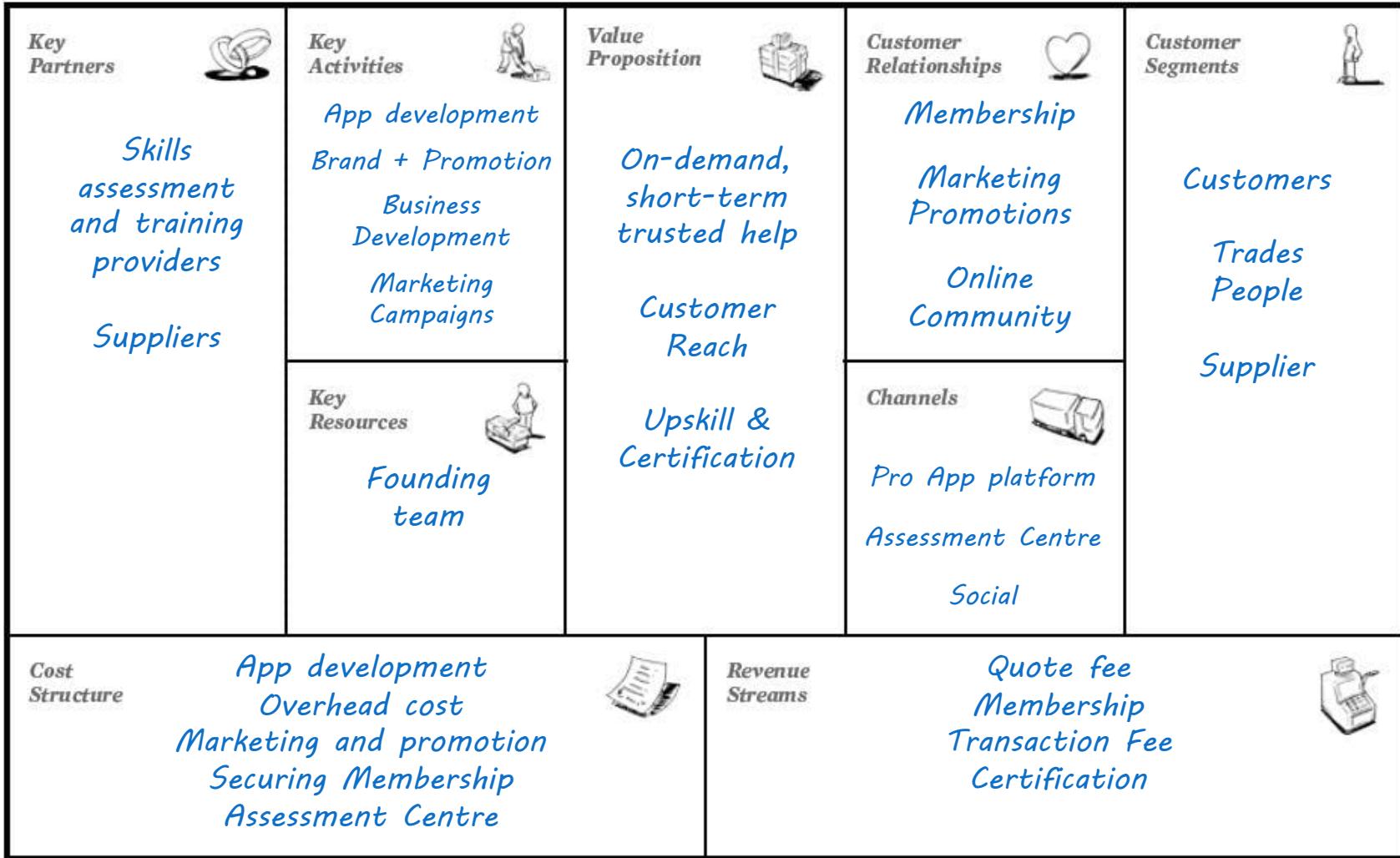
WHAT ARE WE LOOKING TO ACHIEVE

- To be the benchmark in Tradesman and Custom made goods in Indonesia
- Provide an online platform to Tradesmen and Suppliers to enable them to generate more income or sales
- Provide solutions to Indonesian consumers in getting things done conveniently and securely.
- To be the next Unicorn of Indonesia

HOW THE FUNDS WILL BE USED

Please refer to Cashflow projection

BUSINESS MODEL ON A PAGE



THE TEAM

PRO
app

FOUNDING TEAM



Nixon Alex, Founder



Lin Yue, Chief Future Officer



Joshua Soo, Marketing and Venture Strategy

TEAM

Julius Iskander, CTO

Finance Manager

TBC

COO

TBC

ORGANISATION CHART

