

Small Business Empowerment

Pitch Deck

Digital Solutions for Southeast Asia

Jakarta, Indonesia

May 2025



Vision and Mission

Vision

To become the leading digital platform that transforms how small businesses in Southeast Asia operate, helping them achieve long-term sustainability, independence, and inclusive economic growth.

Mision

- Providing user-friendly digital tools that simplify daily operations
- Building mobile-first, offline-accessible systems for remote areas
- Offering affordable subscription models for micro and small businesses
- Partnering with financial and telecom institutions to expand access
- Delivering real-time analytics to support strategic decisions



John Doe

Chief Executive Officer

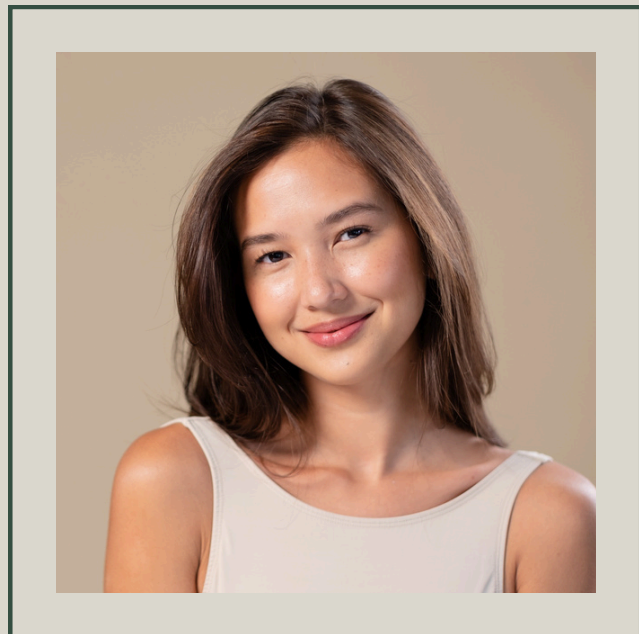
Over 10 years of experience in business operations and digital consulting



Michael Lee

Chief Technology Officer

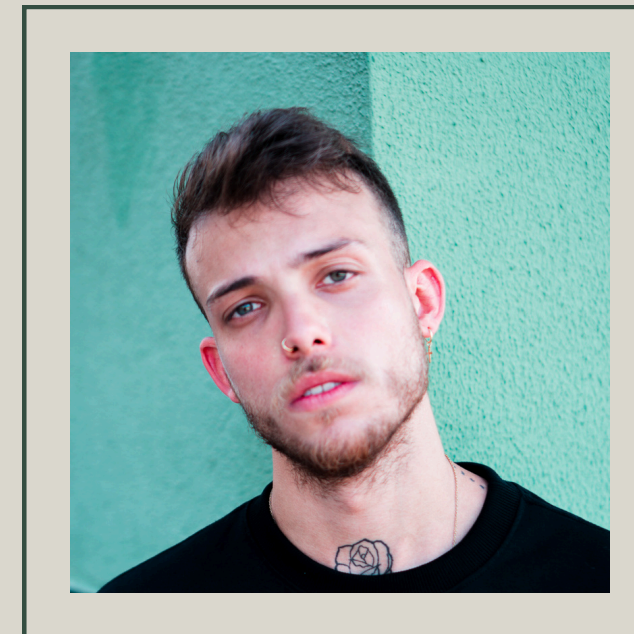
Expert in scalable cloud architecture and mobile-first development



Sarah Johnson

Head of Marketing

Track record in growth marketing, user acquisition, and brand development



Ahmad Fauzi

Head of Product Design

Specializes in user-centered design, UX strategy, and cross-functional collaboration

Meet the Team

Products and Services

Product 1

Point of Sale and Inventory System

Manages stock and transactions for small businesses

Product 2

Mobile Application for Field Agents

Enables order-taking, client tracking, and offline operations

Product 3

Business Intelligence Dashboard

Real-time insights on revenue, trends, and performance

Product 4

Payment System Integration

Works with regional digital wallets and payment gateways





Competitor Analysis

Solution Name	Weaknesses	Our Strengths
Enterprise Systems	Complex setup, high cost	Easy onboarding, budget-friendly
Local ERP Tools	Urban-focused, internet-dependent	Rural-optimized, offline capability
Urban Platforms	Poor mobile experience	Mobile-first, intuitive interface

Market Opportunities

A

60+ million small businesses in Southeast Asia remain underserved

B

Digital transformation is a regional government priority

C

Tier 2 and Tier 3 regions have over 80% smartphone adoption

D

Growing demand for automation, digital finance, and analytics

Total Addressable Market

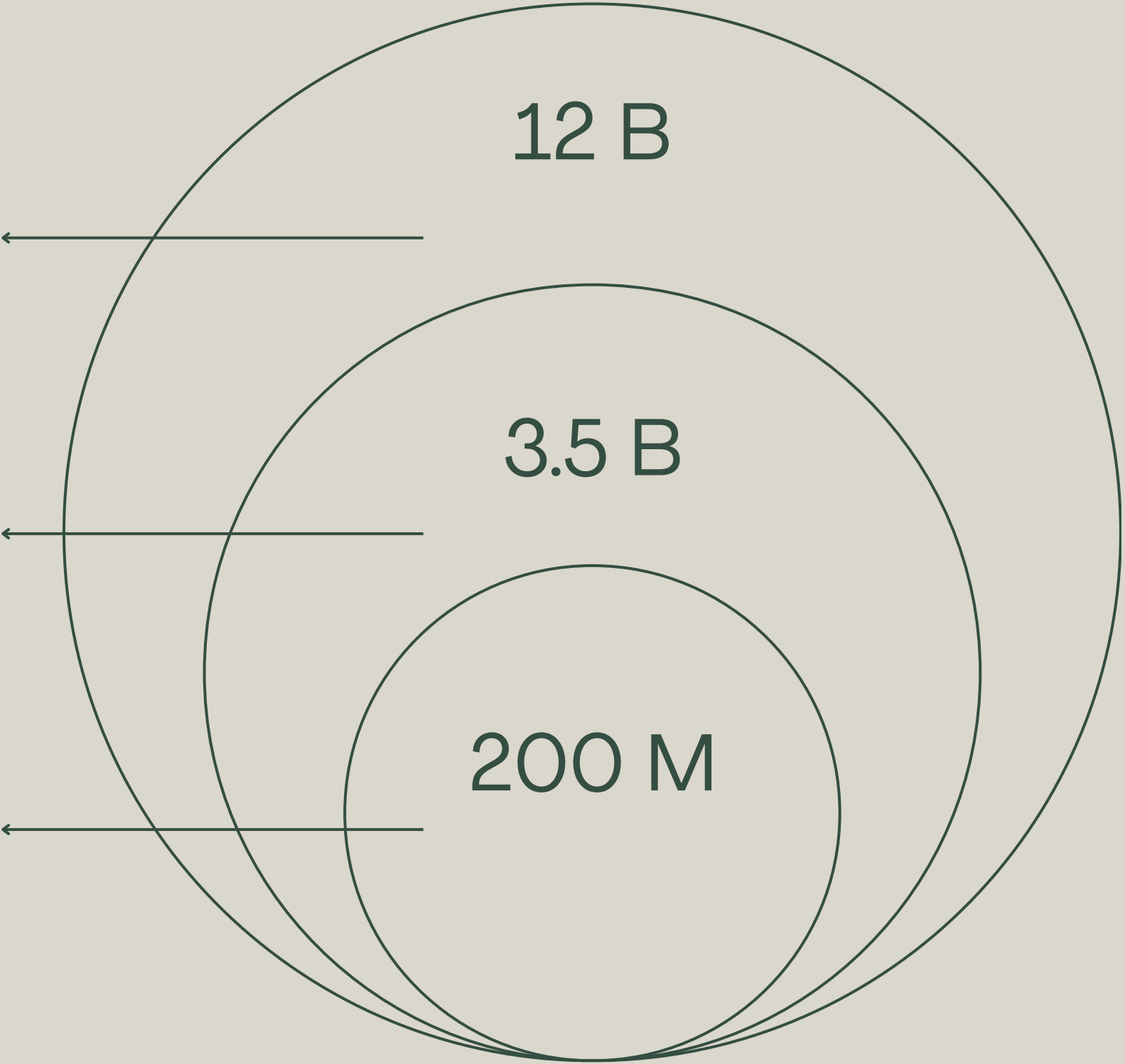
12 billion United States dollars

Serviceable Available Market

3.5 billion United States dollars

Serviceable Obtainable Market

200 million United States dollars within 3 years



Revenue Model

*Monthly subscriptions,
paid features, and API
integrations*

Market Size



Monthly recurring revenue	Active paying users	Monthly user growth	Customer acquisition cost	Lifetime user value
\$200 M	7,200+	45%	\$4.60	\$92.10

Performance Overview

Strategic partnerships in fintech and telecom sectors



Roadmap

Quarter 3

Quarter 4

Year

Year

2025

Launch AI-based
inventory and sales
forecasting

2025

Launch AI-based
inventory and sales
forecasting

2026

Launch AI-based
inventory and sales
forecasting

2027–2028

Prepare for public listing
or acquisition

Small Business Empowerment

Contact



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