

SLIDE 1:

Hello, everyone! Good

I am As ... of Fishku, we are digitizing the buying and selling of fresh fish to help prosper the Indonesian fisheries. (Next)

SLIDE 2:

Do you know Indonesia possesses the world's largest potential in the fisheries sector? Encompassing both capture fisheries and aquaculture, with a production potential of up to 67 million tonnes per year. However, the fisheries sector still faces numerous challenges. One prominent issue is the capitalization of fisheries, which has led to a decline in the fishermen's economy. (Next)

SLIDE 3:

In light of these challenges, Fishku aims to address them by offering a solution through the digitization of fisheries via e-commerce platforms. This initiative seeks to enhance fishing business activities. Fishku provides various benefits, including:

1. Expanding Market Reach: Fishku enables fishermen to access a wider market, thereby increasing their sales potential.
2. Efficient and Measurable Fishing: Through digitization, Fishku facilitates better management of fishing activities, leading to reduced fish wastage.
3. Quality Assurance: Fishku ensures the delivery of fresh and high-quality fish, instilling confidence in customers.

By leveraging e-commerce, Fishku strives to tackle these issues and contribute to the growth and prosperity of the Indonesian fisheries sector. (Next)

SLIDE 4:

Fishku focuses on serving specific customer segments. For sellers, our target includes fishermen, ship owners, and companies operating in the fishing sector. As for buyers, we aim to cater to B2B establishments such as restaurants, fisheries SMEs, hotels, and fish processing factories. Additionally, we extend our services to B2C customers, enabling direct sales to individual customers. (Next)

SLIDE 5:

Based on statistics from ministry of marine affairs and fisheries in 2022:

1. We consider the Total Addressable Market to be 2% of the overall value of fisheries production in Indonesia.
2. Within the Serviceable Addressable Market, we specifically focus on the island of Java, targeting 2% of the value of fisheries production in that region.
3. Serviceable Obtainable Market, we estimate that around 60% of fishermen in Java who have internet access represent approximately 5% of the value of fisheries production in the region.

These figures help us define and understand the potential market size and scope for Fishku's e-commerce platform in the fisheries sector. (Next)

SLIDE 6:

From the previous SOM we take a two percent fee per transaction which generates fifty eight point seven eight seven billion in Indonesian rupiah. Then the transaction usage fee is two thousand and five hundred in Indonesian rupiah with a target of one hundred users and generates ninety one point two five zero billion in Indonesian rupiahs. So that the total profit is one hundred and fifty point zero three seven billion in Indonesian rupiahs. (Next)

SLIDE 7:

Based on our analysis, Fishku faces competition from several players in the market: Aruna, Nalayan, and Fishlog. Our findings indicate that Fishku stands out as the easiest and most cost-effective application when compared to these competitors. (Next)

SLIDE 8:

Fishku offers several Unique Selling Points that set us apart from our competitors:

1. **AI-powered Freshness Detection**
2. **Enhanced Product Search**
3. **Fair Pricing**
4. **Minimized Fish Wastage**
5. **Continuous Monitoring**
6. **Transparent Fish Market:**

These USPs distinguish Fishku as a reliable and innovative platform in the digitized fisheries sector. (Next)

SLIDE 9:

Here are some testimonials from our customers during the beta release of Fishku. Customers have found our application to be extremely helpful in expanding the fish market. (Next)

SLIDE 10:

Our team comprises the following members

Together, we work collaboratively to drive the success of Fishku and achieve our goals in the digitized fisheries industry. (Next)

SLIDE 11:

In 2022, Fishku embarked on an eventful journey. We began by participating in the Bangkit Academy Program, where we received \$1000 USD incubation support from Bangkit Academy. Additionally, we also conducted various workshops and took part in several fisheries events. (Next)

SLIDE 12:

Thank you for your attention and support for Fishku. Let's work together to empower the Indonesian fisheries sector.

For more information about Fishku and updates on the world of fisheries, you can follow us on Instagram and visit our website. For any inquiries or further assistance, please feel free to email us at marketing@fishku.id.

Thank you once again for your interest in Fishku. And good afternoon (DONE)