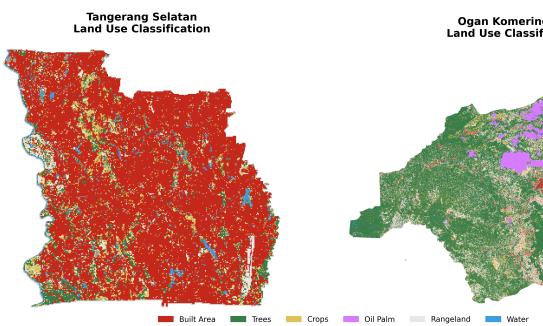
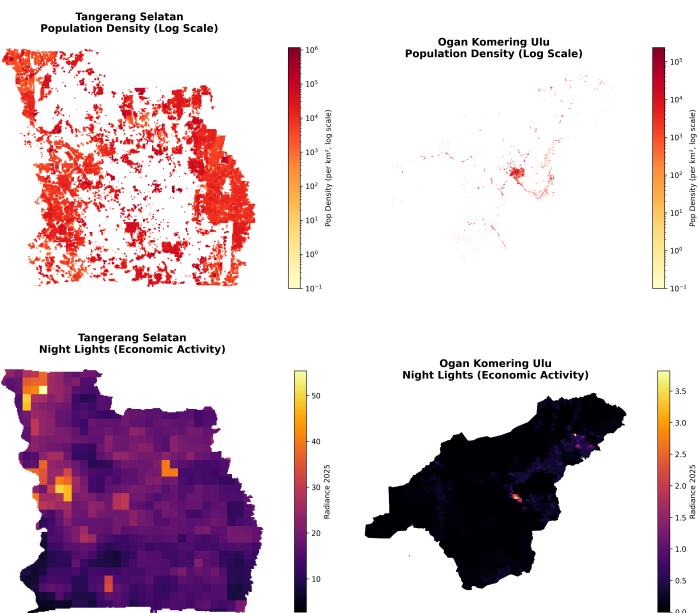


OKU Investment Analysis: Hidden Market Opportunity — Grid-Based Spatial Intelligence



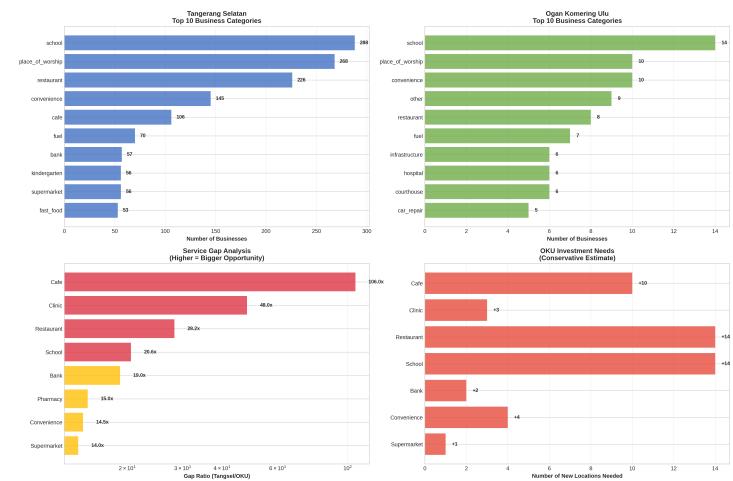
Land Use Reality

OKU shows 68% agricultural land vs Tangsel's 8%. 96.5% undeveloped (1.5M grids available). Massive greenfield opportunity with 22.6x more land area.



Economic Activity

Tangsel: Dense urban ($9,070/\text{km}^2$) with high economic activity (15.3 night lights). OKU: Rural ($103/\text{km}^2$) with early-stage growth (0.8 night lights, 63K grids showing positive trend). Development gap = first-mover window.



Business Landscape

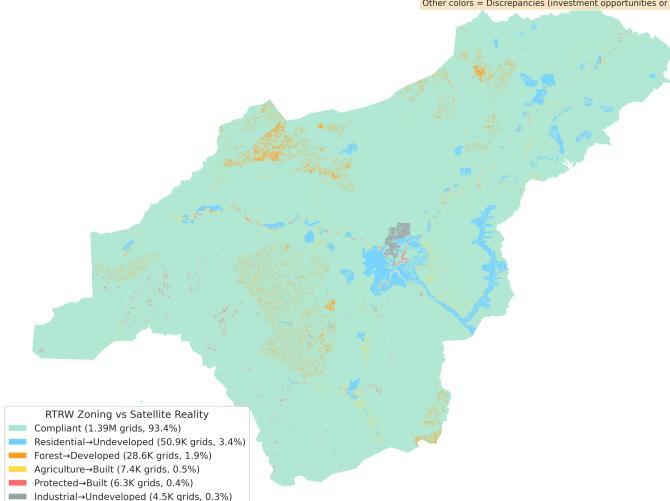
15.3x fewer businesses per capita. Critical gaps:

- **Clinics:** 48x gap (390K/clinic vs 32K)
- **Banks:** 19x gap (65K/bank vs 27K)
- **Cafes:** 106x gap (0 locations!)
- **Restaurants:** 28x gap
- **Stores:** 14.5x gap

Near-zero competition, high unmet demand.

Key Metrics (OKU)

Area	$3,823 \text{ km}^2$ (22.6x)
Population	393K
POI	117 (34x gap)
Hazard	0.28 (20.6% safer)
Built	2% (98% available)
Agricultural	68%

Green = Compliant with RTRW zoning
Other colors = Discrepancies (investment opportunities or risks)

RTRW Compliance Analysis

93.4% Compliance Rate vs Tangsel's 66.4%

Green zones (1.39M grids, 93.4%): Aligned with government plans. Predictable market, low regulatory risk.

Blue zones (50.9K grids, 3.4%): Residential-zoned but undeveloped. Land banking opportunity at rural pricing. Pre-approved zones not yet built = acquire before market realizes zoning advantage.

Other discrepancies (3.2%): Forest→Developed (1.9%), Agriculture→Built (0.5%), Protected→Built (0.4%), Industrial→Undeveloped (0.3%).

Action Items

- 📍 Site visits: Baturaja Timur, Kedaton P.R., Sinar Peninjauan
- 📘 Legal DD on RTRW settlement zones

Investment Thesis

OKU = First-Mover Advantage in Severely Underserved Market

Strategy

1. SHORT-TERM (1-3 years)

Essential services in Baturaja Timur

- Clinics (48x gap = critical need)
- Minimarkets (14.5x gap)
- Banking/ATM (19x gap)

2. MID-TERM (3-5 years)

Agribusiness expansion

- Oil palm processing (Kedaton P.R.)
- Cold storage network
- Farm-to-market logistics

3. LONG-TERM (5-10 years)

Land banking for development

- Residential zones (50.9K grids)
- 20.6% lower disaster risk
- Rural pricing before urbanization

Top Kecamatan

Agribusiness: Kedaton Peninjauan Raya (100), Peninjauan (92)

Retail/Healthcare: Baturaja Timur (100), Baturaja Barat (52)

- 🚪 Partnerships: Agri cooperatives, Bupati office
- ↗️ Consumer surveys: Validate 48x clinic gap
- 💼 Ground-truth POI data, financial modeling