

Terra Corp



Team Composition



Business Name: Terra Corp

Team members names	Strengths and abilities	Role/Position
Ahmad Roqy Mustafidan	Optimis, creative, realistic, disciplined, curious, organized.	CEO
Muhammad Tegar Hidayatullah	Creative, realistic, disciplined.	CTO
Aldis Tamara Putri Iskandar	Flexible, creative, curious, disciplined, organized.	CFO
Tri Bintang Pamungkas	Creative, disciplined, organized.	CMO

What makes us a good team to solve the problem we chose?

Accords status to members based on external roles, discusses issues superficially, discuss problem solving ideas, explain usefulness/improvement of other team member's ideas



Problem/Opportunity

CONTEXT

When does the problem occur?

Large volumes of waste generated and the limited infrastructure for collection and transportation.

Collection and transportation of plastic waste and glass bottles to recycling facilities.

Worse management of plastic waste and glass bottle

PROBLEM

What is the root cause of the problem?

High quality wood prices

Expensive quality marble prices

Difficult marble installation

Treatment of wood that is quickly damaged and weathered

ALTERNATIVES

What do customers do now to fix the problem?

Recycled product that looks like wood at an affordable price

Recycled product that looks like marble at an affordable price

Recycled product that looks like marble and wood with easy maintenance

CUSTOMERS

Who has the problem most often?

Construction companies

Architects

Designers

Individuals looking for eco-friendly and sustainable building materials

EMOTIONAL IMPACT

How does the customer feel?

Feel positive about the use of terrazzo materials as a sustainable alternative to traditional building materials

QUANTIFIABLE IMPACT

What is the measurable impact (include units)?

Reduction in waste

Carbon footprint reduction

Energy savings

Water savings

ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

Durability

Higher cost

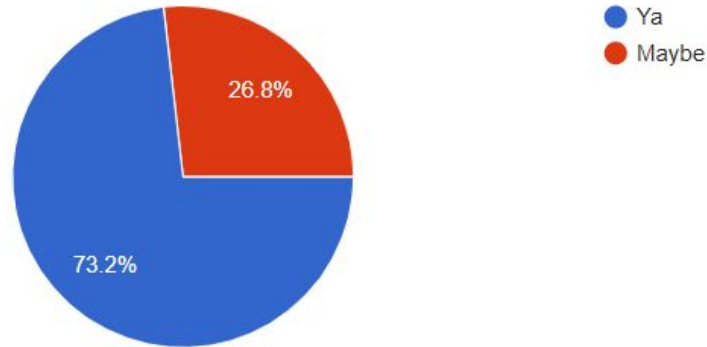
Availability

Problem Interviews And Surveys Results



- How many customers did you interview?
41 People
- What was the interview mode?
Google Form
- How many of them agree this is a problem and wants a solution?
And how many of them said they don't need a new solution?

41 tanggapan

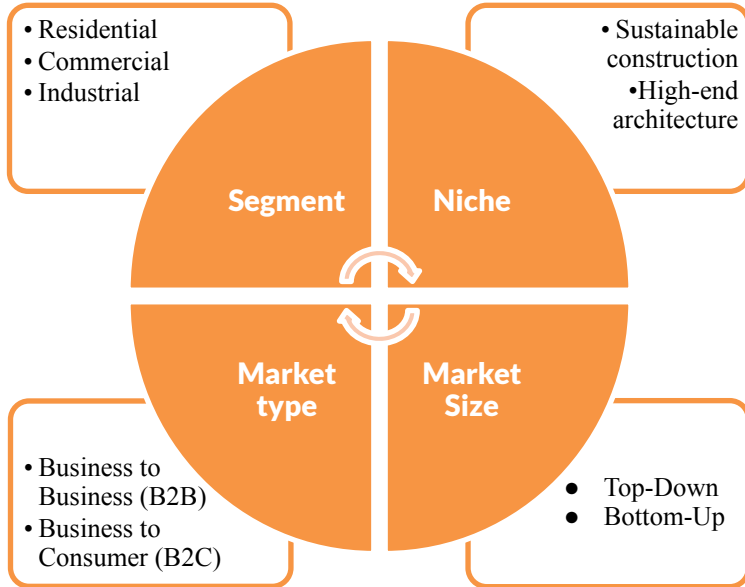


Problem Definition



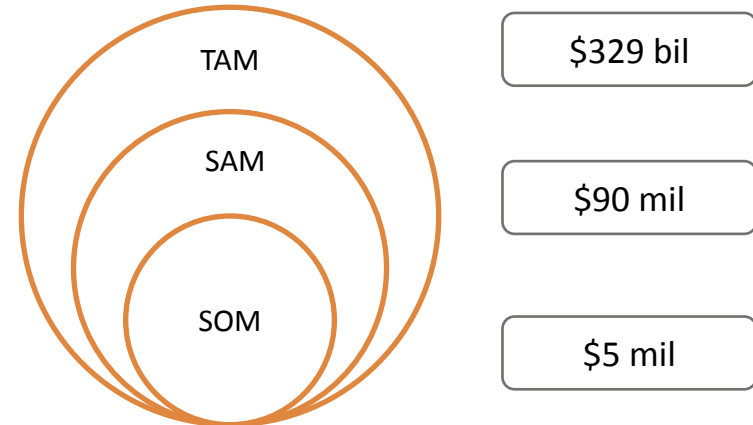
The overuse of plastic and glass bottles has led to a major environmental crisis, with plastic waste harming the environment and posing a threat to human health. However, demand for environmentally friendly products is increasing and consumers want businesses to help improve the environment. One solution is to recycle plastic and glass bottles into eco-friendly terrazzo materials, which have a lower carbon footprint than traditional terrazzo. Using recycled materials reduces the amount of waste in landfills and oceans, requires less energy, and can create new markets for recycled materials. Overall, this approach can reduce plastic and glass bottle waste and promote sustainable development.

Market Size Estimation



Characteristics of Niche

Demography	Geography	Psychography	Others
Age 25-50 years old, All genders, Middle to upper class, Various ethnicities	Indonesia, Java, Sumatra, Bali, Jakarta, Bali, Surabaya, Bandung	Usage rate, Occasion, Benefits sought, Email Marketing	Personalities, Lifestyles, Interests and value



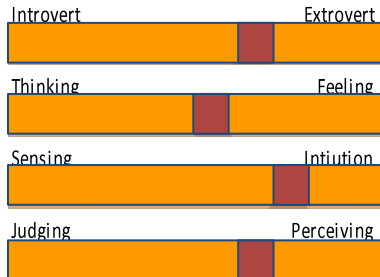
Customer Persona



Natural light, no aircon,
eco-friendly.

Age: 21
Occupation: Student
Location: Jakarta

Personality



Outgoing

Easy going

Networking

Goals:

- Sustainability
- Renewable energy
- Entrepreneurship

Frustrations:

- Chaotic environment

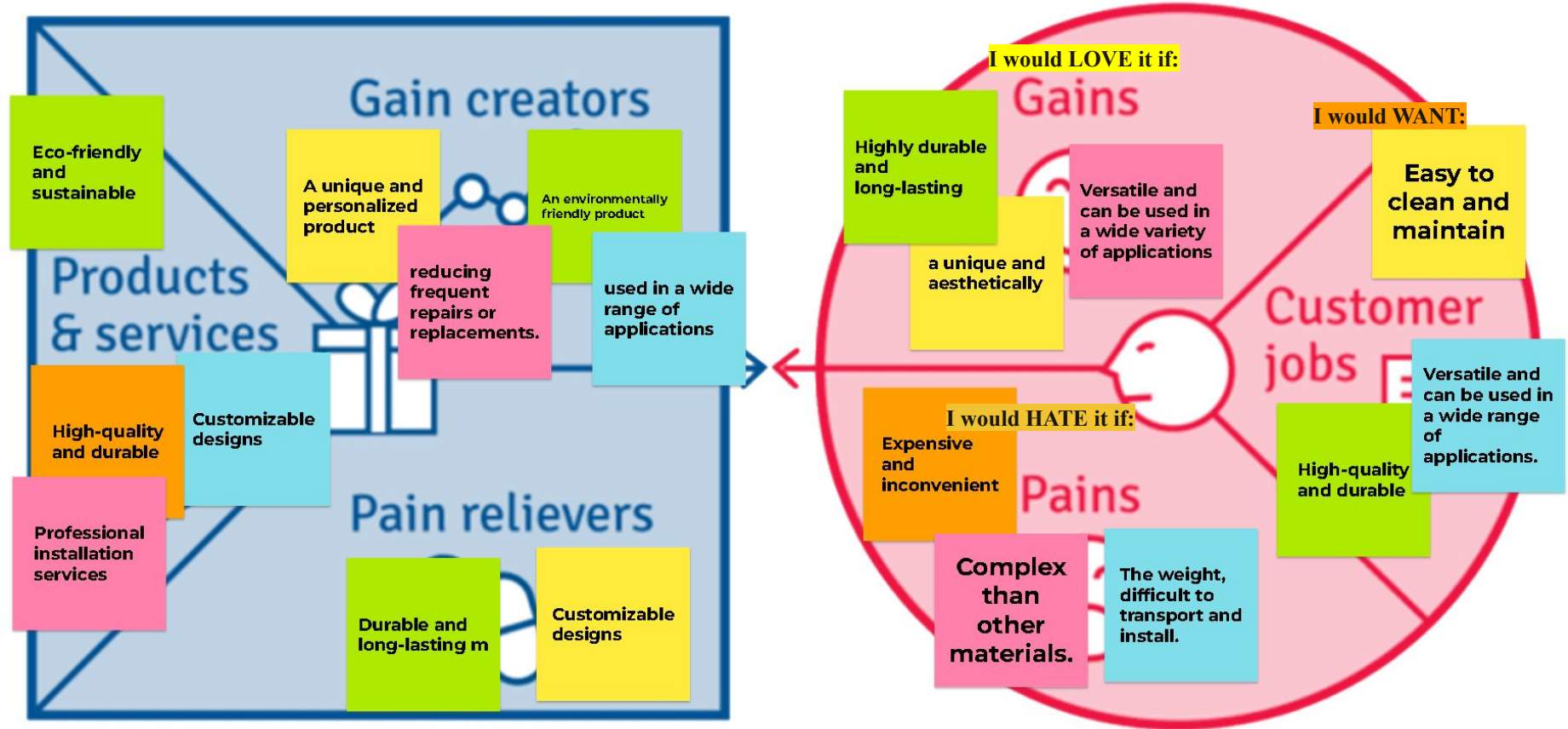
Bio

A highly motivated active student of Environmental Science for Sustainable Energy and Technology from Avans University of Applied Sciences, Breda, the Netherlands. Experienced in climate change consulting. Eager to utilize my interests in environmental technology. I am interested in environmental scope, transitional renewable energy, and eco-friendly business fieldwork. One of my biggest goals is to create Indonesia (my home country) to be more environmentally friendly by utilizing renewable energy. The potential of renewable energy in Indonesia is huge but has not been utilized well. I believe that one day Indonesia will be much more environmentally friendly.

MOTIVATIONS



Value Proposition Canvas



Solution description:

We offer a Terrazzo products made from plastic wasted and glass bottle are collected and then crushed into small glass shards produced through a heating process and pressing. Currently the customers are addressing the problem by affordable, eco-friendly, high quality, and long lasting products. Our solution offers customers the benefit of that is budget friendly, sustainable, eco-friendly, and high quality products.

The details of our offering consist of:

- Terrazzo products come in a variety of colors and patterns, depending on the types of materials used and how they are arranged.
- Custom designs can be created by mixing different colors and materials or using different sizes.
- Terrazzo products are durable and easy to maintain. They are resistant to stains and scratches, and can be cleaned with a mild soap and water solution.

Competition Analysis



	Rebricks Indonesia 	Wedoo Bali Putu Hermawan 	eCollabo8 	Langgeng Jaya Fiberindo 	Terra Corp 
Product Benefits	Paving block	“Plastic marble”	Furnitures	Strapping Band	Terrazzo products
UVP – Unique Value Proposition	Paving blocks from plastic packaging waste that was rejected at the waste bank	The plastic plank sheet looks like marble	Small molded production to unique art pieces or furnitures	Perfect solution to replace steel binder	Looks like a marble product
Price	Rp. 110.000	Rp. 500.000 - Rp. 750.000	Variable customized order price	Variable customized order price	Variable customized order price
Branding	Social Media	Word of mouth	Social Media	Website	Will focus on creating a marketing strategy through the usage of social media to boost engagement and our brand.
Market Review	“terima kasih banyak ya udah berinovasi untuk merecycle sampah plastik”	“The best workshop” “Fast work, good quality” “The products are premium”	“Great quality and worth the price.” “Unique stuffs”	“Good production”	We will ensure that can provide an eco-friendly option for customers who are looking for sustainable materials.

With affordable prices, consumers will get products that are in accordance with their wishes, have a beautiful appearance, and have good quality.

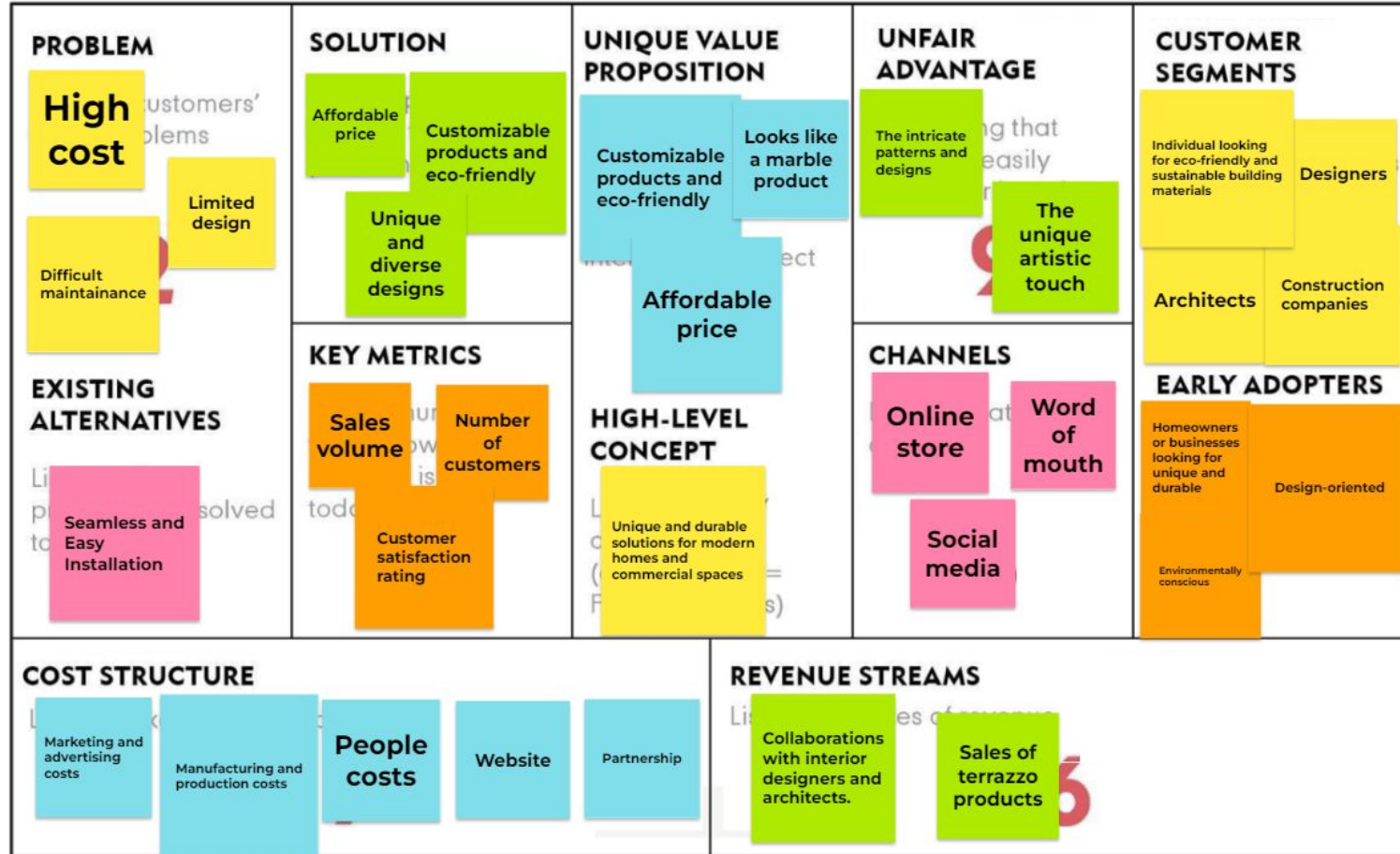
Customers switch to our products/services because:

Consumers are free to choose the product, shape and color of what they want.

Consumers get prices that match what products they want.

Consumers get products with beauty and good quality.

Lean Canvas



This business model focuses on providing high-quality, customizable terrazzo products to a range of customer segments through various channels of distribution. By partnering with key suppliers and contractors, the company can ensure a reliable supply chain and cost-effective installation services, while also maintaining a focus on sustainability and design innovation.

MVP

DEMO/ DESCRIPTION

The product we make is plastic but looks like marble even though it is made of plastic but its strength is already able to rival marble made of granite and this product has an affordable price than marble granite and lasts a long time besides that the maintenance provided is quite easy

LEARNINGS

In this study we can conclude that plastic is not waste that is thrown away after use, but in the right and creative hands, plastic can be transformed into items of high value.



MVP Validation



What is your MVP

Test Details:

How long will we test this MVP?

We will continue to try this MVP until we get our goal to be famous

Who is our target audience for the test? How many of them?

Our target or audience are Architects, Designers, Construction companies, Individuals looking for eco-friendly and sustainable building materials.

How will we get to that audience?

By trying to promote the goods we produce to the world and social media so that plastic waste is not just for wrapping food or an item

Results of Test:

Did enough customers buy?

Enough to buy, why? because the art displayed is quite interesting for art lovers to buy

Did customers pay the price we expected?

Yes they pay according to what we set, because the price given is in accordance with what goods they want and according to the agreement and of course the price is set according to what is given and in accordance with the production costs .

Did customers come back to our product or show interest in doing so?

Yes, after they already looked to our products and they knew that the products made from plastic wasted and glass bottle, they really excited about it, especially Individuals looking for eco-friendly and sustainable building materials.

Did customers recommend our product to others or evangelize about it?

Yes, they took a lot of photos & videos and put on their social media, so everyone could see our products by them

Conclusion:

- ☒ Persevere
- ☐ Pivot
- ☐ Not conclusive

Realizations / Insights:

customers and the community really support terra corp's products. Customers can freely customize the product they want. Apart from having excellent aesthetics, this product also helps reduce plastic waste and glass bottle waste that goes to landfills.

Next Steps:

The product will always undergo a checking process and will always be repaired if something goes wrong. The search for the right raw materials according to the uses of the goods, so that various types of plastic waste or glass bottles can be processed according to the characteristics of the raw materials. Product development will continue to be carried out in accordance with the suggestions and requests of consumers.

Financial Plan



Start-up Costs

Starting costs		
Setting up the business		
Consultant Fees (Accountants, Lawyers etc.)	Rp	8.000.000,00
Business Registration fees	Rp	25.000.000,00
Website Design	Rp	5.000.000,00
Website Development	Rp	12.000.000,00
Computer Systems	Rp	150.000,00
Other Start-Up Costs	Rp	5.000.000,00
Equipment		
Equipment		NA
Starting operations		
Marketing and Promotional Costs	Rp	5.000.000,00
Sampling	Rp	2.000.000,00
Stationery and office supplies	Rp	2.000.000,00
Working capital	Rp	3.000.000,00
Start-up capital		
Equity investment (by Team)	Rp	500.000,00
Loans (from College or Others)	Rp	100.000.000,00
Total	Rp	100.500.000,00
Totals		
Total set-up costs	Rp	67.150.000,00
Surplus Funds	Rp	33.350.000,00
Additional Funds You Need		0

The following costs in the table are the expected start-up costs of the company Terra Corp.

The total Start-Up Capital is Rp. 100.500.000,00
Rp. 500.000,00 will come from the founders and Rp. 100.000.000,00 will come from campus loans and other parties.

Forecast P&L



Profit and loss forecast

		Jan '00	Mar '00	Apr '00	Mei '00	Jun '00	Jul '00	Agu '00	Sep '00	Okt '00	Nov '00	Des '00	Totals
Sales													
Cash Sales	Rp 5.000.000,	Rp 7.500.000,	Rp 10.000.000,	Rp 12.500.000,	Rp 15.000.000,	Rp 17.500.000,	Rp 17.500.000,	Rp 20.000.000,	Rp 25.000.000,	Rp 32.500.000,	Rp 37.500.000,	Rp 40.000.000,	Rp 240.000.000,
Collections from Accounts Receivable													
No. of Units Sold	10	15	20	25	30	35	35	40	50	65	75	80	480
Price Per Unit	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 6.000.000,
Other Cash Receipts													
Total Sales	Rp 5.000.000,00	Rp 7.500.000,00	Rp 10.000.000,00	Rp 12.500.000,00	Rp 15.000.000,00	Rp 17.500.000,00	Rp 17.500.000,00	Rp 20.000.000,00	Rp 25.000.000,00	Rp 32.500.000,00	Rp 37.500.000,00	Rp 40.000.000,00	Rp 240.000.000,00
COGS													
Cost of Goods Sold	Rp 2.000.000,	Rp 3.000.000,	Rp 4.000.000,	Rp 5.000.000,	Rp 6.000.000,	Rp 7.000.000,	Rp 7.000.000,	Rp 8.000.000,	Rp 10.000.000,	Rp 13.000.000,	Rp 15.000.000,	Rp 16.000.000,	Rp 96.000.000,
Additional Inventories													
Cost per unit	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 2.400.000,
Gross profit	Rp 3.000.000,00	Rp 4.500.000,00	Rp 6.000.000,00	Rp 7.500.000,00	Rp 9.000.000,00	Rp 10.500.000,00	Rp 10.500.000,00	Rp 12.000.000,00	Rp 15.000.000,00	Rp 19.500.000,00	Rp 22.500.000,00	Rp 24.000.000,00	Rp 144.000.000,00
Operating Expenses													
Salaries and Consultant Fees	Rp -	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 5.000.000,00	Rp 55.000.000,00
Marketing and Promotion	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 2.500.000,00	Rp 2.500.000,00	Rp 2.500.000,00	Rp 2.500.000,00	Rp 3.000.000,00	Rp 3.000.000,00	Rp 3.000.000,00	Rp 3.000.000,00	Rp 26.000.000,00
Server	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 150.000,00	Rp 1.800.000,00
Utilities (Electricity etc.)	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 1.000.000,00	Rp 12.000.000,00
Transportation (Shipping, Courier, Taxis etc.)	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 2.000.000,00	Rp 24.000.000,00
Repairs and Maintenance	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 500.000,00	Rp 6.000.000,00
Office Supplies	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 200.000,00	Rp 2.400.000,00
Misc. Expenses	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 50.000,00	Rp 600.000,00
Loss, Theft, Wastage	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 100.000,00	Rp 1.200.000,00
Total Expenses	Rp 5.000.000,00	Rp 10.000.000,00	Rp 10.000.000,00	Rp 10.000.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 129.000.000,00
Result													
Net Profit/Loss	Rp (2.000.000,00)	Rp (5.500.000,00)	Rp (4.000.000,00)	Rp (2.500.000,00)	Rp (2.500.000,00)	Rp (1.000.000,00)	Rp (1.000.000,00)	Rp 500.000,00	Rp 3.000.000,00	Rp 7.500.000,00	Rp 10.500.000,00	Rp 12.000.000,00	Rp 15.000.000,00
Gross Profit Margin	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
Net Profit Margin	-40%	-73%	-40%	-20%	-17%	-6%	-6%	3%	12%	23%	28%	30%	6%

Forecast Cash Flow



Cash flow forecast

		Jan '00	Mar '00	Apr '00	Mei '00	Jun '00	Jul '00	Agu '00	Sep '00	Okt '00	Nov '00	Des '00	Totals
Starting Cash Position	Rp 550.000,00	Rp (1.450.000,00)	Rp (6.950.000,00)	Rp (10.950.000,00)	Rp (13.450.000,00)	Rp (15.950.000,00)	Rp (16.950.000,00)	Rp (17.950.000,00)	Rp (17.450.000,00)	Rp (14.450.000,00)	Rp (6.950.000,00)	Rp 3.550.000,00	
Cash Inflows													
Total Sales	Rp 5.000.000,00	Rp 7.500.000,00	Rp 10.000.000,00	Rp 12.500.000,00	Rp 15.000.000,00	Rp 17.500.000,00	Rp 17.500.000,00	Rp 20.000.000,00	Rp 25.000.000,00	Rp 32.500.000,00	Rp 37.500.000,00	Rp 40.000.000,00	Rp 240.000.000,00
Cash Outflows													
Cost Of Goods Sold	Rp 2.000.000,00	Rp 3.000.000,00	Rp 4.000.000,00	Rp 5.000.000,00	Rp 6.000.000,00	Rp 7.000.000,00	Rp 7.000.000,00	Rp 8.000.000,00	Rp 10.000.000,00	Rp 13.000.000,00	Rp 15.000.000,00	Rp 16.000.000,00	Rp 96.000.000,00
Operating Expenses	Rp 5.000.000,00	Rp 10.000.000,00	Rp 10.000.000,00	Rp 10.000.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 11.500.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 12.000.000,00	Rp 129.000.000,00
New Fixed Assets Purchased													
Additional Inventories Purchased													
Loan Payments													
Total	Rp 7.000.000,00	Rp 13.000.000,00	Rp 14.000.000,00	Rp 15.000.000,00	Rp 17.500.000,00	Rp 18.500.000,00	Rp 18.500.000,00	Rp 19.500.000,00	Rp 22.000.000,00	Rp 25.000.000,00	Rp 27.000.000,00	Rp 28.000.000,00	Rp 225.000.000,00
Result													
Change during month	Rp (2.000.000,00)	Rp (5.500.000,00)	Rp (4.000.000,00)	Rp (2.500.000,00)	Rp (2.500.000,00)	Rp (1.000.000,00)	Rp (1.000.000,00)	Rp 500.000,00	Rp 3.000.000,00	Rp 7.500.000,00	Rp 10.500.000,00	Rp 12.000.000,00	
Closing cash position	Rp (1.450.000,00)	Rp (6.950.000,00)	Rp (10.950.000,00)	Rp (13.450.000,00)	Rp (15.950.000,00)	Rp (16.950.000,00)	Rp (17.950.000,00)	Rp (17.450.000,00)	Rp (14.450.000,00)	Rp (6.950.000,00)	Rp 3.550.000,00	Rp 15.550.000,00	



Forecast Balance Sheet

Balance sheet forecast

The numbers reflected on this Balance Sheet are computed as of:

Desember 2, 3800

Assets

Current assets	
Cash	Rp 15.550.000,00
Petty cash	
Accounts Receivable	
Stock on hand (Inventory)	
Other Assets	
Fixed assets	
Equipment	
Furniture	
Other Fixed Assets	
Total assets	Rp 15.550.000,00

Liabilities

Current liabilities	
Accounts payable	
Interest payable	
Any Other Amounts Owed	
Long-term liabilities	
Loans from College	Rp 100.000.000,00
Loans from Friends and Family	
Total liabilities	Rp 100.000.000,00
Net assets	Rp (84.450.000,00)

Founder's equity

Retained Earnings	Rp 15.000.000,00
Share Capital	Rp 500.000,00
Total equity (should equal net assets)	Rp 15.500.000,00

Break-Even Analysis

Break-even analysis

Average sales price per unit	Rp 500.000,00
Average cost of each unit	Rp 200.000,00
Gross Profit Margin	60%
Fixed costs	Rp 129.000.000,00
Sales required to break even	Rp 215.000.000,00
Number of unit sales to break even	430

Gross Margin % of Sales

Gross Margin	Rp 144.000.000,00
Total Sales	Rp 240.000.000,00

Gross Margin/Total Sales	60,0%
---------------------------------	--------------

Total Fixed Expenses

Operating Expenses	Rp 129.000.000,00
--------------------	-------------------

Breakeven Sales in Dollars (Annual)

Gross Margin % of Sales	60,0%
Total Fixed Expenses	Rp 129.000.000,00
Yearly Breakeven Amount	Rp 215.000.000,00
Monthly Breakeven Amount	Rp 17.916.666,67

Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of sales	480	582	698	842	970
Value of each sale (Contribution)	Rp 3.600.000,00	Rp 3.600.000,00	Rp 4.457.040,00	Rp 4.457.040,00	Rp 5.056.800,00
Average Price per unit	Rp 6.000.000,00	Rp 6.000.000,00	Rp 7.200.000,00	Rp 7.200.000,00	Rp 7.799.760,00
Average Cost per unit	Rp 2.400.000,00	Rp 2.400.000,00	Rp 2.742.960,00	Rp 2.742.960,00	Rp 2.742.960,00
Total revenue	Rp 240.000.000,00	Rp 3.492.000.000,00	Rp 5.028.480.000,00	Rp 6.062.976.000,00	Rp 7.569.635.880,96
Gross Profit	Rp 1.728.000.000,00	Rp 2.095.200.000,00	Rp 3.112.796.736,00	Rp 3.753.184.243,20	Rp 4.907.604.172,80
Capital costs					
Land and building	N.A.	N.A.	N.A.	N.A.	N.A.
Equipment					
Product development costs					
Others					
Total	Rp -	Rp -	Rp -	Rp -	Rp -
Expenses (Annual)					
Salaries	Rp 55.000.000,00	Rp 60.500.000,00	Rp 66.550.000,00	Rp 73.205.000,00	Rp 80.525.500,00
Marketing and Promotion	Rp 26.000.000,00	Rp 28.600.000,00	Rp 31.460.000,00	Rp 34.606.000,00	Rp 38.066.600,00
Server	Rp 1.800.000,00	Rp 1.980.000,00	Rp 2.178.000,00	Rp 2.395.800,00	Rp 2.635.380,00
Utilities (electricityetc.)	Rp 12.000.000,00	Rp 13.200.000,00	Rp 14.520.000,00	Rp 15.972.000,00	Rp 17.569.200,00
Transportation (Shipping, Courier, Taxis etc.)	Rp 24.000.000,00	Rp 26.400.000,00	Rp 29.040.000,00	Rp 31.944.000,00	Rp 35.138.400,00
Repairs and Maintenance	Rp 6.000.000,00	Rp 6.600.000,00	Rp 7.260.000,00	Rp 7.986.000,00	Rp 8.784.600,00
Office Supplies	Rp 2.400.000,00	Rp 2.640.000,00	Rp 2.904.000,00	Rp 3.194.400,00	Rp 3.513.840,00
Misc. Expenses	Rp 600.000,00	Rp 660.000,00	Rp 726.000,00	Rp 798.600,00	Rp 878.460,00
Loss, Theft, Wastage	Rp 1.200.000,00	Rp 1.320.000,00	Rp 1.452.000,00	Rp 1.597.200,00	Rp 1.756.920,00
Total	Rp 129.000.000,00	Rp 141.900.000,00	Rp 156.090.000,00	Rp 171.699.000,00	Rp 188.868.900,00
Earnings (EBITDA)	Rp 1.599.000.000,00	Rp 1.953.300.000,00	Rp 2.956.706.736,00	Rp 3.581.485.243,20	Rp 4.718.735.272,80

Unit Economic



P & L/ unit	Year
Revenue	Rp 500.000,00
COGS	Rp 200.000,00
Gross Profit	Rp 300.000,00
Gross Profit Margin	60%
Operating Costs	Rp 468.750,00
Operating Profit	Rp 31.250,00

Unit Economics	Year
CAC	Rp 54.166,67
CLV	Rp 375.000,00
ARPU	Rp 600.000,00

The business of recycling plastic waste and glass bottles with multi-functional and beautiful products will be in high demand and will be profitable in every aspect.

Sales Plan



Customer Sales Funnel



Customer Acquisition Plan

1	2	3	4	5
Target Customer Segment (Type)	Target Customer Segment (Number)	Channels to be used to attract the target customer segment	Estimated number of leads	Estimated cost to convert these leads to actual customers
General public	3.000.000	Exhibitions, online stores, websites, blogs, email broadcasting, flyer and social media.	600.000	Rp. 75.000.000
Interior design company	1000	Industry fairs and events, partnerships, email broadcasting, and interior design package deals	500	Rp. 100.000.000

Brand Framework



Vision	What does my organization aspire to become?	It can grow rapidly, is known by the community, and is beneficial to nature.
Mission	What does my organization stand for and what do we value?	Producing quality products, helping the community's economy, and being beneficial to nature.
Promise	What do we promise to customers at the most fundamental level?	Guarantee quality and aesthetics.
Brand Values	What are the core values your brand believes in and stands for?	Maintain quality, and continue to improve it.
Brand Personality	What are the human characteristics associated with your brand?	Has a special attraction for lovers of natural preservation and aesthetics.
Attributes	What makes us distinctly valuable to our customers? How do we achieve over and over?	Besides making quality products, it also helps nature to be better.
Emotion	What does it feel like to engage with us?	Happy with our services, and proud because it helps preserve nature.

Brand, Positioning & Channels



Terra Corp



- Positioning Statement

Turning waste plastic and glass bottles into beautiful, aesthetically pleasing and versatile tools. Terra Corp offers sustainable and innovative solutions. Our products from waste plastic and glass bottles combine beauty and functionality while reducing their impact on the environment.

Market segment	Channels	Why this channel?
Early adopters: Customers interested in sustainable furniture.	IKEA	Commitment to Sustainability, Global Reach, Strong Marketing and Promotion.
Clients: General public	Sheryl Sheinafia	Motivator for the general public about plastic waste, one way is through his work, Single Positive.

Funding Plan



How much funds required to reach to the next level of the venture?

- The funds we need are around 100 million rupiah to reset the strategy that we will do for the next level

How much have been bootstrapped? If not, why?

- We have earned 100 to 500 million in our first year

How much can be bootstrapped?

- about 100 million to 500 million

How much external funding required? If not, why?

- We need about 500 million for the cost of maintaining and producing goods

Funds utilization strategy (Details)

- Machine maintenance costs.
- Promotion and cooperation costs.
- Update obsolete machines.
- The cost of using electricity or fuel.

Who We Are

Terra Corp



Why ?



Our nature is now increasingly polluted by waste that is difficult to decompose. We want to help improve nature by recycling used goods that are difficult to decompose into products that are beautiful, of good quality, and multifunctional.

What ?



Turning plastic waste and glass bottles into a multifunctional board. With this recycled board can be processed into various forms according to the wishes of consumers. Recycled boards are also processed with marble motifs so that apart from being multifunctional, they also have aesthetic value.

How ?



Consumers will be interested in this multi-functional board because with this board various kinds of products can be made that consumers want. This board also has high aesthetics so that it will attract consumers to buy. By buying our products consumers will also feel proud of what they buy, because they have taken part in improving nature.



MULTIFUNCTIONAL, BEAUTIFUL AND USEFUL FOR NATURE

Thank You!