





# COFFEE IN INDONESIA

## COFFEE SHOP GROWTH



300% in 3 years\*

## MARKET VALUE



Rp 4,8 T per year\*

\*Riset Toffin Indonesia, 2016-2019

# PROBLEMS

## CAPITAL

**65%**

**Coffee Shop  
Investments is for  
Main Equipment**

## MAIN EQUIPMENT

**100%**

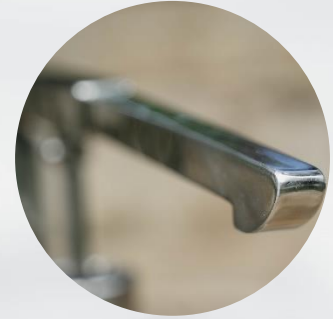
**Main Equipment  
is Imported**

## OPERATIONAL

- **Price & Supply of  
Accessories/Spare  
Parts**
- **Aftersales**
- **Non-Customizable**

# OUR FIRST PROTOTYPE

We created our first  
Manual Espresso Maker  
through collaboration  
with SMEs



# CUSTOMERS PAIN & ASPIRATION



BARISTA &  
COFFEE SHOP OWNER

"consistent espresso"  
"customizable product"  
"part availability"  
"aftersales"



PERSONAL USER

"good coffee at home"  
"fast & cheap"  
"portable coffee shop"





**COMPACT  
ASSEMBLY &  
GOOD  
PACKAGING**

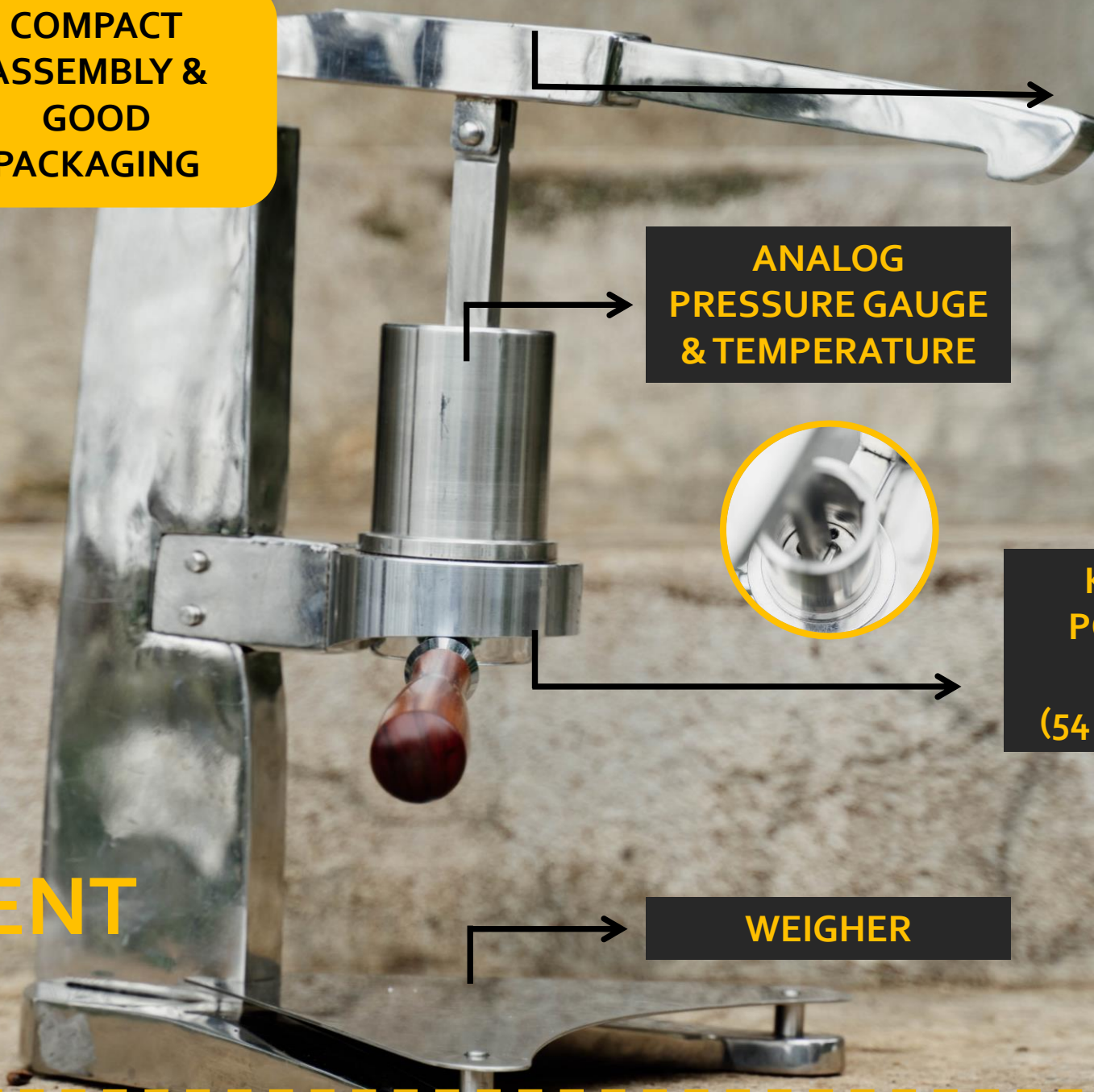
**GUIDE RAIL**

**ANALOG  
PRESSURE GAUGE  
& TEMPERATURE**

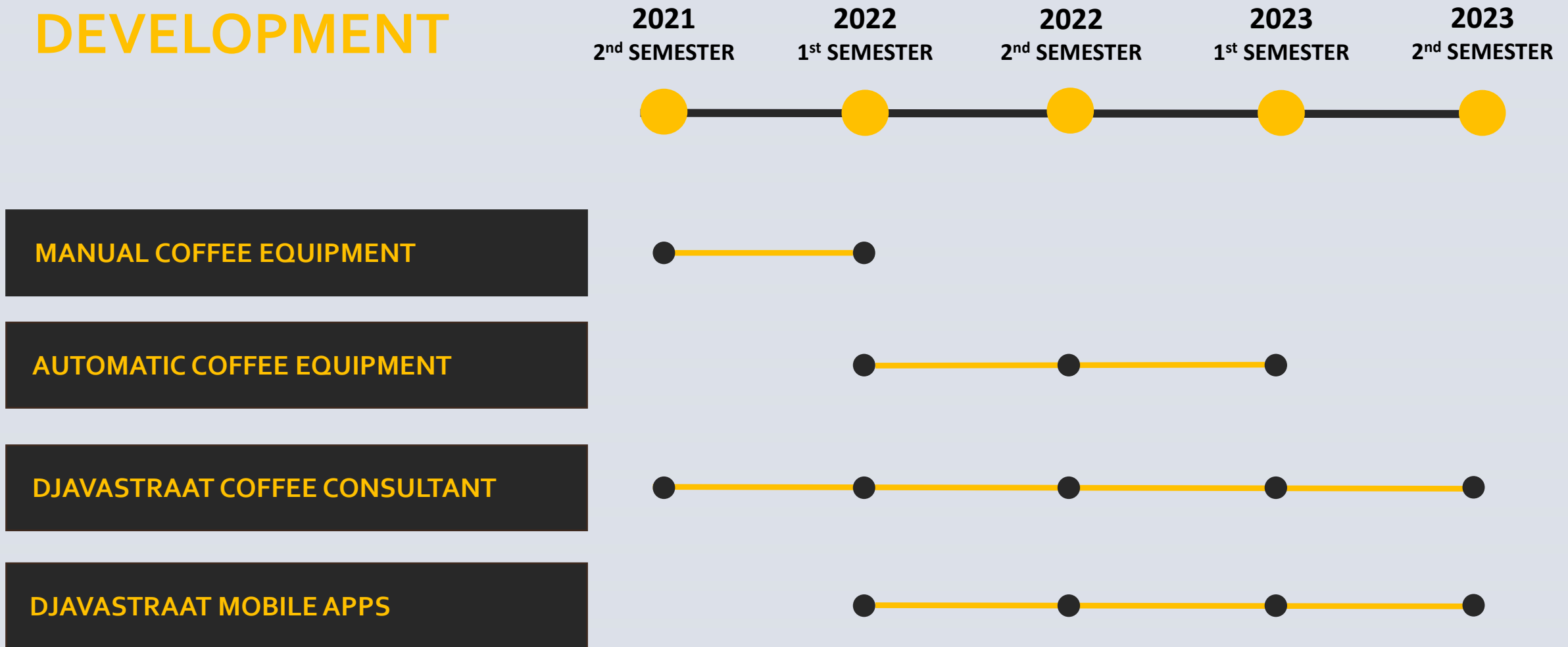
**KNOCKOUT  
PORTAFILTER  
SYSTEM  
(54 mm & 59 mm)**

**WEIGHER**

**NEXT  
IMPROVEMENT**



# BUSINESS DEVELOPMENT



Key Activities: Product Improvement, New Product Development, Collaboration, Quality Control

# PRODUCT ROADMAP

## MANUAL & AUTOMATIC COFFEE EQUIPMENT



RESEARCH &  
PROTOTYPE IMPROVEMENT



SALES



PATENT



MANUFACTURE



SCALE

## DJAVASTRAAT COFFEE CONSULTANT



IDEATION &  
MARKET RESEARCH



NETWORKING



IMPLEMENTATION



PERIODIC COACHING &  
IMPROVEMENT

## DJAVASTRAAT MOBILE APPS



CONCEPT



MVP CREATION



DESIGN



DEVELOP

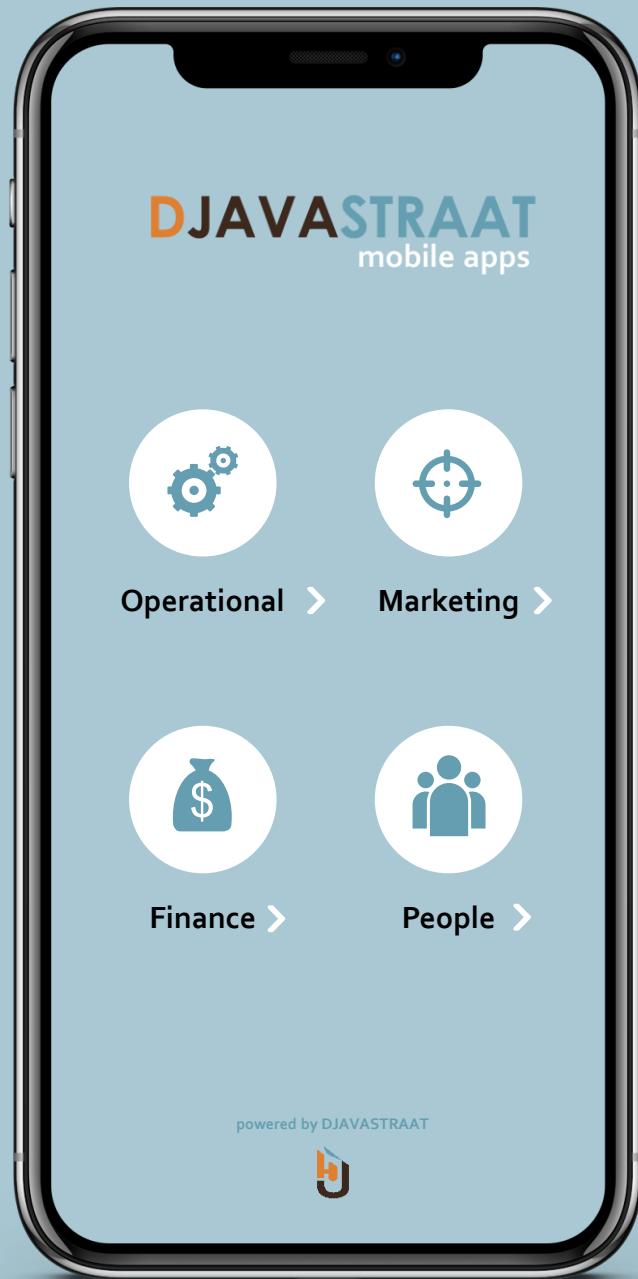


TESTING



RELEASE





## Operational

Dashboard

Online cashier

Supply chain &  
Inventory

Business analysis  
report

## Finance

Income & Expenses

Finance report

Sharia financing

## Marketing

Membership

Digital marketing  
strategy

## People

Attendance

Remuneration

Scheduling

# OUR TEAM



**Rega R. Abdullah, ST**  
Mechanical Engineering - ITB



**Novinda Sofya, ST**  
Mechanical Engineering - ITB



**Imam Akbar, SST, M. Tr. Bns.**  
Master of Islamic Finance - POLBAN

*Terima Kasih*

**DJAVASTRAAT**

*Untuk Industri Kopi Indonesia*

