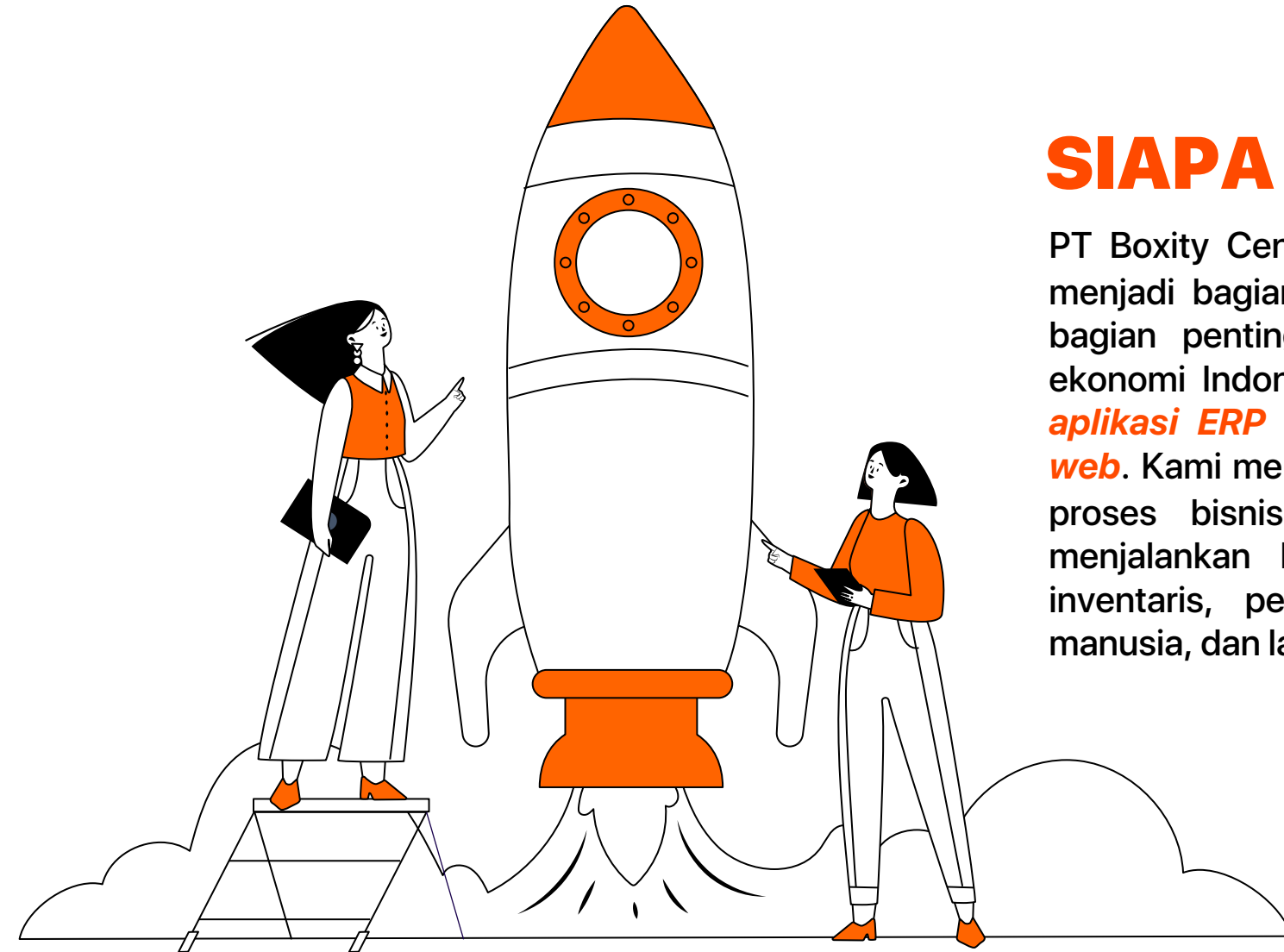# Introduction

SIAPA KAMI?

PT Boxity Central Indonesia didirikan pada tahun 2020 untuk menjadi bagian dari gerakan go-digital Indonesia dan menjadi bagian penting dari kontribusi UMKM dalam pembangunan ekonomi Indonesia, dengan fokus penuh pada pengembangan *aplikasi ERP dan SaaS dengan model mobile dan aplikasi web*. Kami membangun *sistem yang mengintegrasikan* semua proses bisnis yang dibutuhkan oleh klien UMKM untuk menjalankan bisnisnya mulai dari perencanaan, pembelian, inventaris, penjualan, pemasaran, keuangan, sumber daya manusia, dan lain-lain.

Problem

Lebih dari 70% Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia masih belum Go-Digital.

Problem

Hal ini menyebabkan **banyak tugas yang berulang, keuangan yang kacau, kesulitan menjangkau data pelanggan,** *berkontribusi terhadap pertumbuhan ekonomi nasional dengan mengembangkan bisnis UMKM*.

Complexity

Membutuhkan pengalaman, pelatihan, dan solusi yang signifikan untuk digunakan secara efektif.

Agility

Kikuk, **lambat**, dan ketinggalan jaman

Security

Semua keamanan ditangani secara internal termasuk dukungan TI, peningkatan keamanan di lokasi, dan *penyimpanan cadangan di lokasi lain*

Resources

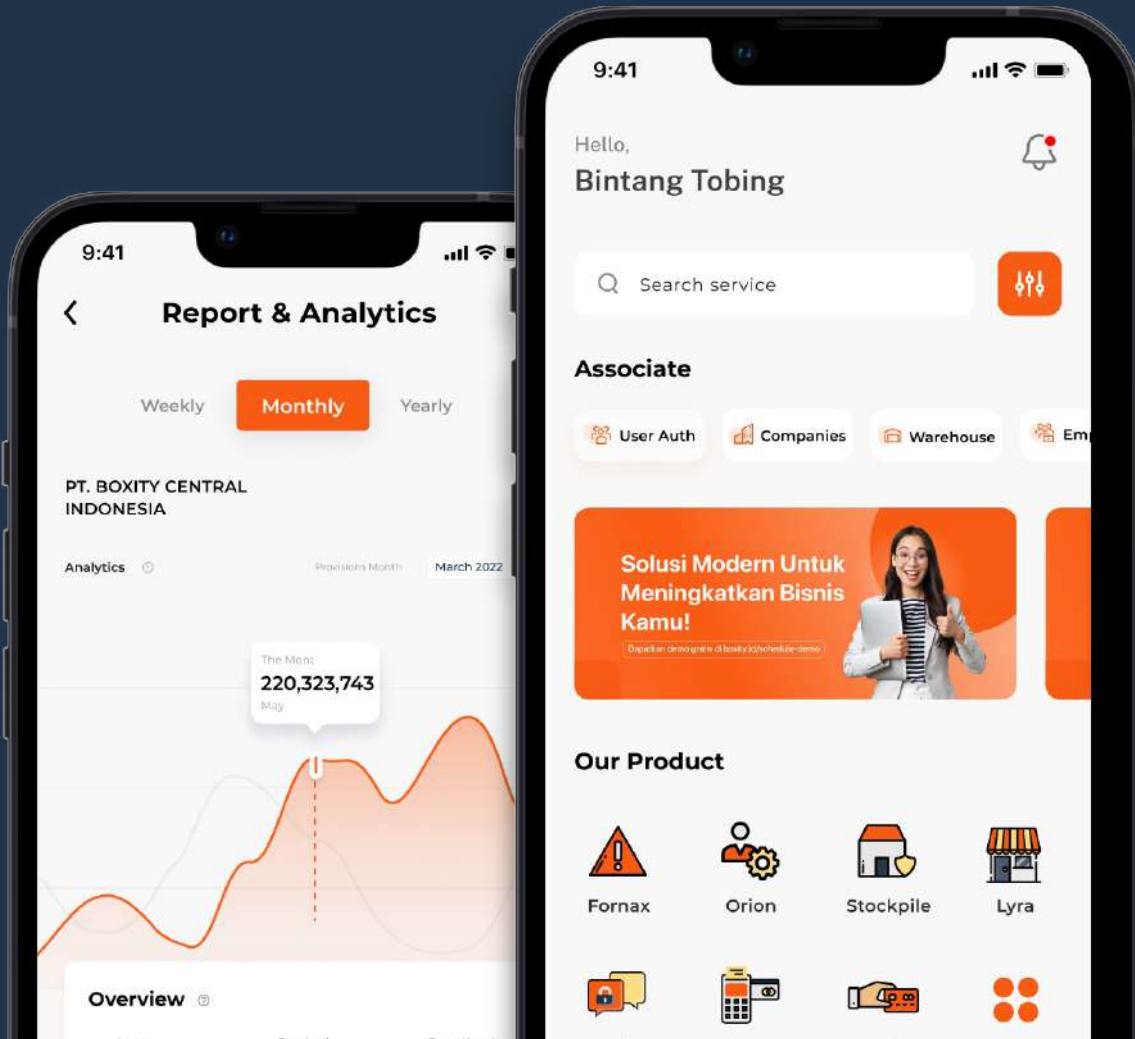Memerlukan tim TI internal, ruang untuk penyimpanan, dan *waktu yang signifikan untuk pelatihan*.

Risk

Peningkatan risiko kehilangan data dan pelanggaran keamanan karena pencurian, bencana alam, dll

Solutions

Membangun ERP dan SaaS dalam aplikasi **mobile dan web** yang didesain untuk dapat digunakan baik oleh UMKM maupun perusahaan yang sudah mapan.

BOXITY DITEMUKAN

Complexity
Dirancang agar **mudah digunakan** dan dapat digunakan oleh UMKM dan perusahaan mapan

Agility
Terus **meningkat** dan **berkembang**

Resources
Tidak diperlukan **sumber daya tambahan**

Security
Semua keamanan ditangani oleh bisnis global dengan pemantauan 24/7 khusus

Risk
Lebih sedikit risiko karena skala dan spesialisasi bisnis Bantuan SaaS

Market Size

Peluang pasar ERP & SaaS yang besar **secara global**

$ 716.52 BILLION
Diharapkan tumbuh pada tahun 2028 dengan CAGR sebesar 27,5% selama periode 2021-2028
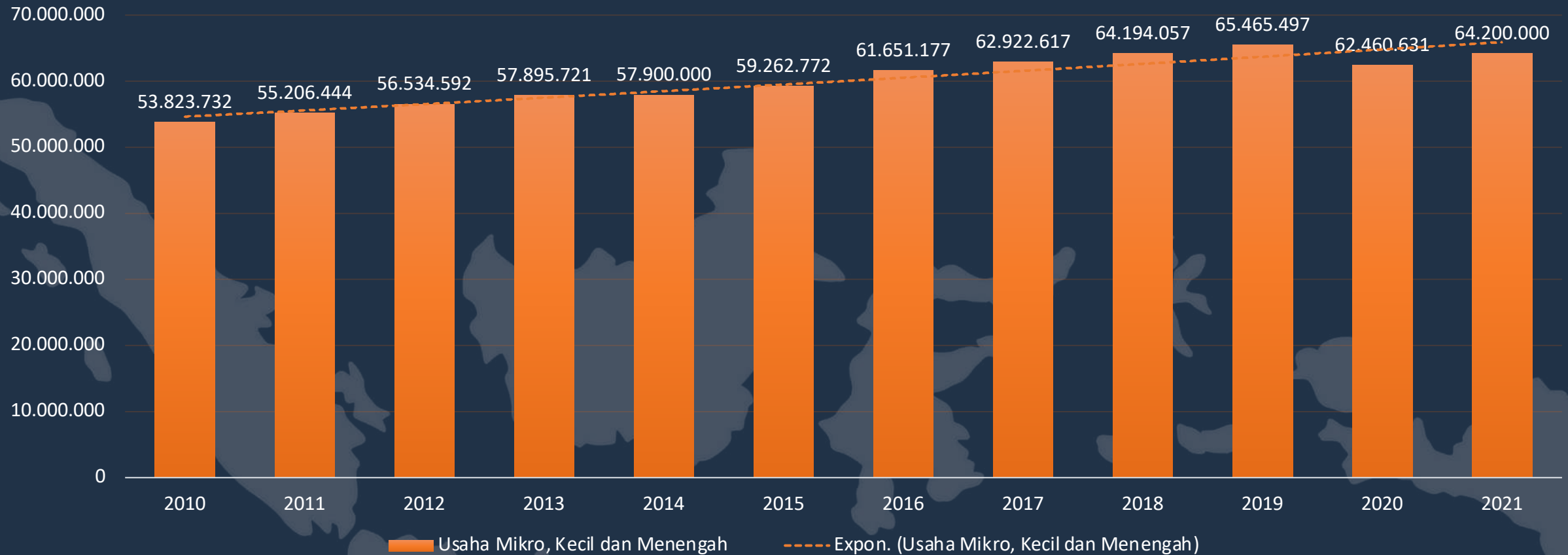
$100M
2018

$400M
2023

Ukuran pasar ERP & SaaS di Indonesia tumbuh
31,9% dalam 5 tahun

ERP / Software as a Service (SaaS) expected market size in 2028 - fortunebusinessinsights.com

SaaS Wave in Indonesia - theravenry.com

Market Size

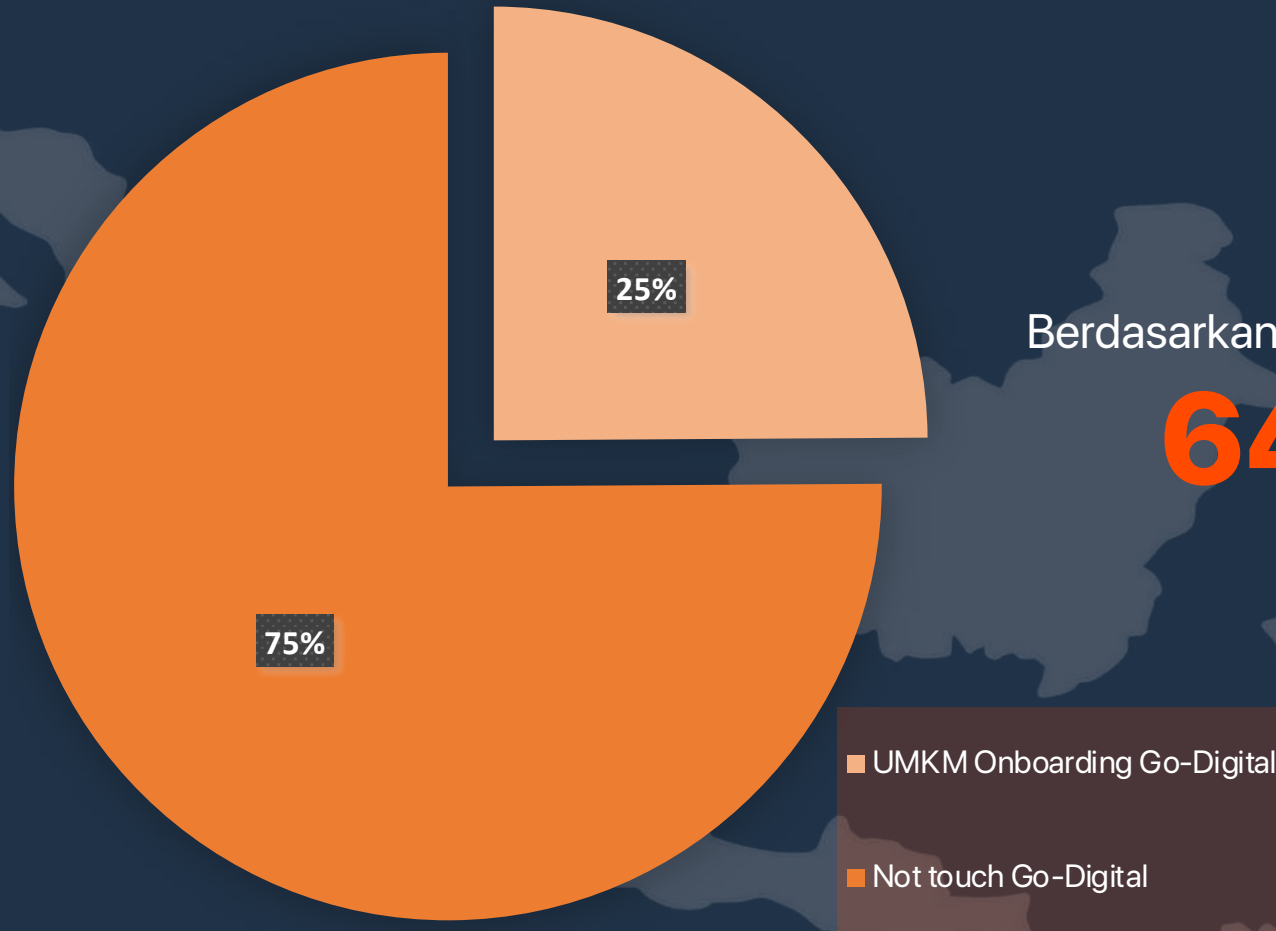## Target utama 55% kami adalah UMKM, fokus di Indonesia

Chart data — Usaha Mikro, Kecil dan Menengah:

Year	Value
2010	53.823.732
2011	55.206.444
2012	56.534.592
2013	57.895.721
2014	57.900.000
2015	59.262.772
2016	61.651.177
2017	62.922.617
2018	64.194.057
2019	65.465.497
2020	62.460.631
2021	64.200.000

Legend: ▬ Usaha Mikro, Kecil dan Menengah   ---- Expon. (Usaha Mikro, Kecil dan Menengah)

MSMEs Data - kemenkopukm.go.id
Tabel Perkembangan UMKM pada Periode 1997 -2013 - bps.go.id

Market Size

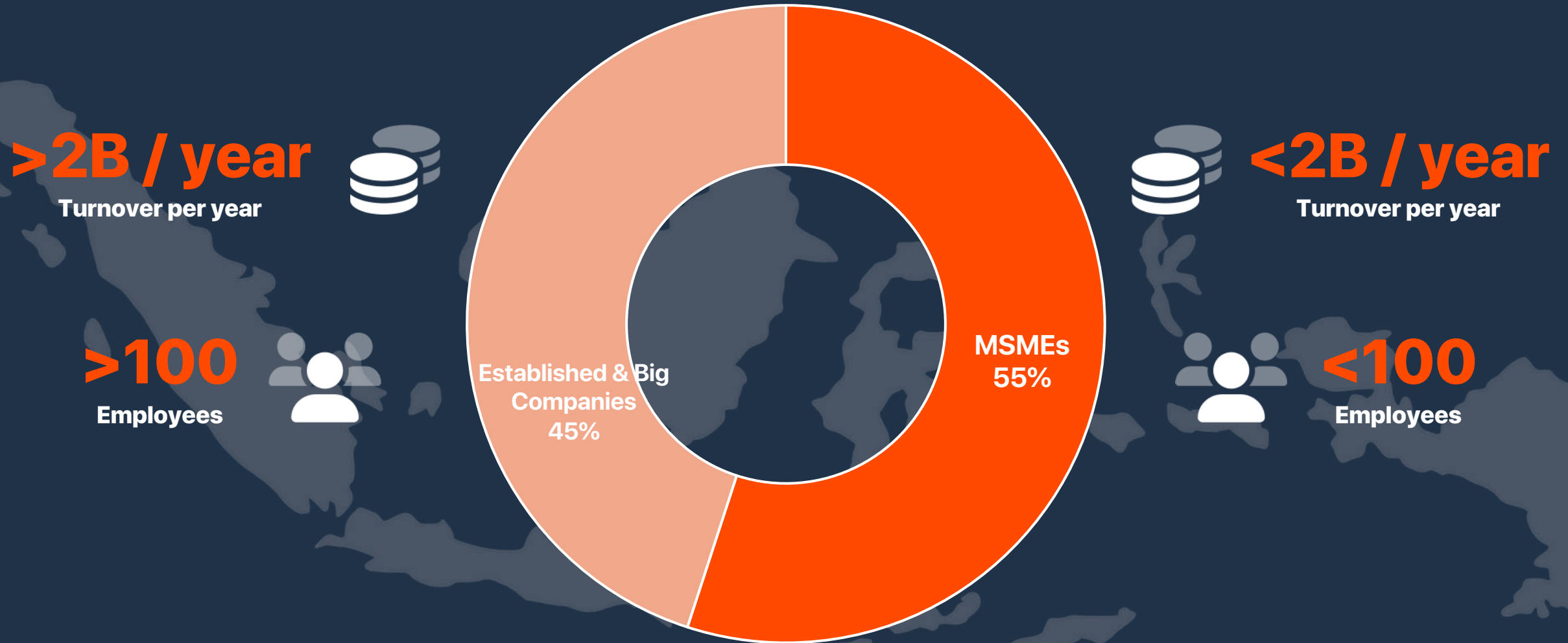## UMKM yang belum tersentuh Go-Digital

25%

75%

Berdasarkan jumlah total **UMKM pada tahun 2021**

64,200,000

- UMKM Onboarding Go-Digital
- Not touch Go-Digital

The Number of Go Digital MSMEs Increases 99% During the Pandemic – Beritasatu.com

Market Size

Spesifikasi detail pasar kami

>2B / year
Turnover per year

<2B / year
Turnover per year

>100
Employees

<100
Employees

Established & Big Companies 45%

MSMEs 55%

Market Validation

Validasi Analisa tren pasar ERP & SaaS

2021, has a value
$145,5B

Annual growth rate is
18%

Projected to grow to
$171,9B
Between 2021 and 2022
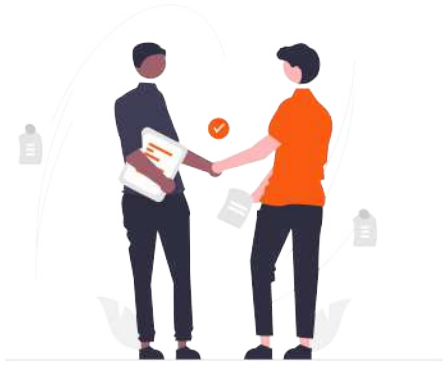
Expected to reach
$369,4B
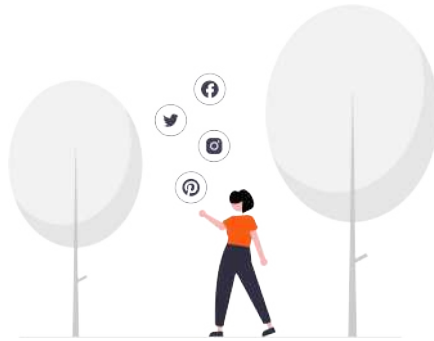In 2024

SaaS growth can generate between
$5M-$100M
In annual recurring revenue

SaaS ERP Industry Statictis - zippia.com

How it works

Boxity juga telah dengan hati-hati mengembangkan beragam rencana pemasaran yang dimaksudkan untuk menjaga merek kami di hati dan pikiran pelanggan kami yang sudah ada dan calon pelanggan, memungkinkan kami untuk terus memperluas jangkauan dan mengembangkan bisnis kami.

Personal sales

SEO & Social

Content Marketing

Offline / Online Promotion

Cooperating with several MSME associations and institutions

ORION

HUMAN RESOURCES & INFORMATION SOFTWARE

Manage employee data, attendance and administration
with cloud-based HR app

✓ **Integration** of reports, sales and more via email

✓ **Optimized and comprehensive** data reports

✓ **Optimized and protected** data storage

✓ **Multiple payment** options

More information:

boxity.id/products/lyra

STOCKPILE
WAREHOUSE MANAGEMENT SYSTEM

Manage goods in your warehouse optimally, real-time and can be accessed anywhere.

✓ **Integration to multiple** warehouses and multiple companies

✓ **Real-time visibility** on inventory and stock

✓ Manage warehousing operations in **one applications**

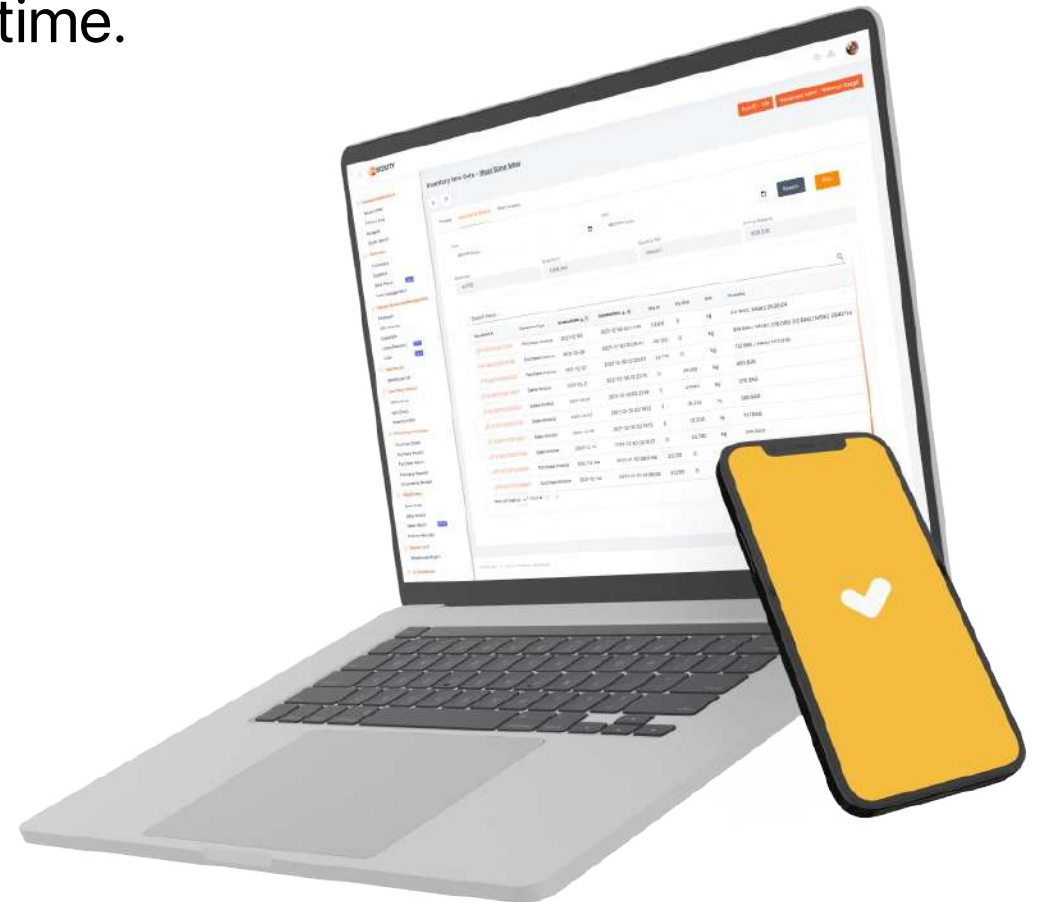More information:

boxity.id/products/stockpile

LYRA
E-COMMERCE MANAGEMENT SYSTEM

Manage online store data optimally and in real-time.

✓ **Integration of** reports, sales and more via email

✓ **Optimized and comprehensive** data reports

✓ **Optimized and protected** data storage

✓ **Multiple payment** management options

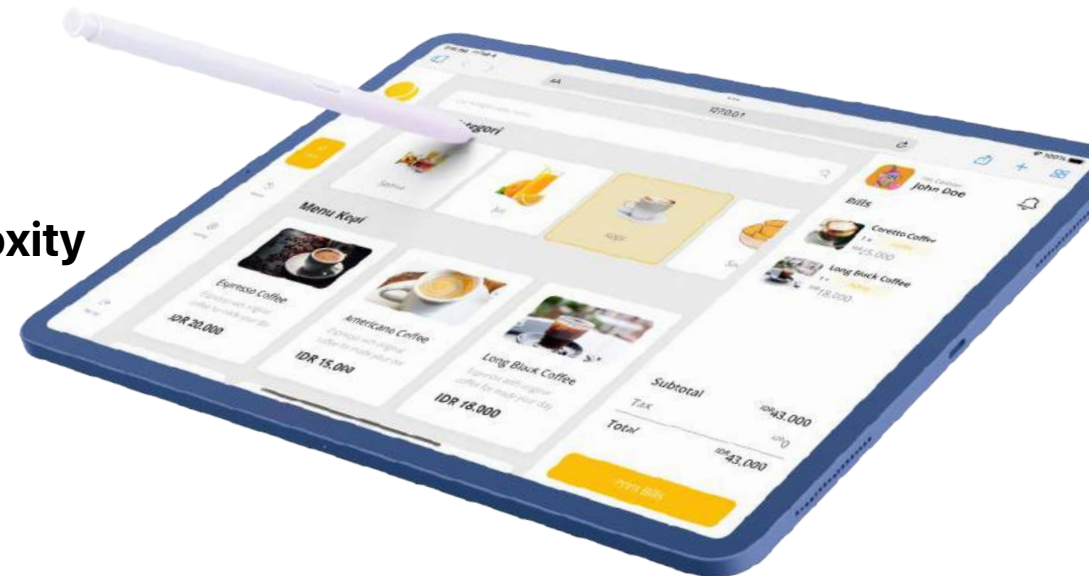More information:

boxity.id/products/lyra

LUNAR POS
POINT OF SALE CLOUD BASED

Sell online, sell offline easily and anywhere
with Lunar by Boxity.

✓ **Access online and offline**

✓ **Safe because of order management**

✓ **Manage items with comprehensive stock reporting**

✓ **Integration with payments and dashboards in ERP Boxity**

More information:

boxity.id/products/lunar

FORNAX
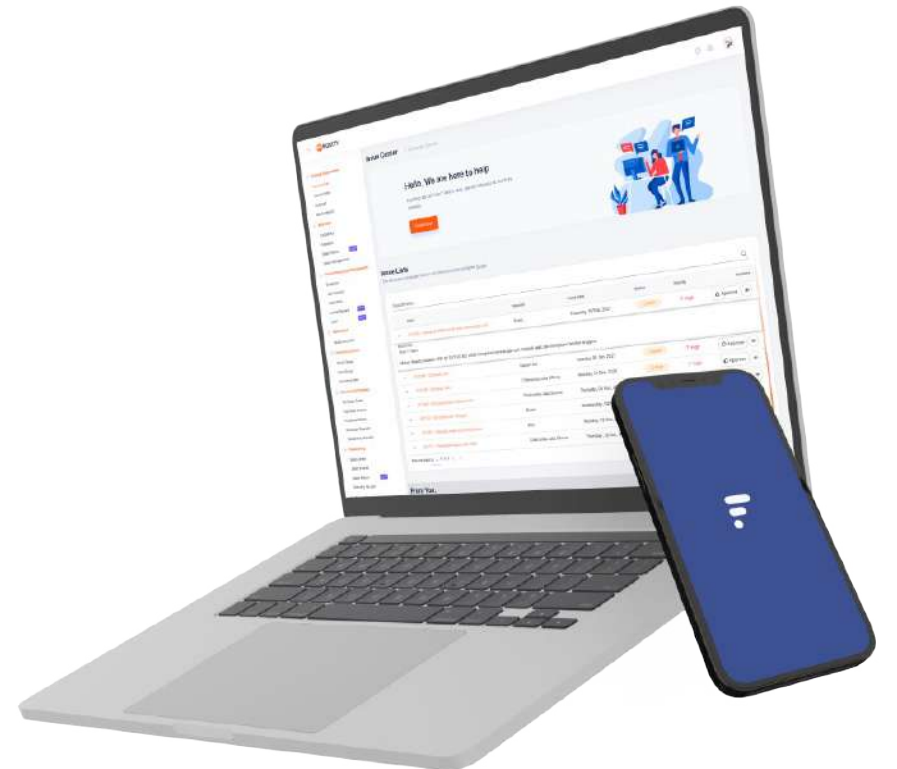# ISSUE CENTRE MANAGEMENT SYSTEM

Manage management issues, team and everyone involved with your company optimally to keep your team running well.

✓ **Accurate** with target time

✓ **Safe** because of monitoring and approval

✓ **Automated reporting** with email integration

✓ **Priority** management and accountability

More information:

boxity.id/products/fornax

CHATIFINE
ENCRYPTED COMPANY CHAT SYSTEM

Communication is more convenient, safe with the Chatifine by Boxity chat application.

✓ **Privacy is better protected**

✓ **Accessibility from multiple devices**

More information:

boxity.id/products/chatifine

Team

Bintang Tobing | Founder & CEO

Bintang Tobing has over 6 years of leadership experience in youth-church organizations and engineering organizations. He also has experience in technology with over 4 years as a full-stack engineer in the web application section.

Dadan Suhamdani | CTO

Dadan has more than 7 years in the field of information technology and has a focus on systems management. He is responsible for Boxity's technical vision, heading up all aspects of our technological development, strategic direction, development, and future growth.

Shela Hutauruk | COO

Shela has completed her bachelor's degree in law at the University of North Sumatra and in 2022 it is her graduation plan to get a master's degree. She oversees all of Boxity's ongoing operations and procedures and is responsible for driving Boxity to achieve and surpass sales, profitability, cash flow, and business goals and objectives.

SaaS ERP Industry Statictis - zippia.com

Competitive Analysis – from Feature

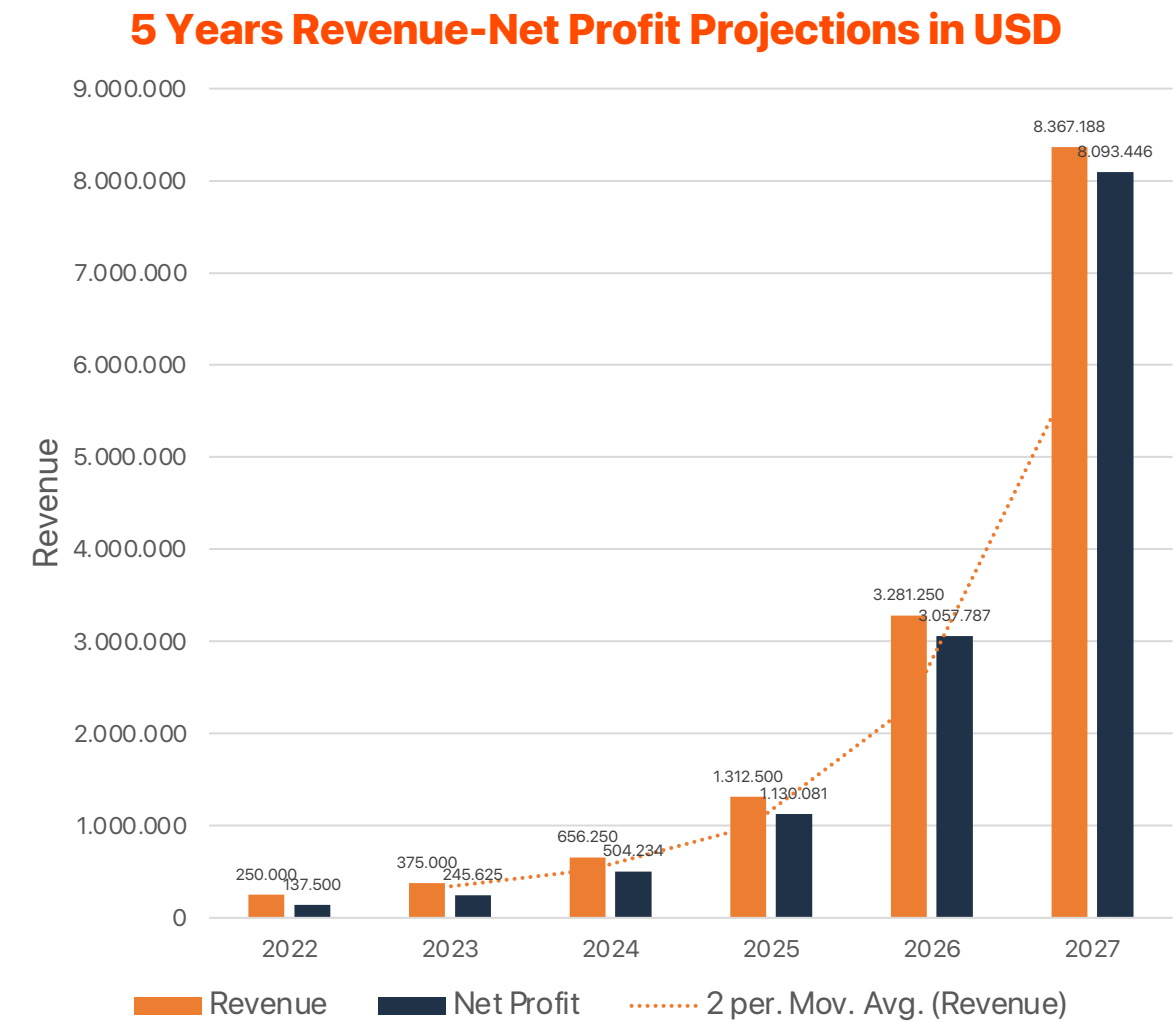| FEATURE	Boxity	Mekari	Phincon	AscendERP	Forca ERP
Customer Relationship Management (CRM)	✔	✔	✔	✔	✔
Human Resources Information System (HRIS)	✔	✔	✔	✔	✔
Warehouse management system (WMS)	✔		✔	✔	
Inventory Item Management	✔			✔	
Payroll Automated System	✔	✔		✔	
Hotel management system	✔			✔	
Finance & Accounting System	✔	✔		✔	
Easy Installation	✔	✔	✔		
iOS & Android Implementation	✔				
Cloud Based (Hybrid)	✔	✔			
User Integrated	✔	✔		✔	
Chat in-site system	✔	✔			

The beside chart demonstrates that our system strikes the balance between needs, features, and pricing scheme. Established players such as SAP may have higher time efficiency, however, it equates to much higher prices which young and growing companies may not be able to afford. Companies such as **Forca ERP, Ascend ERP, Phincon, and Mekari** may have the same price range as us, but they offer fewer modules. Moreover, we can provide a more efficient system installation, personalized environment, user-friendly design, mobile applications, and faster application implementation compared to the others. We've also tied a distinct set of competitive advantages into Boxity ERP, which will help us differentiate from these competitors and ascend to a market leadership position.

With the competitors being firmly entrenched in the competitive landscape, gaining market share amongst them will be no easy task. Nonetheless, the market is sizable and has great growth potential, therefore there is plenty of room for new entrants like us.
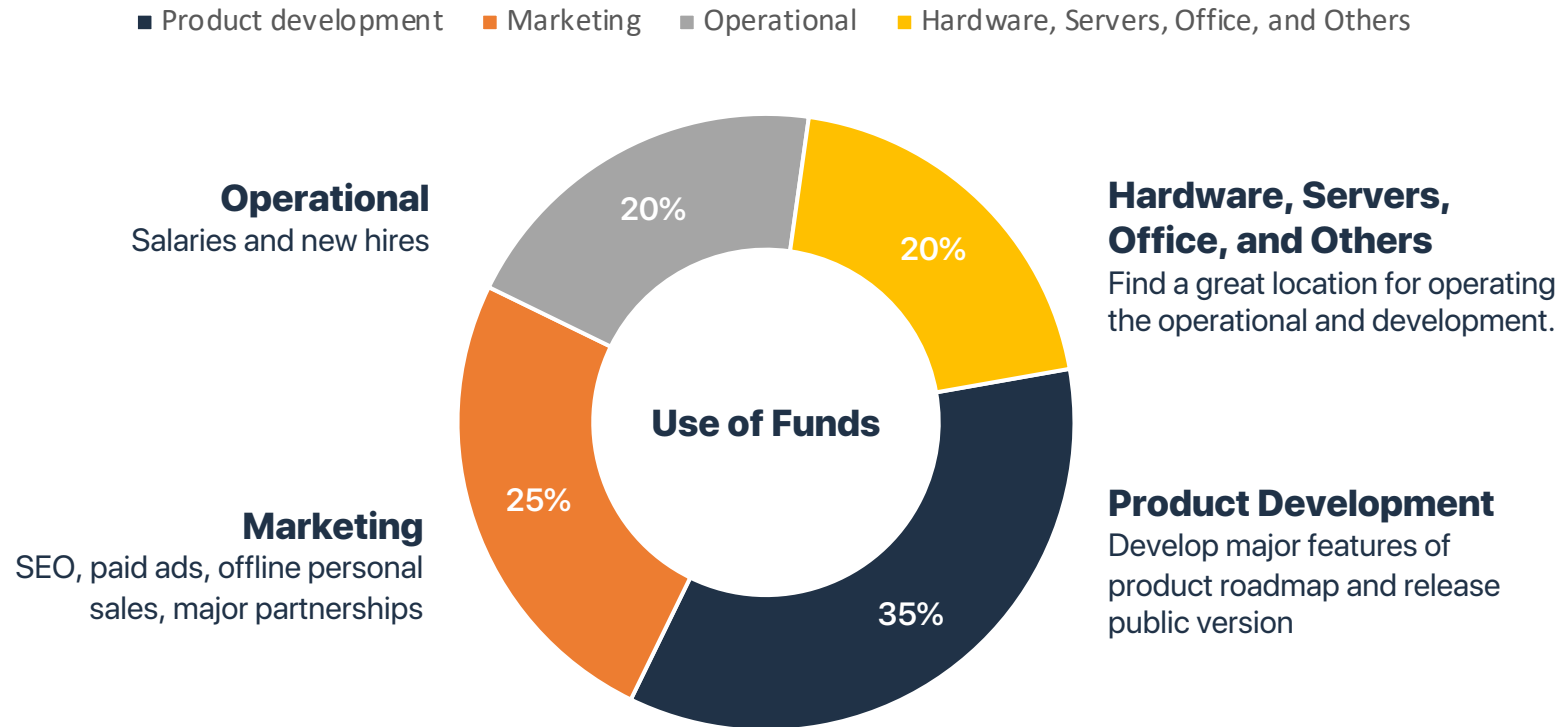
Competitive Analysis – Landscape

Financials Projection

5 Years Revenue-Net Profit Projections in USD

	2022	2023	2024	2025	2026	2027
Revenue	250.000	375.000	656.250	1.312.500	3.281.250	8.367.188
Expenses						
Marketing	10.000	11.500	13.513	16.215	19.863	24.333
Development	80.000	92.000	108.100	129.720	158.907	194.661
Operational	20.500	23.575	27.701	33.241	40.720	49.882
Office Space	2.000	2.300	2.703	3.243	3.973	4.867
Total Expenses	**112.500**	**129.375**	**152.016**	**182.419**	**223.463**	**273.742**
Net Profit	**137.500**	**245.625**	**504.234**	**1.130.081**	**3.057.787**	**8.093.445**

The Ask

Kami mencari $100.000 untuk 10%

dana untuk mendorong dukungan pertumbuhan perusahaan -- termasuk manufaktur, pengembangan berkelanjutan dari platform kami, dan upaya pemasaran untuk terus memperluas merek Boxity. Sisa dana akan dialokasikan sebagai modal operasional.

Legend: ■ Product development ■ Marketing ■ Operational ■ Hardware, Servers, Office, and Others

Operational
Salaries and new hires

Hardware, Servers, Office, and Others
Find a great location for operating the operational and development.

Marketing
SEO, paid ads, offline personal sales, major partnerships

Product Development
Develop major features of product roadmap and release public version

Use of Funds

20% 20% 25% 35%

Boxity Central Indonesia

#GoDigitalWithBoxity

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