



Problems

1

Limited-user caused

2

**Limited module
function**

3

**Repetitive Manual
Tasks**

Product



1 **E-Commerce Management**

2 **HRIS**
Human Resources Information System

3 **Warehouse Management**

4 **Finance & Accounting**

5 **Micro-site**

1

Unlimited user

2

**Flexible Modular
Services**

3

**Issue Centre
Management**

Our Solutions

Issue Centre Management

**E-Commerce
Management**

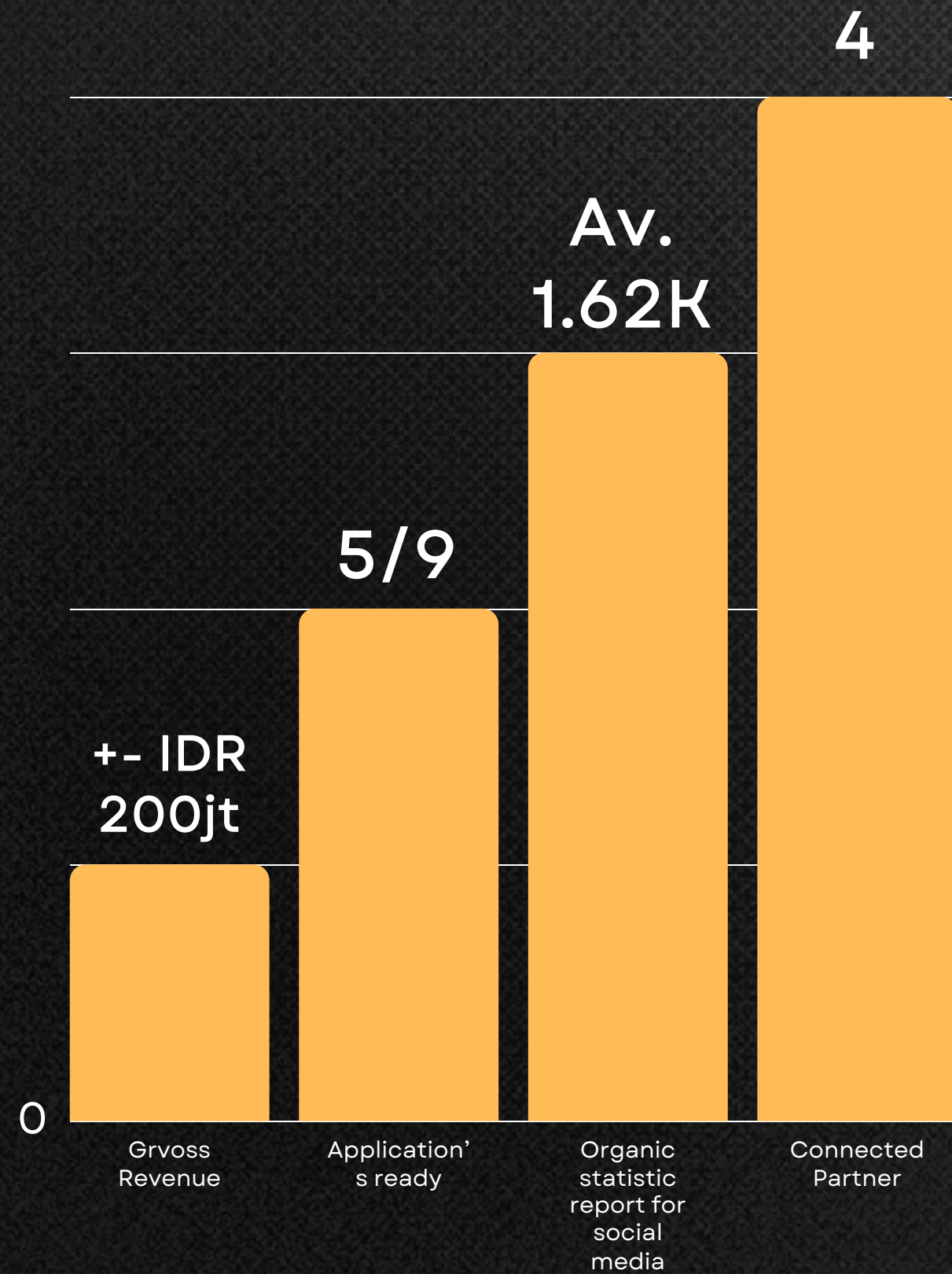
HRIS

**Warehouse
Management**

**Finance &
Accounting**

6

Micro-site



Traction

Our proven and growing business from June 2021 – June 2022

Our proudly partner:



Target Market

Who are the customers we want to cater to?



SMEs (Small, and medium-sized enterprises)

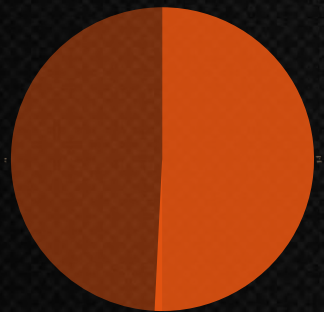


Manufacturer Industry



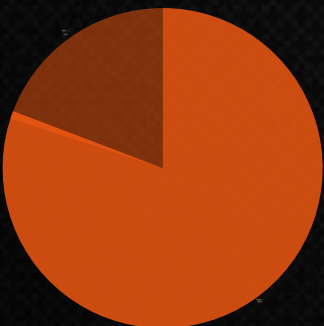
1.600 SMEs

Total Available Market (TAM) in Medan Area, of which 50% has not been digitalized.



35 Juta SMEs

70% of 35 million SMEs, don't know what ERP or SaaS is.



2.000 SMEs

Focus on the Medan area first, then we can target the first 1K customers in our first two years.

Market Size

Direct Competitors

aplikasi wirausaha

majoo

moka

***mekari**

Indirect Competitors



ERPNext

odoo

Business/ Revenue Model



Subscription

License and maintenance 10% from license fee Per month, quartal, and annual.



Domain and hosting

Upgrade storage per year.



Commission

For every transaction of Payment

Future Roadmap

What are our next steps and goals? How much support do we need from investors, and what will it get us?

Step 1

Q 4 2 0 2 2



Product Development

ERP Manufacturer v0.1 –Ready to use Testing

Marketing & PR

Improve lead scoring

Start engaging the market on social media

Sales

New sales collateral

Step 2

Q 1 2 0 2 3



Product Development

ERP Manufacturer v0.1 – Release and Go Public
Training Videos

Operations

Develop Training Materials
Expand Development team

Marketing & PR

Google and Social Media Campaigns through
Events

Step 3

Q 2 2 0 2 3



Product Development

Building Payroll as a product support

Operations

Additional office space
Increase support staff

Marketing & PR

Creating offline events for SMEs' needs
Campaigns on Google, Instagram, and
Facebook

Step 4

Q 3 2 0 2 3



Product Development

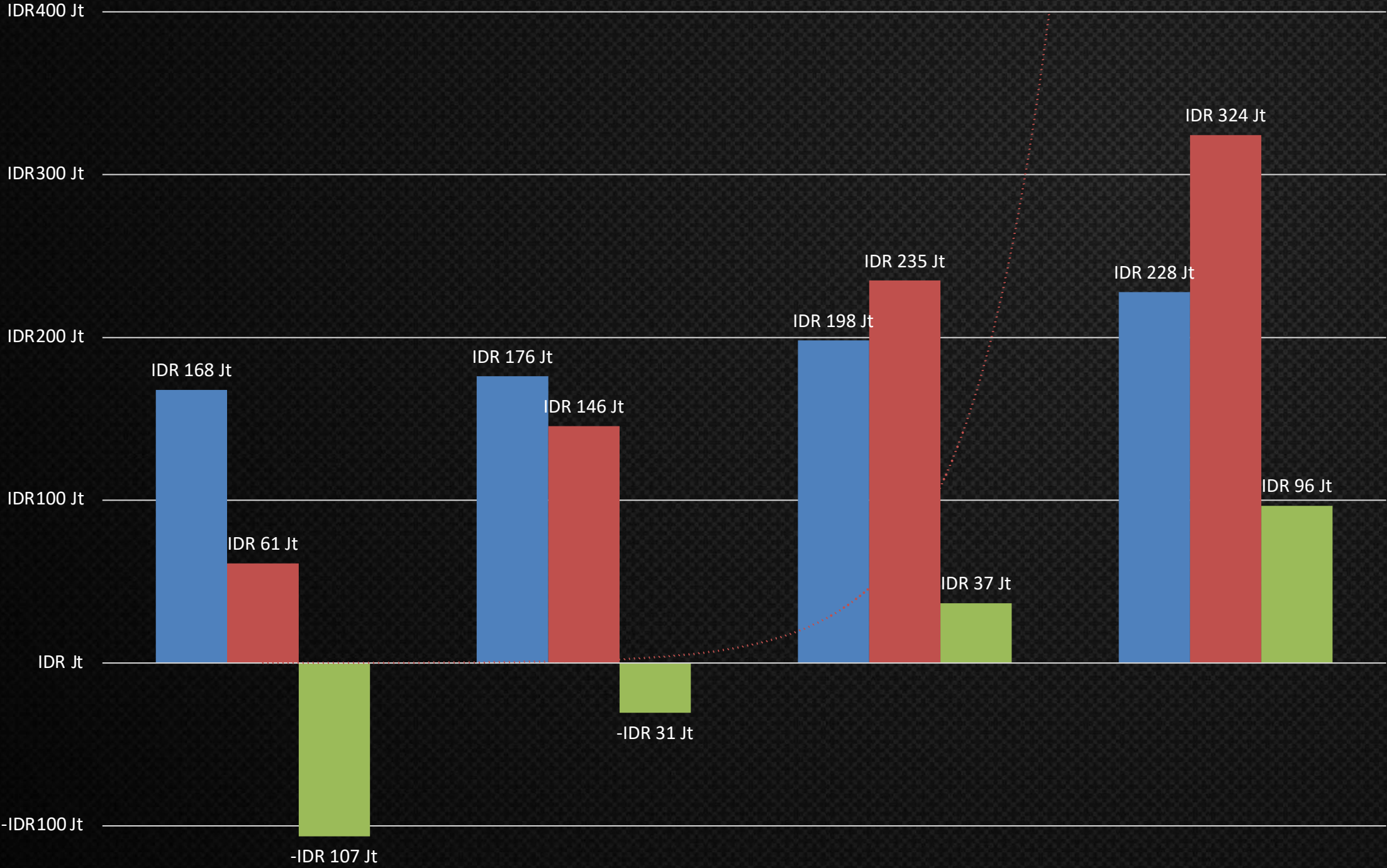
Push build integration product - POS

Marketing & PR

Creating offline events for SMEs' needs
Campaigns on Google, Instagram, and
Facebook

Sales

Sales collateral
Push new product update



We have
Financial
Projection

Calculated from 2023 until
2028

	2023	2024	2025	2026
Expenses	IDR 168 Jt	IDR 176 Jt	IDR 198 Jt	IDR 228 Jt
Revenue	IDR 61 Jt	IDR 146 Jt	IDR 235 Jt	IDR 324 Jt
Net Profit	-IDR 107 Jt	-IDR 31 Jt	IDR 37 Jt	IDR 96 Jt

The Team



**Bintang
Tobing**

Founder & CEO



**Dadan
Suhamdhani**

CTO

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Test our app?

Make your schedule with us to test our app: boxity.id/schedule-demo

Or
Scan this QR

