



Pitch Deck

Go digital with Boxity.

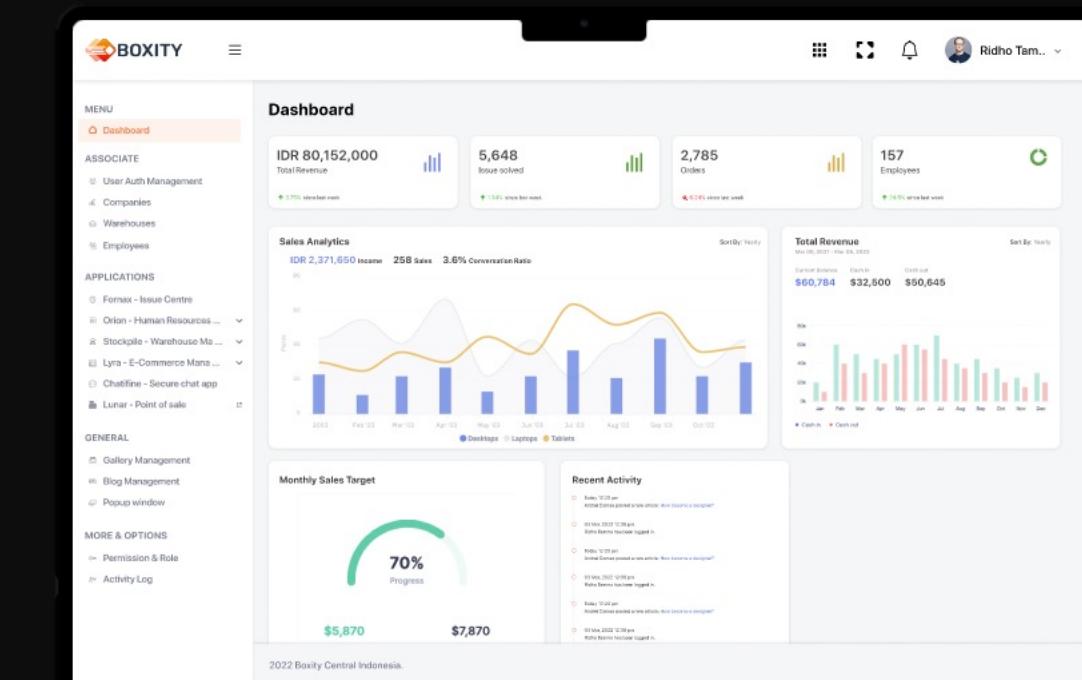


Home cover



Introduction

PT Boxity Central Indonesia was founded in 2022 to be part of Indonesia's go-digital movement and to be an important part of the contribution of MSMEs in Indonesia's economic development, with a full focus on developing ERP and SaaS applications with the latest mobile and web models. We build a system that integrates all the business processes needed by MSME clients to run their business from planning, purchasing, inventory, sales, marketing, finance, human resources, and others.



7 August 2022

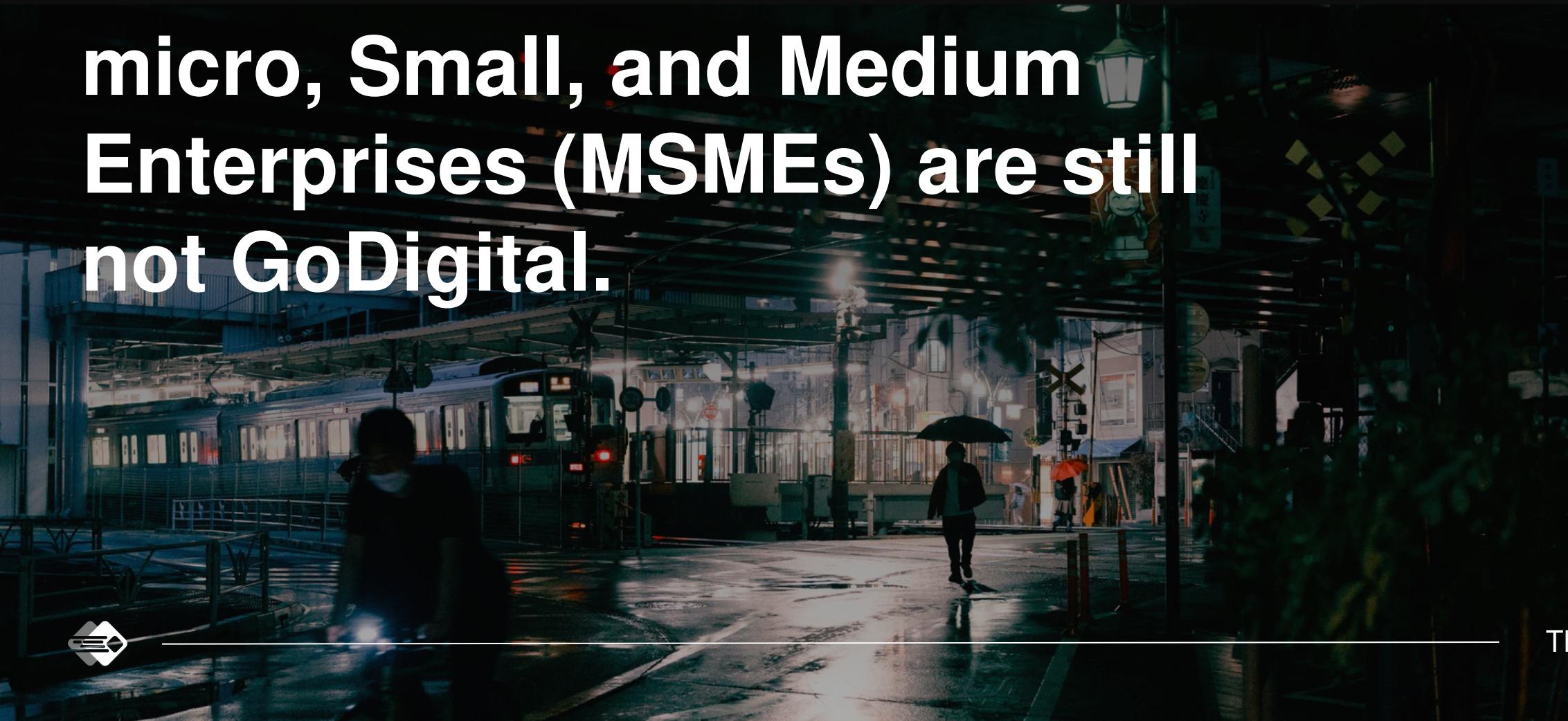
Introduction

Executive Summary

Founded	2021	Target Audience	MSMEs established in the past 5 years, or have 5-10 employees, Young start-up companies which have their businesses running for less than 3 years, Companies that are more than 5 years old and have an annual income between IDR 2 and 15 billion per year.
Headquarters	Jakarta, Indonesia		
Service Delivery	Professional Service + SaaS/ERP		
Model			
Founder	Bintang Tobing	Quick Description	Boxity Central Indonesia is here to help and support companies in the 4.0 business industrial revolution, by providing a cloud-based system with a full focus on developing ERP (Enterprise Resources and Planning) and SaaS (Software as a Service) applications with the latest mobile and web models for companies with large valuations, and for MSMEs (Micro, Small, and Medium Enterprise).
Business Field	Enterprise Business Solutions		
Product	ERP (Enterprise Resource Planning) & SaaS (Software as a Service) in mobile and web applications.		
Market Size	Expected to reach USD 400 Billion by 2023 (Resources by: SaaS wave in Indonesia - theravenry.com.com)		



**More than 70% of Indonesia's
micro, Small, and Medium
Enterprises (MSMEs) are still
not GoDigital.**



The Problem



THE PROBLEM

We've found a few troubles here.

This digitalization requires resources who have sufficient experience, and training that is carried out regularly so that using the digital software can be implemented and implemented. Late awareness / no desire to learn about "how can we be fast and effective?", difficult to develop digital marketing because of inappropriate prices, lack of support from the government, and competitive atmosphere from competitors who are still unable to support the readiness to use information technology for the market MSME



Chaotic Financial Reports



Messy warehouse management



Troublesome use of cashier

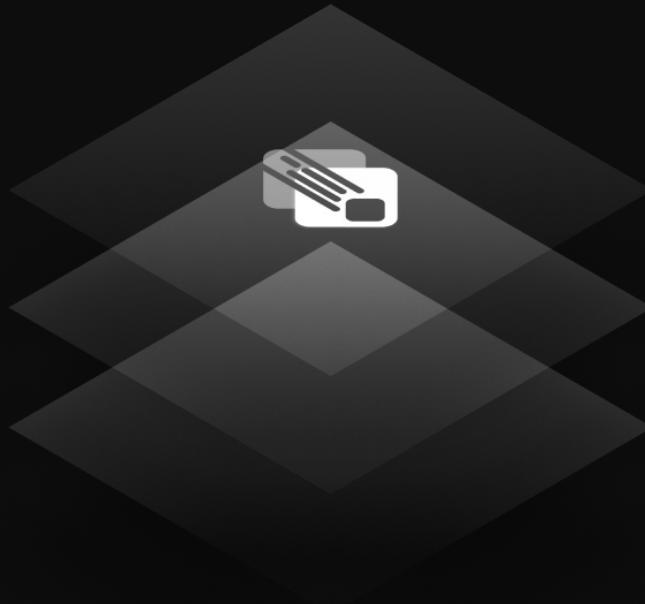
Pay employee salaries or complicated HR management



THE SOLUTIONS

About our Boxity's product

We build 1 large application that can be used for companies/medium businesses and can be used by small and micro businesses through application distribution via SaaS, and what we solve from these problems:



↑ COMPLEXITY

Designed to be user-friendly and used by both MSMEs and established companies.

↑ AGILITY

Constantly improving and evolving

↑ RESOURCES

You can hire additional resources if it's required, from us, it's no additional resources required.

↑ SECURITY

All security is handled by a global business with specialized 24/7 monitoring

↑ RISK

Less risk due to scale and specialization of the SaaS Help business



↑ ORION

The human resources & information system functioned to manage employee data, attendance, and administration with a cloud-based HR app

↑ STOCKPILE

The warehouse management system functioned to manage goods in your warehouse optimally, in real-time and can be accessed anywhere.

↑ LYRA

The E-Commerce management system functioned to manage online store data optimally and in real-time.

↑ LUNAR POS

Point of sales system, functioned to manage sell online, or sell offline easily and anywhere.

↑ FORNAX

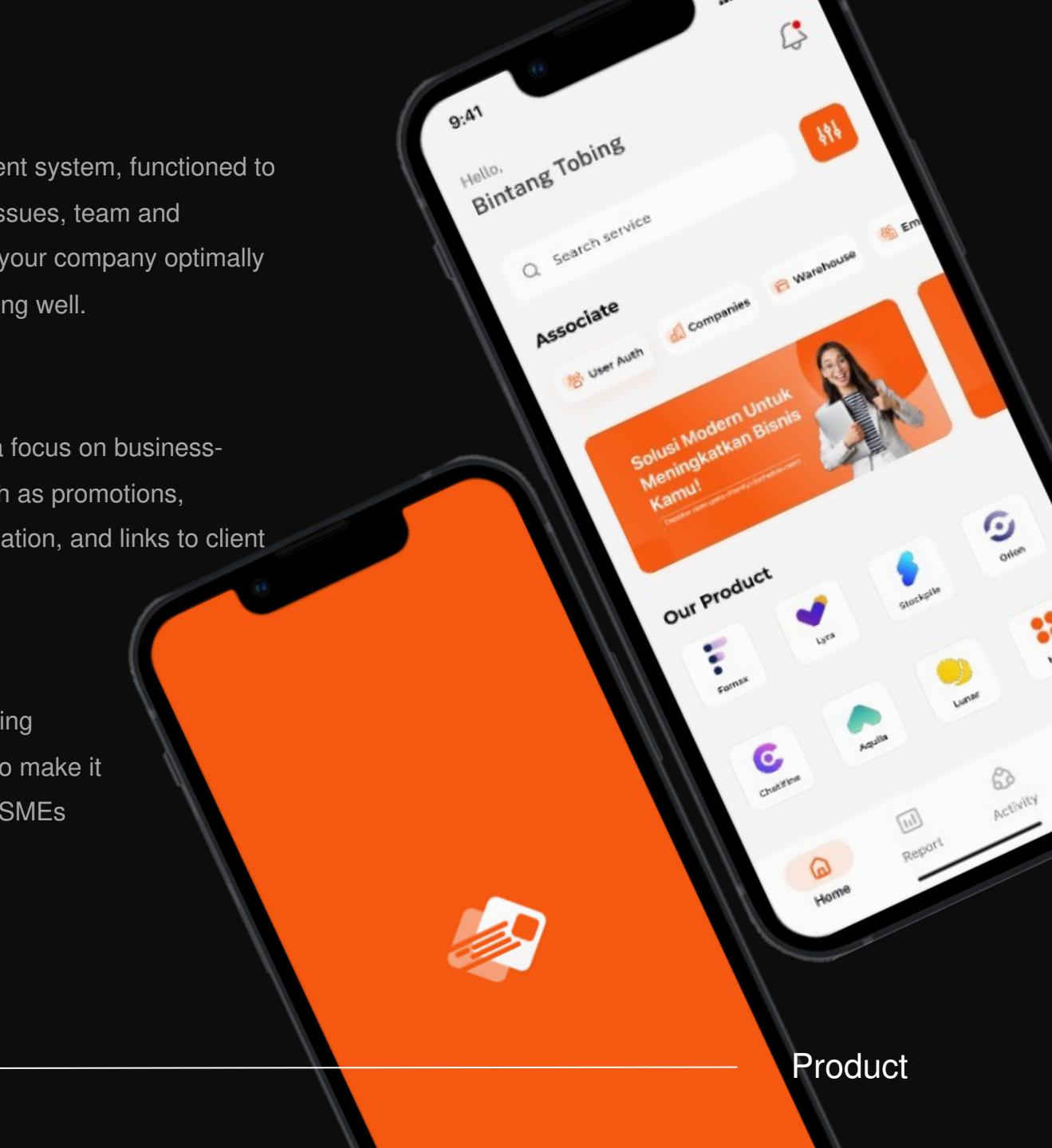
Issue center management system, functioned to manage management issues, team and everyone involved with your company optimally to keep your team running well.

↑ SEMPLICE

Micro-site that contain a focus on business-exclusive purposes such as promotions, business contact information, and links to client markets.

↑ Octans

Offline or online accounting software with the cloud to make it easier for companies or SMEs



MARKET AND TOTAL ADDRESSABLE MARKET

Indonesia market big expectations in 2023

\$400M and Growing.

Expected to grow in Indonesia at 2023 by
31.9% in 5 years.

TAM – TOTAL ADDRESSABLE

35.310.000

MSMEs that have not been touched by Digital.

GLOBAL MARKET SIZE

\$ 716.52 Billion

SERVICEABLE OBTAINABLE

\$ 770K

Market



Business/Revenue Model

Subscription-based

A trial model for 30 days for all categories of clients in the main product.

The average price for a 1-year subscription for 10 apps is \$3,200 and the monthly payment for maintenance is 10% of the price of 1-year apps.

65% reduction in license and maintenance prices for clients who want to subscribe for 5 years.

Clients get a free business website, and professional email during the subscription period.



What are we selling?

Selling landing page and microsite services for users who have micro businesses, ERP applications for established companies, SaaS for those (MSMEs) who want applications that are suitable for more specific areas, which they can learn quickly and without instructors, applications that always improvise and innovate, which requires no resources. additional human resources to maintain applications from live client sources, with very minimal risk of having a trusted partner to maintain live servers.

Point of sales, Business chat app, Hotel reservation management system software, Payroll management automated, Warehouse management system, Finance and accounting software, Human Resources Information System, E-Commerce management system, Issue center management system, microsite, Landing Page services.

Who are we selling to?

75% of the 64.2 million MSME data in Indonesia in 2021, has not touched the go-digital transfer, so for SaaS sales, we focus on targeting users who have new businesses with less than 100 employees, and have a turnover per year under 2 billion Rupiah. And for ERP, we focus on target companies that have more than 100 employees and have an annual turnover of more than 2 billion rupiahs.

How will we reach the market?

Focusing on our approach to the market by building socialization about our products through webinars and the like at MSME associations and several institutions that have worked with us, then we can get a user database that can be prospected, then the way we reach the market is, by how to increase sales prospect metrics through SEO, content marketing, and online promotion.

Where will we products?

The product is definitely on our official website, and prospective clients can directly ask for a demo from the website, also don't turn a blind eye to selling applications through other social media/email marketing channels.



How we will reach the market?

Boxity has also carefully developed a diverse marketing plan intended to keep our brand in the hearts and minds of our existing and prospective customers, enabling us to continue expanding our reach and growing our business.



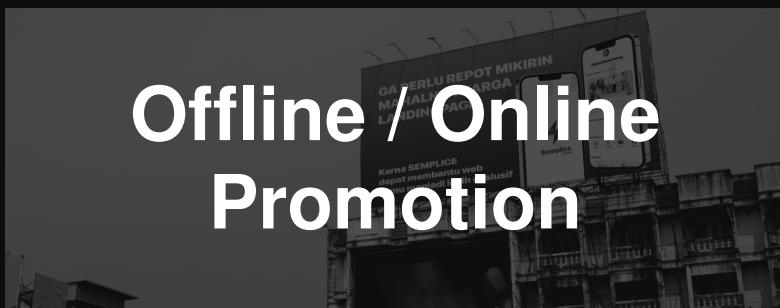
Personal Sales



SEO



Content Marketing



**Offline / Online
Promotion**



**Cooperation with
Several MSMEs
associations**



TRACTIONS

PROVEN & GROWING BUSINESS

\$20.3K

Gross Revenue in
June 2021 – June 2022

5/10

Applications ready for sale

24+

Satisfied clients, and counting

1.62K

Average performance report for
organic Google, Facebook,
Instagram
June 2021 – June 2022

6+

Channel / Integration partners



CV. MAKMUR JAYA BAN



MeAnd Creative Lab
Me & My Creativity

starwhisper.[®]



Tractions

Competitive Analysis – from features

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.

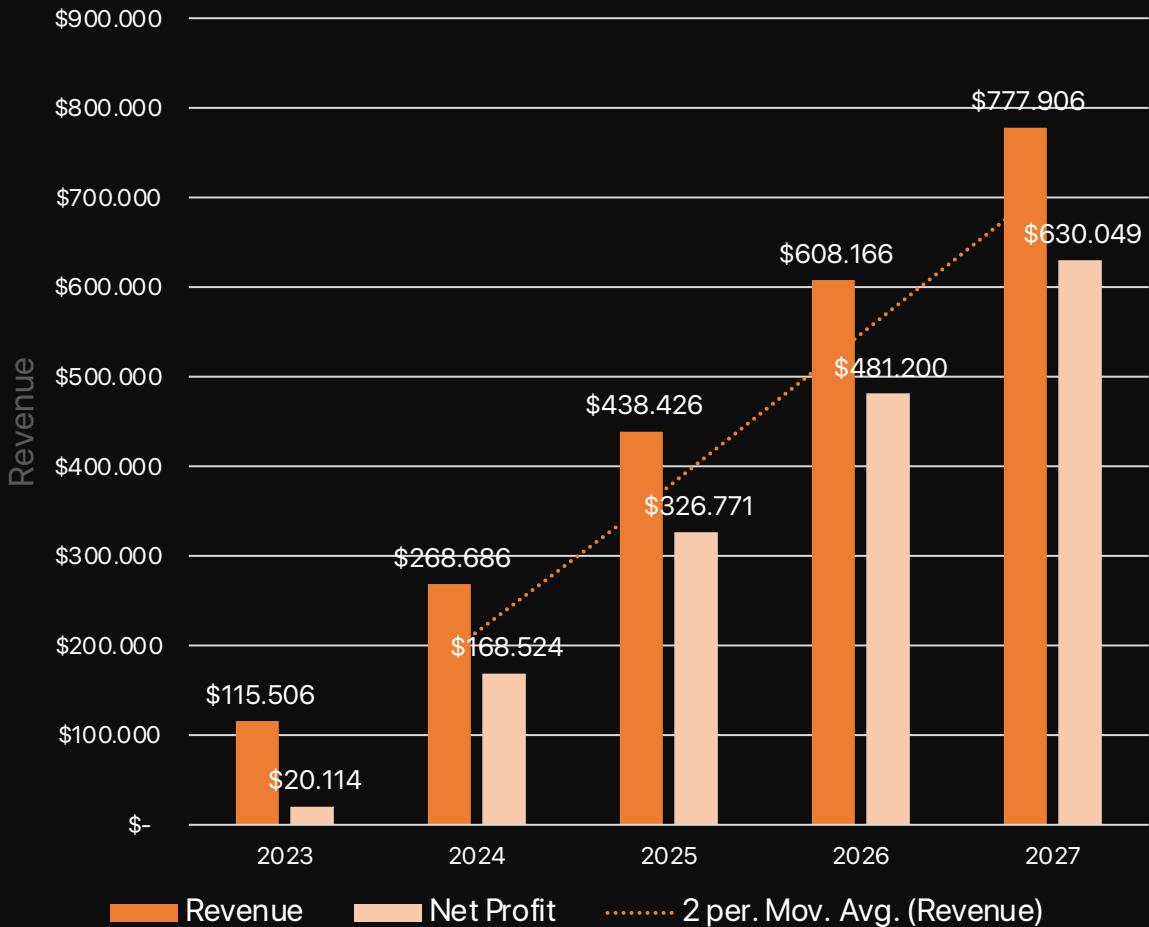


Competitive Analysis - Landscape



FORECAST

Financials Projection 2023/2028



Calculation in USD

	2023	2024	2025	2026	2027	2028
Revenue	115,506	268,686	438,426	608,166	777,906	947,646
Expenses						
Marketing	13,041	13,693	14,378	15,097	15,851	16,644
Development	72,657	76,290	85,826	98,700	116,466	139,759
Operational	7,763	8,151	9,169	10,545	12,443	14,932
Office Space	1,932	2,029	2,282	2,625	3,097	3,716
Total Expenses	95,393	100,162	111,655	126,966	147,857	175,051
Net Profit	20,114	168,524	326,771	481,200	630,049	772,595

Forecast



TEAM



Founder & CEO

Bintang

Has over 6 years of leadership experience in youth-church organizations and engineering organizations. He also has experience in technology with over 5 years as a full-stack engineer in the web application section.



Chief Technology

Dhani

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



Chief Operational

Shela

Oversees all of Boxyt's ongoing operations and procedures and is responsible for driving Boxyt to achieve and surpass sales, profitability, cash flow, and business goals and objectives.

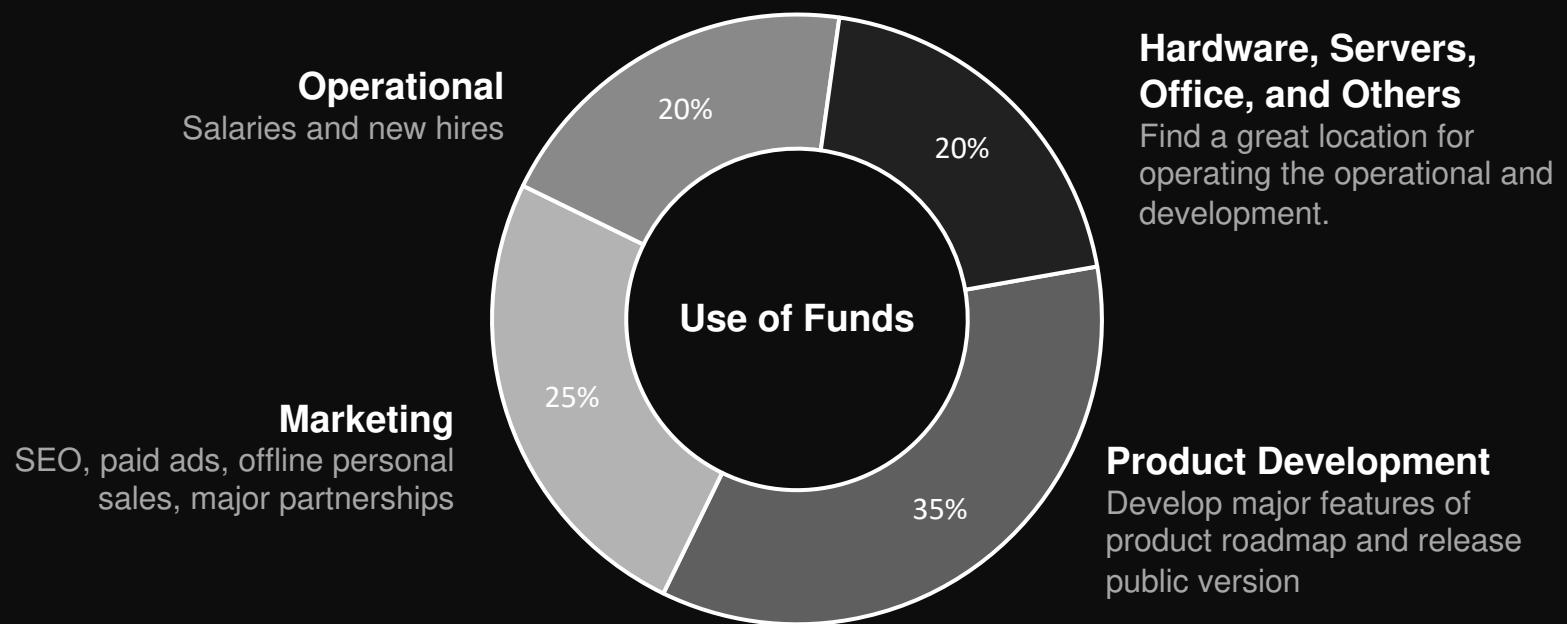


Team

WHAT WE'RE LOOKING FOR

We're looking for \$100.000 for a 10% share

Also, we're looking for 18 months of runway to work on product-market fit, customer development, early marketing efforts, and profitability, and the investment will be in funds to fuel the support of company growth -- including manufacturing, ongoing development of our platform, and marketing efforts in order to continue expanding the Boxity brand. Any remaining funds will be allocated as operating capital.



Let's learn How to make It happen

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End