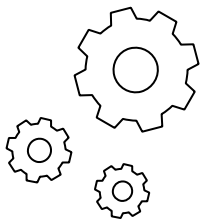# BUSINESS PLAN

PT BOXITY CENTRAL INDONESIA

Innovative way of your Enterprise Resources and Planning platform

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EXECUTIVE SUMMARY
A brief introduction and summary about our business plan.

02
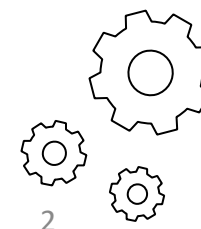### COMPANY OVERVIEW
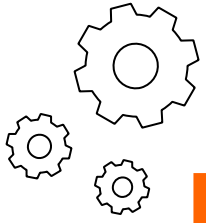Basic background information about our company.

03
INDUSTRY OVERVIEW
We providing some basic information about an industry interest.

04
FINANCIAL OVERVIEW
Basic information about our financial projection and our activities.

Executive Summary

FAST FACTS

Founded: 2020
Headquarters: Jakarta, Indonesia
Operational Office: Medan, and online-way work
Founder: Bintang Tobing
Kind of Business: Modular Software
Product: ERP (Enterprise Resources & Planning) & SaaS (Software as a Product) in mobile and web application
Market Size: Expected to reach USD 400 Billion by 2023 (Resources by: [SaaS wave in Indonesia - theravenry.com.com](#))
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.

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).

OUR VISION

We set envision every micro, small and medium enterprise being enabled to digitally manage their operation hence facilitating their business growth. Boxity has small business development in mind when founding the company. We build each system with our client's typology and needs front and center in the process. One of our differentiating factors is our commitment to building the capacity of our small business clients in each of the business processes.

MISSION STATEMENT

We set a mission to build a robust yet nimble Enterprise Resource Planning System accessible for MSMEs at their fingertips. We believe that the world is going digital, and opportunities are no longer limited by physical borders. Likewise, to seize the economic opportunity in Indonesia's business landscape, we believe MSME should be going digital in their operation.
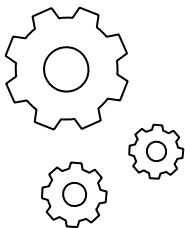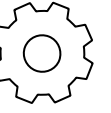
TEAM OVERVIEW

We believe that innovation means all of us working as one. That's because putting together our diverse perspectives, identities, and backgrounds leads us to better business decisions, better customer service, and ensure the solutions we offer better meet the needs of the spectrum of people and industries we serve worldwide. The existing team consists of specialists for each module, we are still forming our team with young professionals from across Indonesia.

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.

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.

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.
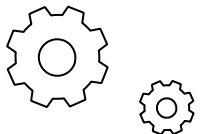
EXECUTIVE SUMMARY

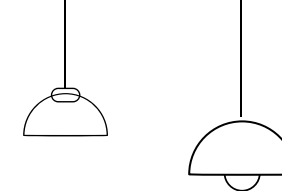Boxity Central Indonesia was founded in 2020 with a full focus on developing advanced ERP and SaaS applications on the mobile app and web application implementations. We are determined to build a system that integrates all business processes needed by MSME clients to run their business from planning, purchasing, inventory, sales, marketing, finance, human resources, and others.

Data shows that MSMEs are the backbone of Indonesia's domestic economy. In the last ten years, the number of MSMEs recorded an increase of 65 percent and contributed about 60 percent of Indonesia's gross domestic product (GDP), and absorbed 97 percent of the domestic workforce. We believe that MSMEs make an important contribution to Indonesia's economic growth. By 2020, Indonesia has targeted to become the largest digital economy in Asia with the contribution of SMEs at the forefront. A recent study estimates that by 2022 the digital economy will account for 60 percent of global GDP. The COVID-19 pandemic situation has also driven an acceleration in digital adoption. Running a business physically is no longer a necessity. The pandemic has emphasized the need for digitalization and increasing digital capabilities around the world, the concept of "going digital" has become a top priority for future economic development.

PT Boxity Central Indonesia was established 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. We dream that every micro, small and medium enterprise in Indonesia can manage its business processes digitally to facilitate its growth. MSMEs had in mind when setting up Boxity so our Enterprise Resources Planning (ERP) and Software as a Service (SaaS) systems were built according to the typology and needs of the client. We are also committed to strengthening the capacity of our clients in every business process when using our system. In addition to system support, we are committed to strengthening the capacity of our clients through online training materials in finance, warehouse management, staff management, and more. We will connect with other organizations for the provision of online training materials.

We offer our ERP & SaaS in two models: a complete ERP package and a Software as a Service (SaaS) package. To date, we have developed several modules. Our company is currently working with a number of clients to build our client base as well as collect feedback to improve the features in our modules. We are targeting a full ERP rollout in 2024. Our team has completed the product design phase, the basic modules our clients can use, and we are now developing an ecosystem of systems. We believe, our system will redefine what ERP can do for MSMEs and bring maximum performance and growth to MSMEs. We are currently seeking a capital investment of USD 100,000 to achieve this goal.

We thank you for your interest in our company and this investment opportunity.

We are seeking a USD 100,000 for a 10% shares capital investment which will give us the financial flexibility to achieve these goals. On behalf of the Boxity team, we would like to thank you for your time and interest in our company and this investment opportunity.
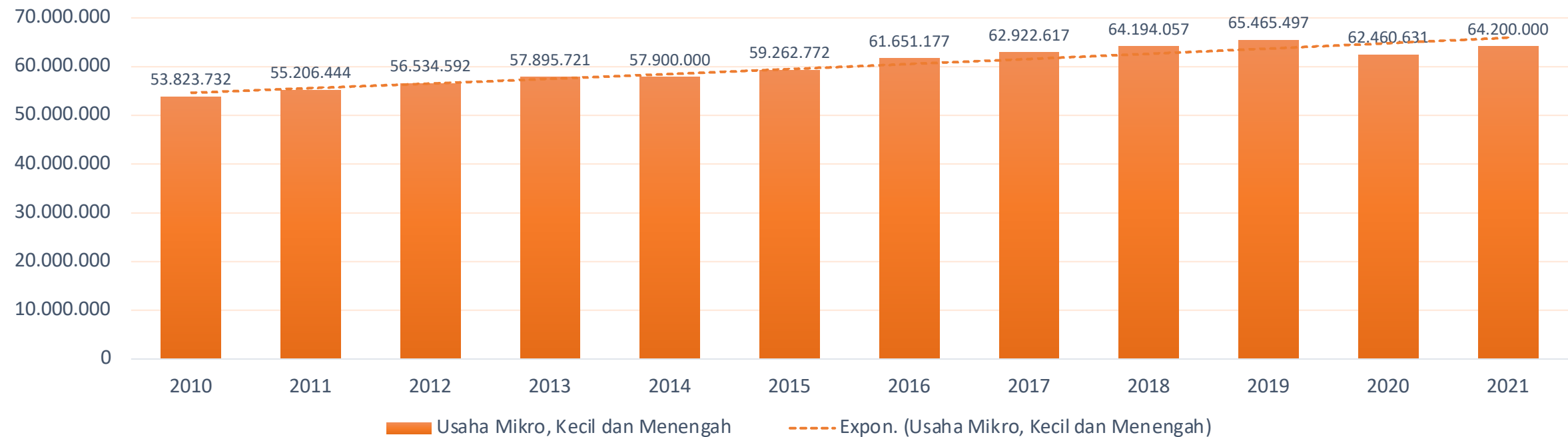
COMPANY OVERVIEW

Data UMKM 2010 – 2021

https://kemenkopukm.go.id/data-umkm
https://www.bps.go.id/statictable/2014/01/30/1322/tabel-perkembangan-umkm-pada-periode-1997--2013.html

Year	Usaha Mikro, Kecil dan Menengah
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)

Small and Medium Enterprises (SMEs) are the backbone of Indonesia's domestic economy. In the past ten years, the number of **small and medium enterprises recorded a 65% increase, from around 40 million in 2000 to 65 million in 2019**. Further, SMEs' account for around **60 percent of Indonesia's gross domestic product (GDP)** and 97 percent of the domestic workforce. Subsequently, SMEs have given an instrumental contribution to the growth of the Indonesian economy.

A recent study predicts that by adopting digital technology, **SMEs can contribute up to USD $140 billion to Indonesia's gross domestic product (GDP) by the year 2030**. That said, this is an important and relevant issue for Indonesia's economy. We **believe that SMEs' ability to integrate and automate their business processes is key to increasing their market competitiveness and growth, hence their survival**. We argue that an ERP system will help SMEs' in simplifying, integrating, and automating their business processes. By utilizing an ERP system, SMEs may reduce operating costs and improve their performances e.g., by improving order management/cycle, reducing lead time. ERP also enables and facilitates strong interaction between operations, sales, finance, and marketing and fosters an understanding of how different business processes are linked and interacting with each other.

PROBLEM

More than 70% of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are still not Go-Digital.

This causes many repetitive tasks, chaotic finances, difficulty reaching customer data, contributing to national economic growth by developing MSME businesses.

Complexity

Requires significant experience, training, and workarounds to use effectively

Agility

Clunky, slow, and outdated

Resource

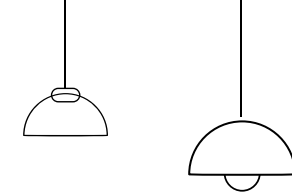Requires an internal IT team, space for storage, and significant time for training

Security

All security handled internally including IT support, heightened on-premise security, and back-up storage in another location

Risk

Increased risk of data loss and security breach due to theft, natural disaster, etc.

SOLUTION

Boxity ERP and Boxity SaaS are designed to can used by both MSMEs and established companies.

Complexity

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

Agility

Constantly improving and evolving

Resource

No additional resources required

Security

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

Risk

Less risk due to scale and specialization of the SaaS business

Help
MSMEs
+
Grow
Together
=
All **Win**

MARKET OPPORTUNITY

From small businesses and large tech firms to national governments, the **concept of "going digital"** has become a **key priority for future economic development**.

Our research shows that currently, ERP markets are rather inaccessible for SMEs due to the high price and features that do not meet the needs specific to this type of business. We see this as an opportunity.

We founded Boxity to close this gap and help the SMEs to progress and in turn contribute to Indonesia's economic development. No ERP solutions on the market today offer the level of all-encompassing service that Boxity ERP does. Hence, virtually no barriers exist in terms of who it can benefit from.
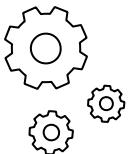
UMKM yang sudah go-digital?

25%

75%

UMKM Onboarding Go-Digital

Not touch Go-Digital
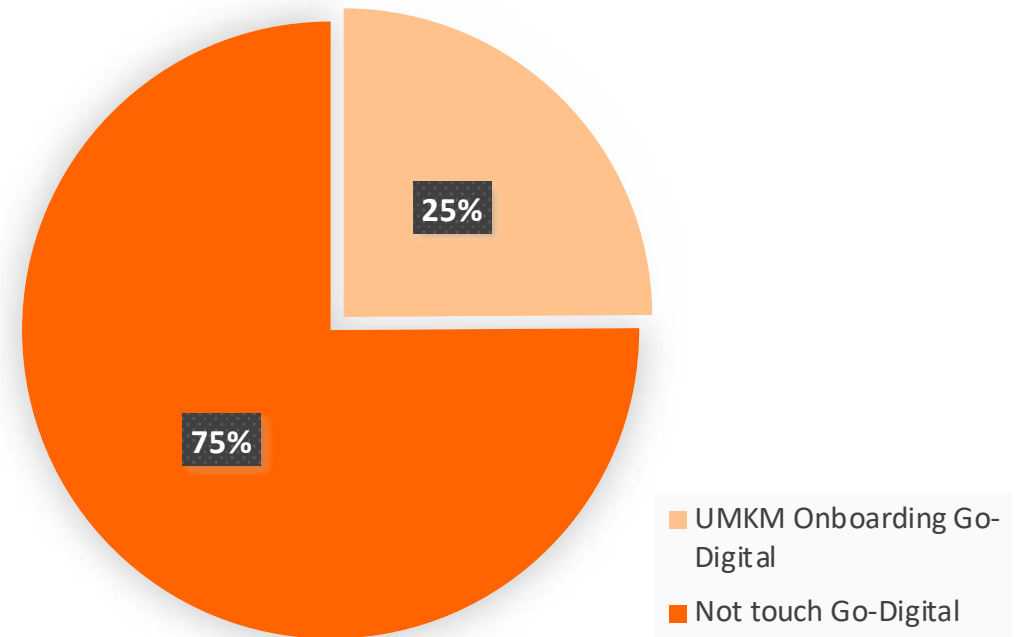
Perhitungan jumlah total UMKM di tahun 2021 sebanyak

64,200,000

Sumber data: Beritasatu.com

MARKET TARGET

Companies across industries, both product, and service-based, B2C-focused,, will see our systems' value. But to narrow our focus slightly in our company's early days and attempt to grow to scale, we have identified SMEs customer-focused businesses as our primary target market. We believe our system proves particularly beneficial to these still-growing enterprises that remain mission-focused and place a significant emphasis on customer interaction.

Other characteristics we generally look for within this target market include:

>2B / year
Turnover per year

>100
Employees

<2B / year
Turnover per year

<100
Employees

**MSMEs
55%**

**Established & Big Companies
45%**
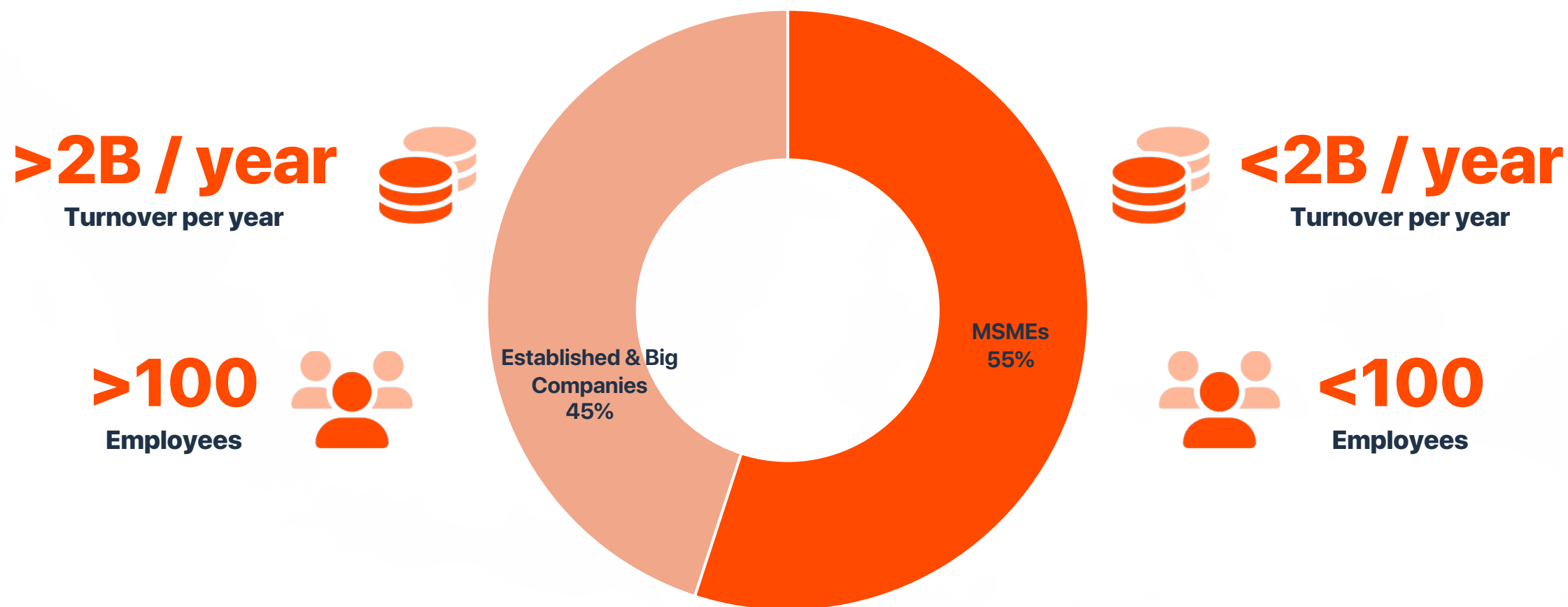
OTHER CRITERIA's?

Are concerned that they can no longer track the efforts of their growing team.

Have experienced an increase in business that no longer allows them to handle everything "in-house".

Often keep stock in multiple warehouses in multiple geographic territories.

Often experience communication breakdowns between logistics, sales, and the customer.

KEY FEATURES & BENEFIT

01
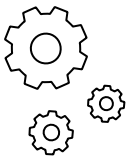
Diverse Product Capabilities

We have developed five modules. When completed, Boxity Central Indonesia will have the following products:

aquila
by boxity

Payroll Management

chatifine
by boxity

Secure and encrypted business app

LUNAR

Cloud-based or offline cashier application

fornax
by boxity

Issue center management

stockpile
by boxity

Warehouse management system

pyxis
by boxity

Hotel reservation management

lyra
by boxity

E-Commerce management

octans
by boxity

Finance and accounting software

orion
by boxity

Human resources information system software

14
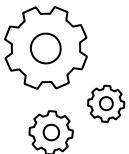
KEY FEATURES & BENEFIT

Personalized Environment

We not only assist our clients in developing the digitization of the company's operations and resources, as long as we and the client have an ongoing cooperation contract we assist our clients in growing their business in the form of:

Domain & Cloud Storage

Our clients will get a free domain and server. So clients don't need to worry about configuring their system because domain and server installation can be done online so it doesn't take a very long time.

Business Corporate Website

We will also help our client get, create, design to launch the official website for our client company to the wide internet. Don't worry about not having an official site for your great business.
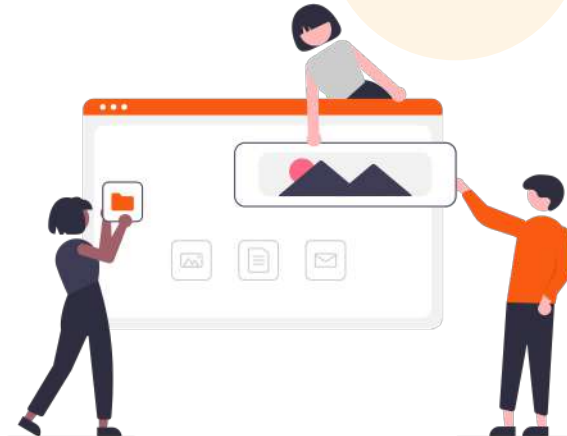
Business Corporate Email

We will also help you to configure our client's business email. That way, our clients will look so professional when they want to be used for intra-company communications, marketing purposes, and others.

KEY FEATURES & BENEFIT

Data security

With all resources and information unified under a single platform, companies can rest easy in that their valuable data and records are secure. This helps make interdepartmental communication seamless.

B2C Networking/ Connectivity

As businesses adopt Boxity ERP, they will be able to experience the benefits of the network effect by being able to share business information, inventory data, pricing, project statuses and more. Companies can view employee information, rate performance, and connect with others via Boxity ERP

Mobile ERP

We will build a mobile application for our SaaS and ERP. Mobile devices are placing a growing number of daily tasks and desires right at our fingertips. Globally, companies have been relying on digital platforms to conduct business for a couple of decades now; but in today's world, they want to do so "in real-time" to keep up with market demands. Access to things like accurate documents, price quotes, shipping data, and more are expected immediately by consumers, and employees and vendors are expected to be able to provide them. With the mobile ERP, we can help our clients to streamline their supply chain, boost productivity by eliminating downtime, increase data accuracy, and foster faster and better decision making.

Pricing and Revenue

As we continue to build out and optimize the beta version of our platform, we are placing user acquisition over monetization during the early days. We are committed to achieving technical perfection first and foremost, as we understand the importance of turning all of our customers into committed lifetime users. Our business model has been crafted to generate this repeat business. **In fact, we offer free private environmental fees until the contract period lasts for all clients because we want to help promote MSMEs through our products.**

This will give us a solid foundation of potential lifetime customers to draw from while limiting technical risk early on as there's no financial commitment on the user's part. To secure this first 20 we will leverage our existing business relationships with companies via an emailed formal invitation to join Boxity ERP. Once technical optimization and early user acquisition metrics are reached, we will then activate revenue generation through four distinct, lucrative avenues. Details on each revenue stream are as follows:

Licensing fees

This is the base revenue stream that is in place for every client. We offered a time-limited licensed usage of the ERP and SaaS. We are able to offer a lower price point than our competitors due to the multi-pronged revenue model we have in place. It gives us another leg up in terms of early user acquisition.

Maintenance fees

We will also generate revenue from our clients depending on the amount of data they need to store on our platform.

LICENSING FEES

This is the base revenue stream that is in place for every client. We offered a time-limited licensed usage of the ERP and SaaS. We are able to offer a lower price point than our competitors due to the multi-pronged revenue model we have in place. It gives us another leg up in terms of early user acquisition.

| Name of Products	License fee		
	1 year	3 years	5 years
Fornax - Issue centre management	Rp10,000,000.00	Rp7,000,000.00	Rp5,000,000.00
Lyra - E-Commerce management	Rp20,000,000.00	Rp18,000,000.00	Rp15,000,000.00
Orion - Human resources information	Rp20,000,000.00	Rp18,000,000.00	Rp15,000,000.00
Stockpile - Warehouse management	Rp25,000,000.00	Rp23,000,000.00	Rp20,000,000.00
Chatifine - Secure chat app	Rp10,000,000.00	Rp7,000,000.00	Rp5,000,000.00
Octans - Finance & Accounting software	Rp30,000,000.00	Rp28,000,000.00	Rp25,000,000.00
Pyxis - Hotel Reservation management	Rp10,000,000.00	Rp9,000,000.00	Rp7,000,000.00
Aquila - Payroll management automated	Rp15,000,000.00	Rp14,000,000.00	Rp12,000,000.00
Lunar POS (Point of Sale)	Rp4,000,000.00	Rp3,000,000.00	Rp2,500,000.00
ERP - All Bundle	Rp90,000,000.00	Rp80,000,000.00	Rp70,000,000.00

MAINTENANCE FEES

We will also generate revenue from our clients depending on the amount of data they need to store on our platform. Though we still sit in a pre-revenue state, we are fully confident that the above revenue model is the ideal system for us to achieve exponential financial growth. Once it is initiated, we expect this growth to be rapid.

Name of Products	Monthly Maintenance fee		
	1 year	3 years	5 years
Fornax - Issue centre management	Rp2,500,000.00	Rp2,000,000.00	Rp1,500,000.00
Lyra - E-Commerce management	Rp3,000,000.00	Rp2,800,000.00	Rp2,500,000.00
Orion - Human resources information	Rp3,500,000.00	Rp3,000,000.00	Rp2,600,000.00
Stockpile - Warehouse management	Rp2,800,000.00	Rp2,500,000.00	Rp2,300,000.00
Chatifine - Secure chat app	Rp2,000,000.00	Rp1,700,000.00	Rp1,300,000.00
Octans - Finance & Accounting software	Rp3,500,000.00	Rp3,000,000.00	Rp2,500,000.00
Pyxis - Hotel Reservation management	Rp3,000,000.00	Rp2,800,000.00	Rp2,500,000.00
Aquila - Payroll management automated	Rp2,500,000.00	Rp2,000,000.00	Rp1,800,000.00
Lunar POS (Point of Sale)	Rp1,500,000.00	Rp1,000,000.00	Rp700,000.00
ERP - All Bundle	Rp5,500,000.00	Rp5,000,000.00	Rp4,800,000.00

FINANCIALS PROJECTIONS

5 Years Revenue-Net Profit Projections in USD
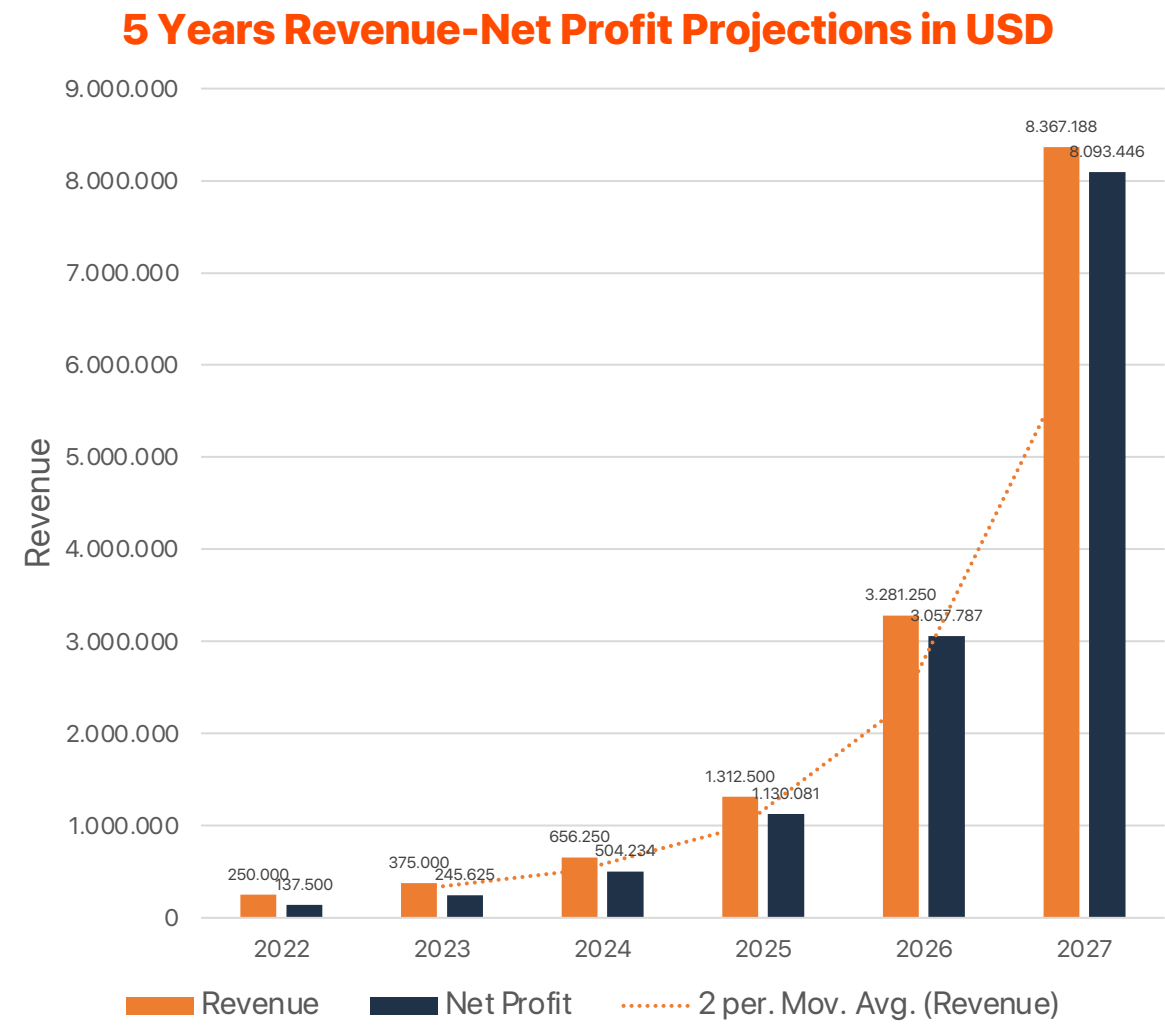
	2022	2023	2024	2025	2026	2027
Revenue	250.000	375.000	656.250	1.312.500	3.281.250	8.367.188
Expenses						
Marketing	10.000	11.500	13.513	16.215	19.863	24.333
Development	80.000	92.000	108.100	129.720	158.907	194.661
Operational	20.500	23.575	27.701	33.241	40.720	49.882
Office Space	2.000	2.300	2.703	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**

COMPANY TIMELINE

2021

Boxity was founded, and the first version of the application was created and ready to be marketed in a small size.

2022

Refine the first version of the application into the second version, break all application modules into modular, UI/UX prototypes, start developing all application designs, and the last 5 months will be marketed to many relational markets. Try to get invested and get a partnership.

Formation of application modules namely issue center, inventory item, warehouse management, user management, HRIS software, Hotel Reservation, Chat System, e-commerce management, payroll management, cashier application, finance, and accounting software.

2023

Focus on developing issue center, inventory item, warehouse management, HRIS software, payroll management, and cashier application until beta version can be tested can be used on user and can be upgraded as long as time run.

2024

Beta testing completed, focusing on finance and accounting software. Planning and developing a design infrastructure for mobile devices needs. Market expansion to Singapore, and Australia.

2026

Start to develop a system for android and iOS-based and also do improvements for all modules.

COMPETITIVE LANDSCAPE

In the concept development stage, our team has mapped out the features required by our target market compared to those available in the market today to ensure the systems we build are robust, agile, and robust enough to separate us from our competitors.

Key competitors for Boxity ERP include **Mekari, Phincon, AscendERP, Forca ERP**, and other companies currently operating in the SAAS and ERP space. We recognize that some of our rival companies serve a wider spectrum of industries and others are more specific to a particular industry. In terms of features, some of our competitors focus on one or two business areas, while others strive to provide a more end-to-end level of service. We also recognize that there are several established players in the ERP field today. However, this does not make us not confident in offering Boxity ERP to redefine ERP and close the gap by meeting the needs of our target market.
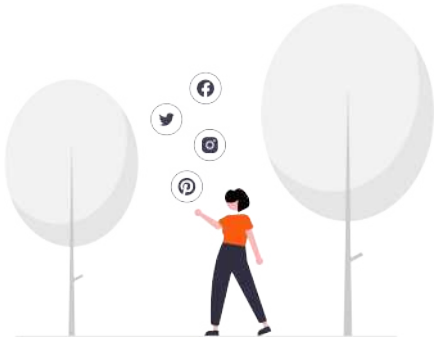
Feature	Boxity Central Indonesia	Mekari Indonesia	Phincon	ascend ERP	FORCA ERP
Customer Relationship Management (CRM)	●	●	●	●	●
Human Resources Information Management System (HRIS)	●	●	●	●	●
Warehouse Management System (WMS)	●		●		
Salesing And Purchasing	●			●	
Inventory Item Management	●			●	
Manufacturing System	●			●	
Payroll System	●	●		●	
Hotel Reservation System (HRS)	●			●	
Chat System	●	●			
Finance & Accounting System	●	●		●	
Easy Instalation	●	●	●		
iOS & Android Implementation	●				
Cloud Based (Hybrid	●	●			
User Integrated	●	●		●	
Channell Broadcasting Reporting	●				

Competitive Analysis – Landscape

MARKET STRATEGY

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.
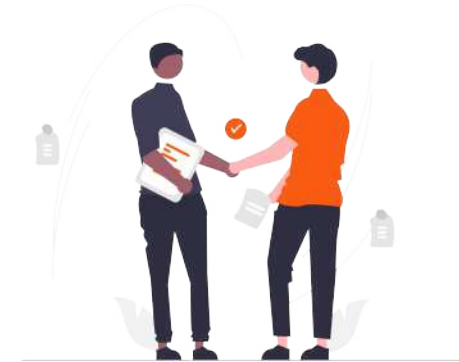
Content Marketing

We consistently release marketing content through our Web that aims to educate our audience about the value that our product provides. Our content marketing efforts aim to influence and persuade readers without having to rely solely on conventional direct selling tactics.

Personal sales

Initially, our efforts will be focused on making in-person introductions to businesses with whom we have pre-existing relationships. The first step in this process will be an email blast out to the 300+ contacts we have. In addition to personal sales, we will also rely on our marketing team for early customer acquisition

SEO & Social

We will drive traffic and conversions to our website using social media marketing via Facebook, LinkedIn, Instagram, YouTube, and others. We are also exploring Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

Cooperating with several MSME associations and institutions

We strive to build our relationship with all MSMEs by introducing ourselves to several MSME associations and institutions including universities/education. Why university/education? Because we believe it is possible, there are many students who have relationships who may have MSMEs including their parents or siblings. We strive to introduce our products to all possibilities.
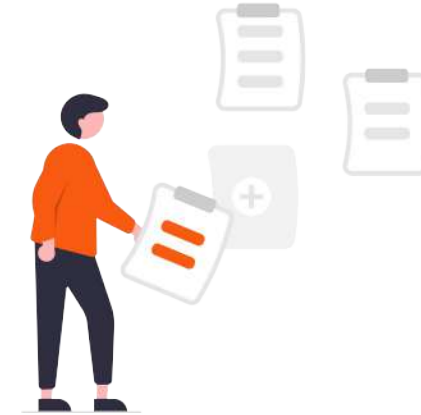
Promotion

We will give a free **personalized environment** fee for as long as we and the client have an ongoing cooperation contract we assist our clients in growing their business

Differentiating Factor

Boxity maintains a unique competitive advantage over other existing ERP and SaaS in several categories. Our biggest differentiators include:

01

Passion for small business development

Boxity has small business development in mind when founding the company. We build each solution with our client front and center in the process. One of our differentiating factors is our commitment to building the capacity of our small business clients in each of the business processes. Our solutions are tools to support small businesses in growing their companies. We will link up with other organizations to provide online training materials to our small business clients in finance, warehouse management, staff management, etc.

02

Companies in all industries can benefit from Boxity ERP

Many competing solutions cater to some business processes. Our software is robust. It is also quite versatile to assist the growth and management of any type of business, no matter what their core business activities are. Being truly comprehensive is what allows us to accomplish this. While most other ERPs require detailed integration into other current software being used, we cover everything right from the top.

03

### Suitable for all business sizes

Boxity ERP integrates into our clients' operations quickly and painlessly. We use Agile software development methods to accommodate the collaborative process. We staggered the system development into phases. In each phase, we work closely with the clients to ensure that the final product meets the needs of our clients.

04 User-Friendly

Our technology is easy to use and doesn't require any technical savvy. We keep the setup and configuration process to the simplest. We aim to enable users to be up and running out of the box in approximately 10 minutes. Our intuitive user interface and automated recommendation tools can work for any business, regardless of size.
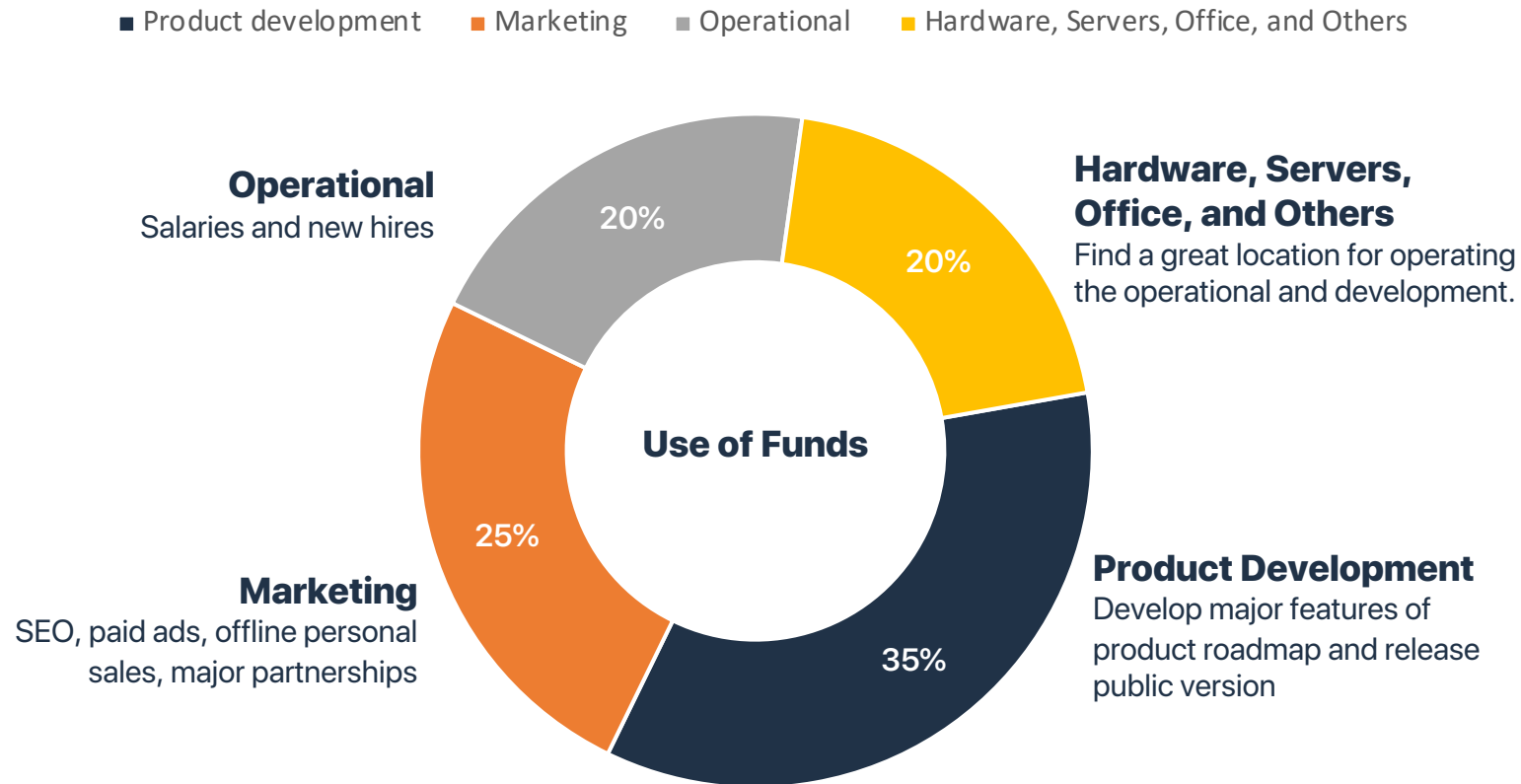
05 Affordability

Our price-point is below our competitors' products while delivering superior functionality and value. This will be an essential factor in helping us continue to gain market share nationally.
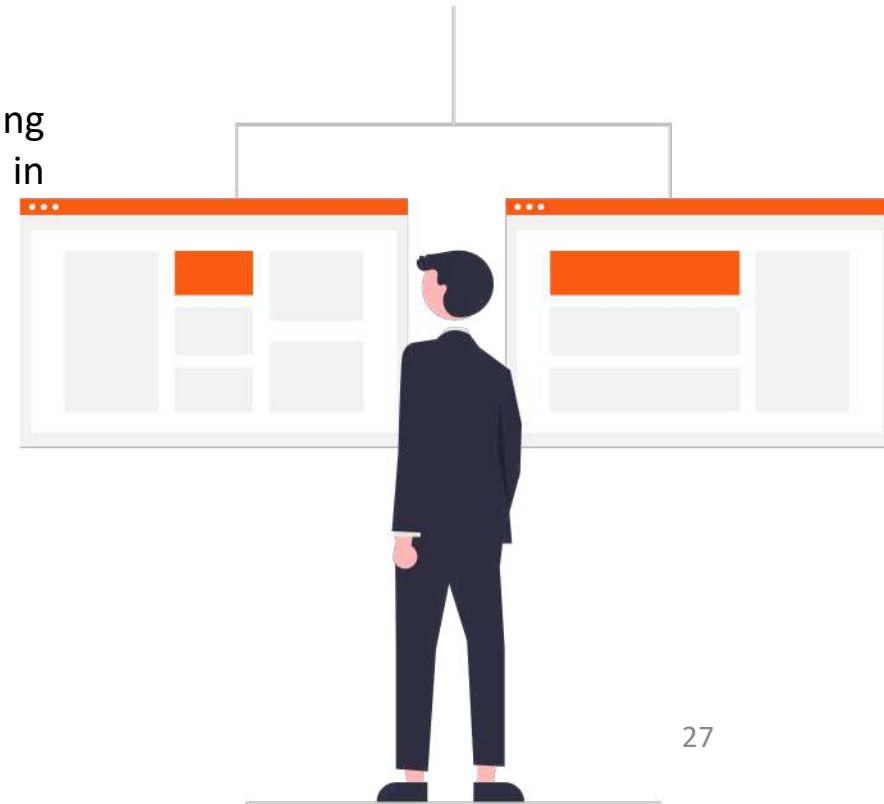
INVESTMENT OPPORTUNITY

Boxity is currently seeking a total of **$100.000 for a 10% share** 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.

■ 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.

20%

20%

Use of Funds

25%

35%

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

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

WHY INVEST IN BOXITY?

We have just established PT Boxity Central Indonesia, but we are already gaining some driving momentum. We are currently moving from concept stage to module development. We have cooperated with companies in our business network, so far we have signed contracts with 3 companies. We also continue to build our team of young, capable professionals and perfect our marketing mechanisms to ensure we can reach MSMEs and our marketing targets.

We believe that our strong business model and products will be able to support our business scale and drive broad expansion in the near future.

We are now looking for investors who share the same passion and commitment to redefine what ERP can and do for SMEs and drive economic growth in Indonesia.

We look forward to working with you on launching the company and kickstarting its growth to become a dominant player in the booming ERP industry.

THANKS!

Don't hesitate to contact us ☺

✉ relation@boxity.id

☎ 0812 6357 4797

🌐 www.boxity.id

📷 godigitalwithboxity

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