

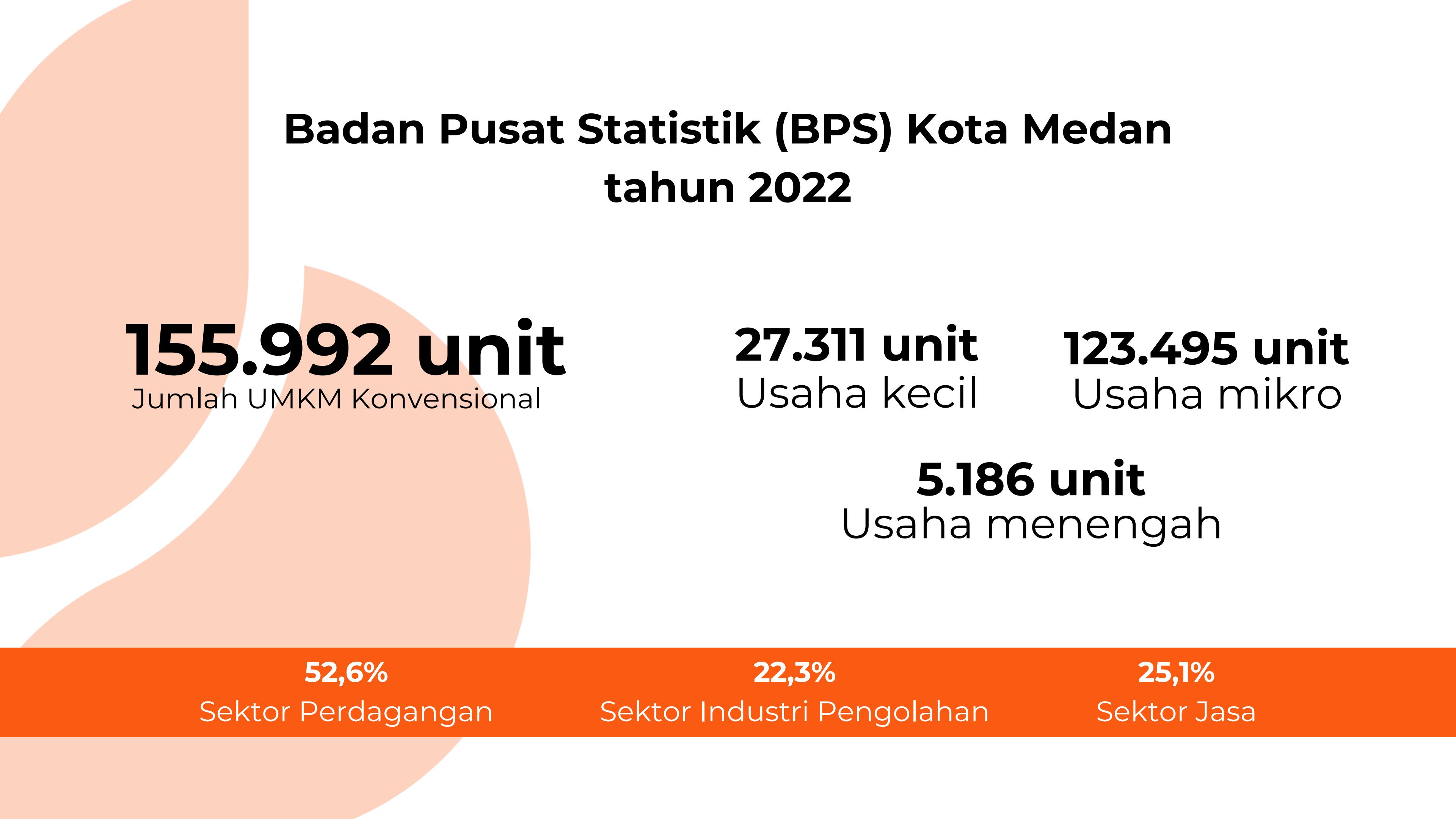


BOXITY

PITCH DECK

Badan Pusat Statistik (BPS) Kota Medan

tahun 2022



155.992 unit
Jumlah UMKM Konvensional

27.311 unit
Usaha kecil

123.495 unit
Usaha mikro

5.186 unit
Usaha menengah

52,6%
Sektor Perdagangan

22,3%
Sektor Industri Pengolahan

25,1%
Sektor Jasa

Badan Pusat Statistik (BPS) Kota Medan
tahun 2022

Kurangnya

**Modal
Ketrampilan
Pengetahuan**

Badan Pusat Statistik (BPS) Kota Medan
tahun 2022

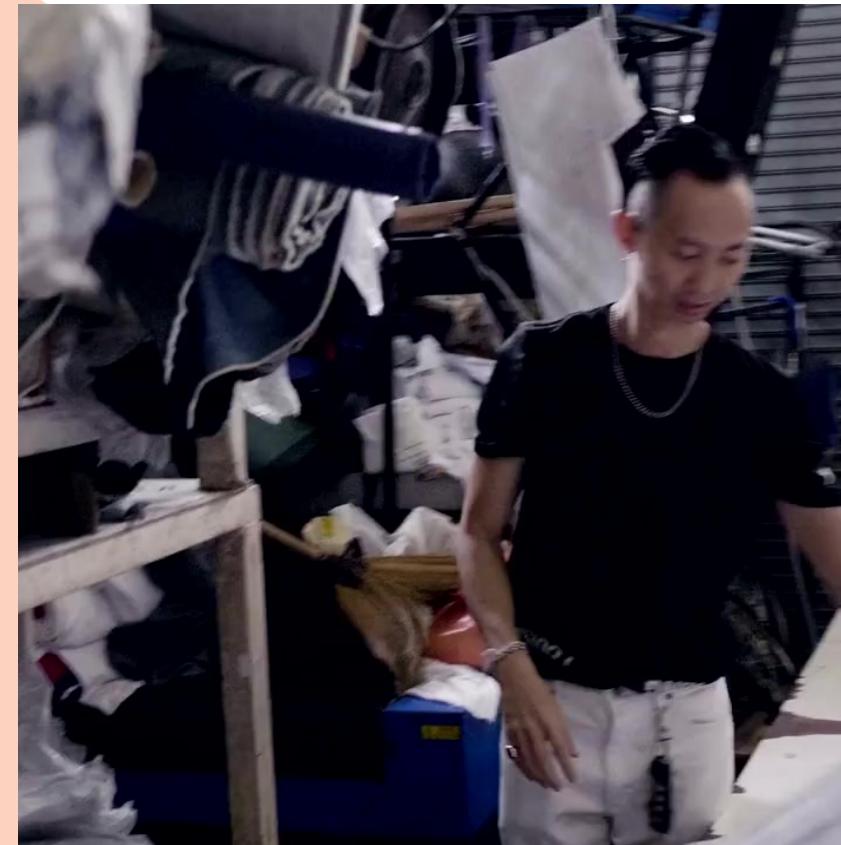
Kurangnya

**Ketrampilan
Pengetahuan**

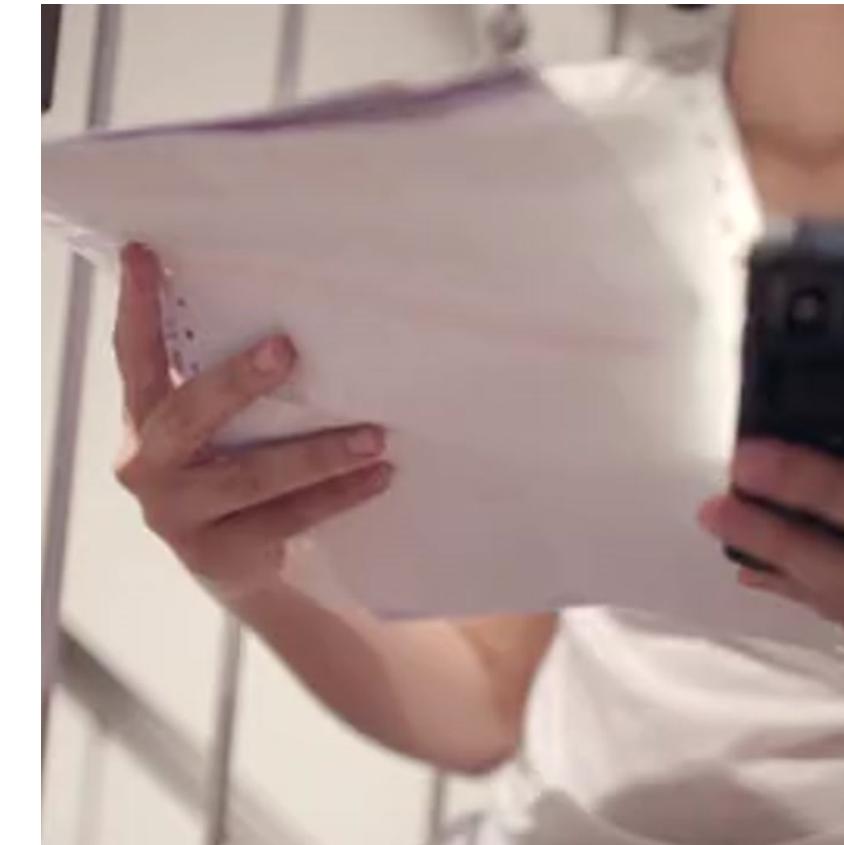
We know that any business management process is difficult. Starting from



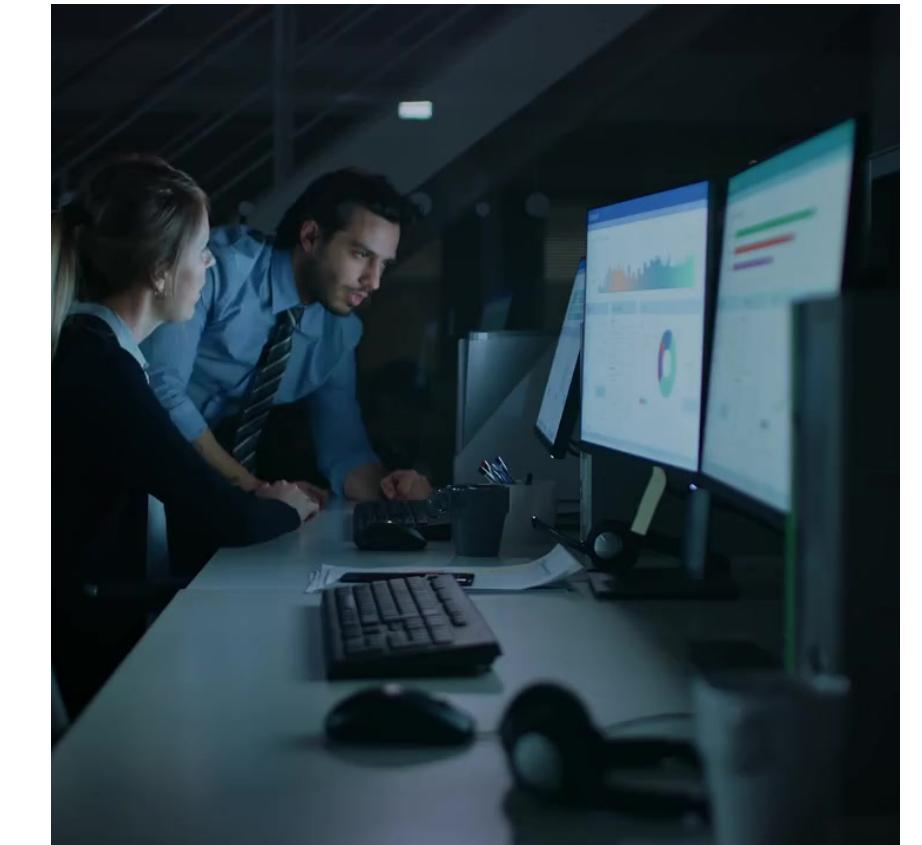
Financial Reports



**Stock/Warehouse
Managements**



**Sales/Purchasing
Managements**



**Issue
Managements**

OUR SOLUTION IS BUILT AN APP CALLED **BOXITY ERP**

We solve the problem through a module that helps you to...



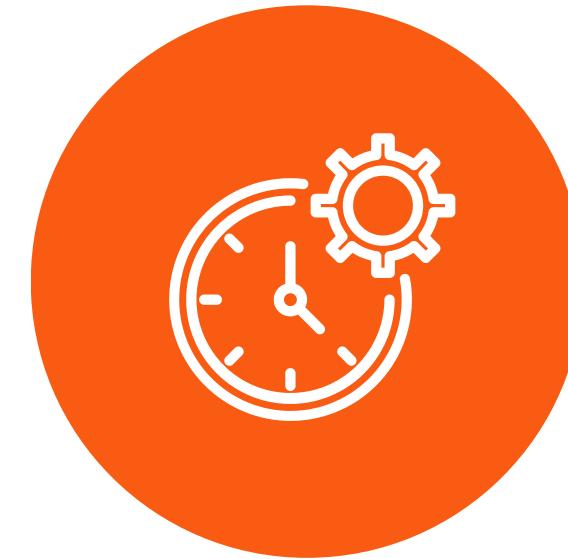
Lower Price



Traceability



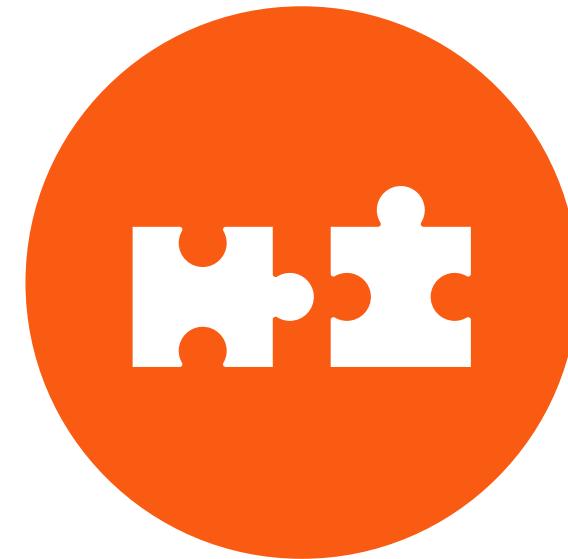
Management



Efficiency



Accuracy



Compatibility

MARKET OPPORTUNITIES

Target

UKM

Total Addressable
Market (TAM)

IDR 200T

Global Market Size

USD 107,4M

Serviceable Obtainable
Market (SOM)

IDR 100T

MARKET OPPORTUNITIES

AGE

25-35

The millennial **generation who needs** an **ERP** that is **affordable and easy to use**.

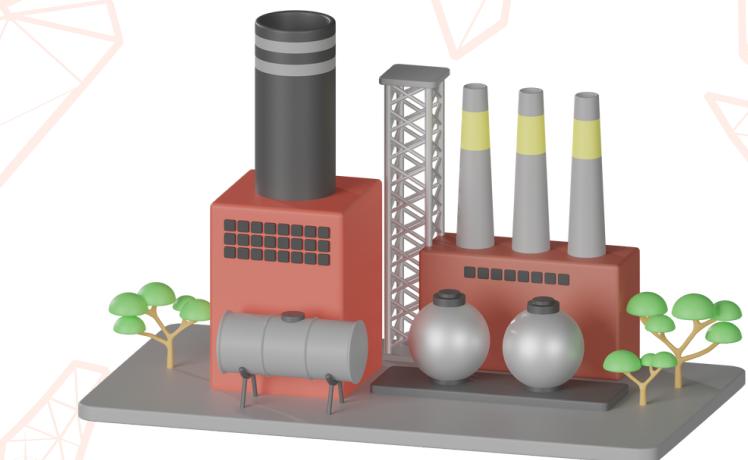
35-45

The generation X **who have experience** and **needs an ERP** that can **meet their business needs**.

45-65

Generation who **needs an ERP** that **can help them to manage their business more efficiently**.

SPECIFIC TARGET BUSINESS



Manufacturer



Retail



Services Company



Logistics

REACH THE MARKET



FACE-TO-FACE
BOXITY - CLIENT

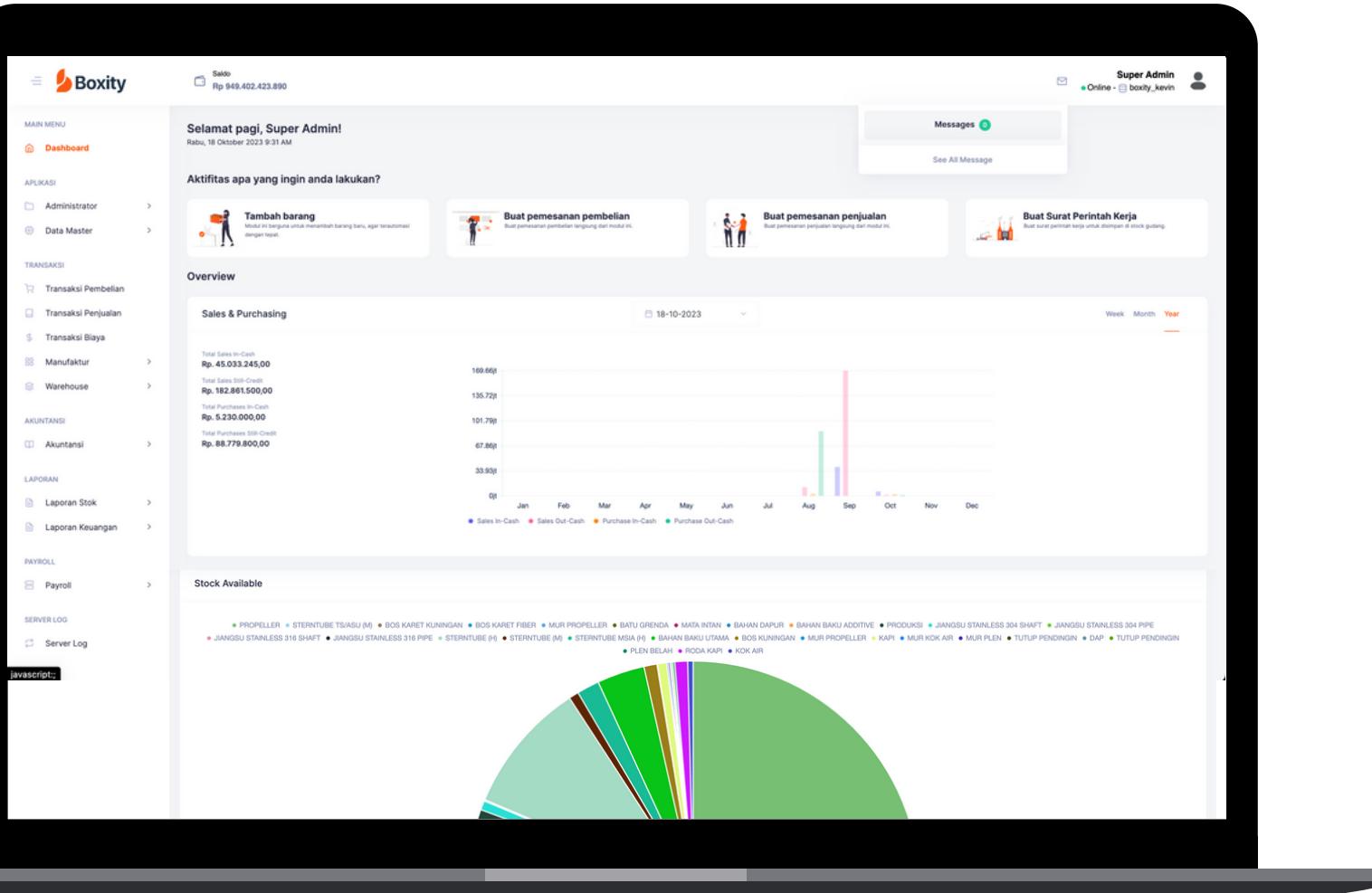


SOCIAL MEDIA
ENGAGE

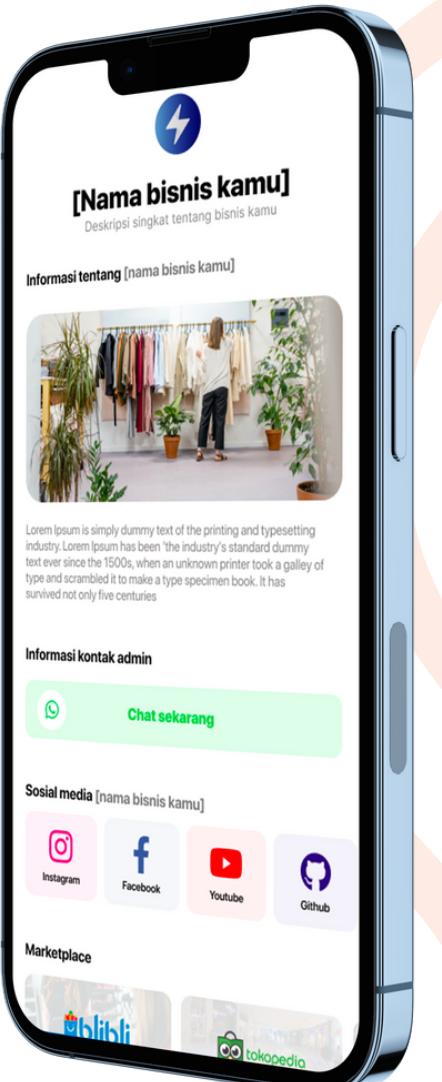


EMAIL
MARKETING

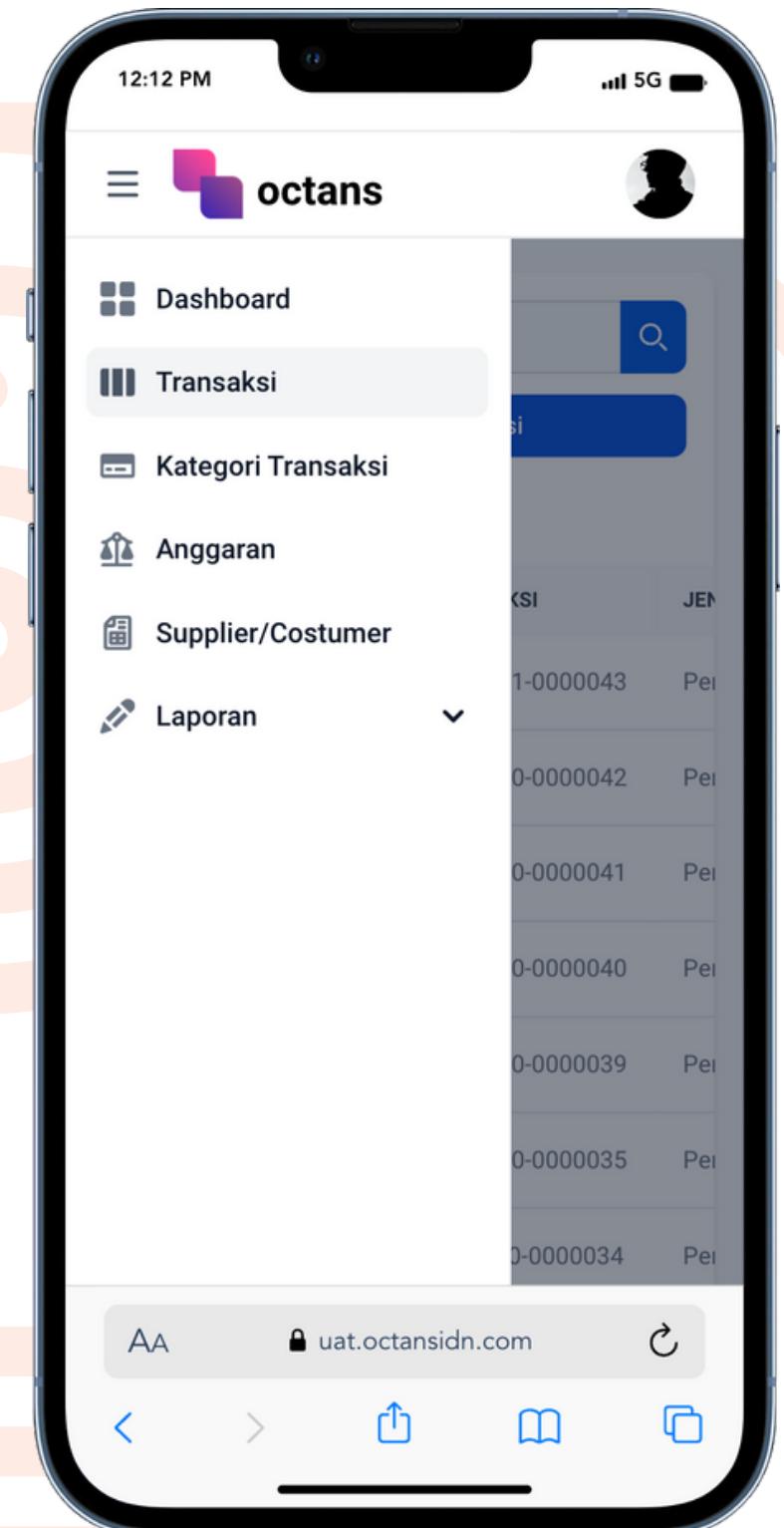
boxityERP



Semplice



Octans



REVENUE MODEL



**SUBSCRIPTION
PRICE**



**DOMAIN HOSTING
FEE**



**TRANSACTION FEE
PAYROLL**



PROVEN & GROWING BUSINESS

573jt

GL Historical 2021 - 2023

85jt

Profit 2022 - 2023

12

Client Growth
2022 - 2023

8/10

Applications that are
ready to be marketed

2.89K

Organic Growth for
Social Media
2022-2023

8

Integrated Partner

PROVEN & GROWING BUSINESS



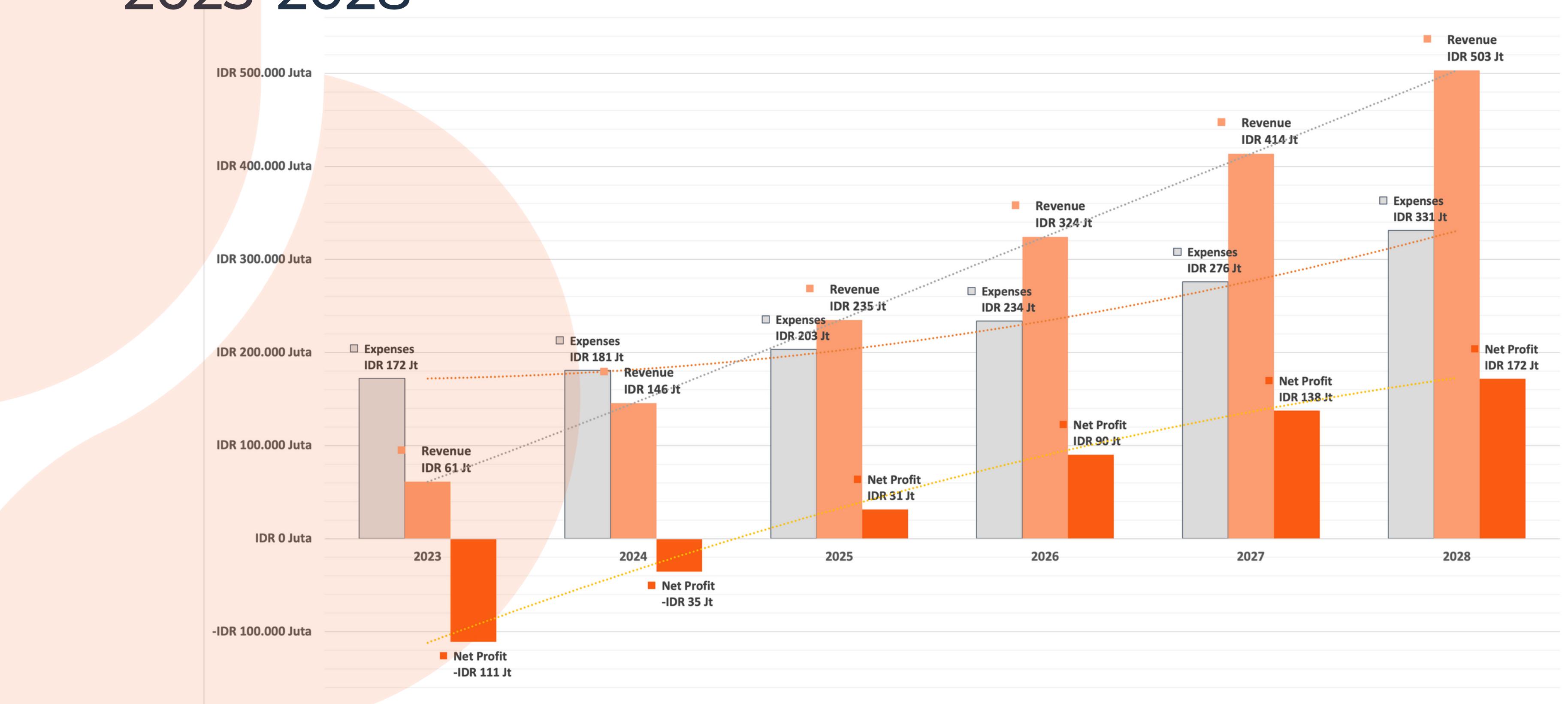
Mengalami pertumbuhan pendapatan yang signifikan **dari tahun 2021 ke tahun 2022** dari **Rp 83,159,823,00** menjadi **Rp 384,536,422,10**



Namun, pertumbuhan pendapatan tersebut **menurun pada tahun 2023** menjadi **Rp 105,572,648,00.**

FINANCIAL PROJECTION

2023-2028



TEAM



Heri Siregar

CMO



Bintang Tobing

CEO & Founder



Onad

RnD

We're offer 25% shares for
\$100.000

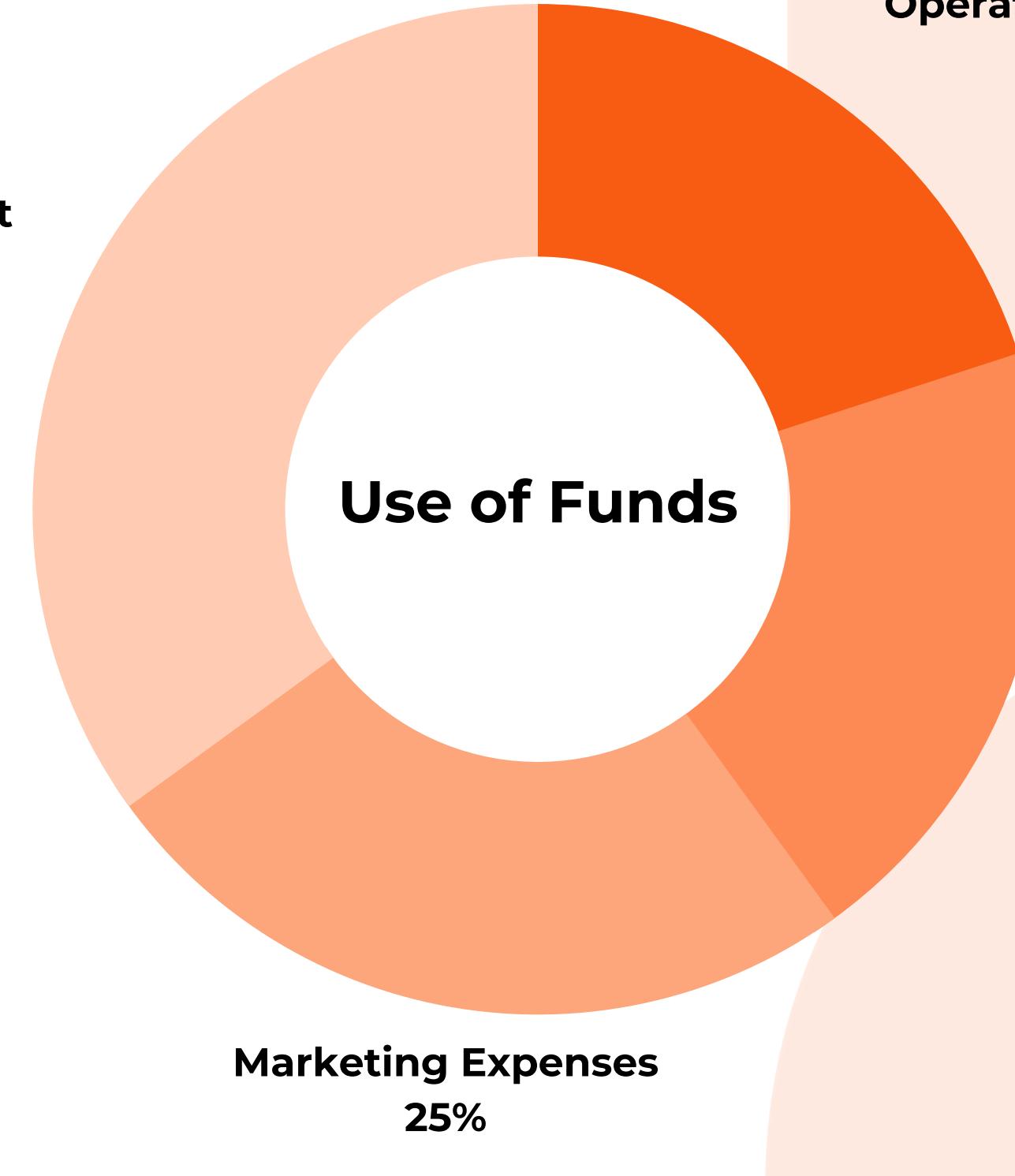
Product Development
35%

Use of Funds

Marketing Expenses
25%

Operational Expenses
20%

Hardware, Office, Servers, etc
20%



**Let's connect
to make it happen**



info@boxity.id

www.boxity.id