

# Pitch Deck

P R E S E N T A T I O N



# Problems

**1**

**Limited-user caused**

**2**

**Limited module  
function**

**3**

**Repetitive Manual  
Tasks**



# Our Solutions



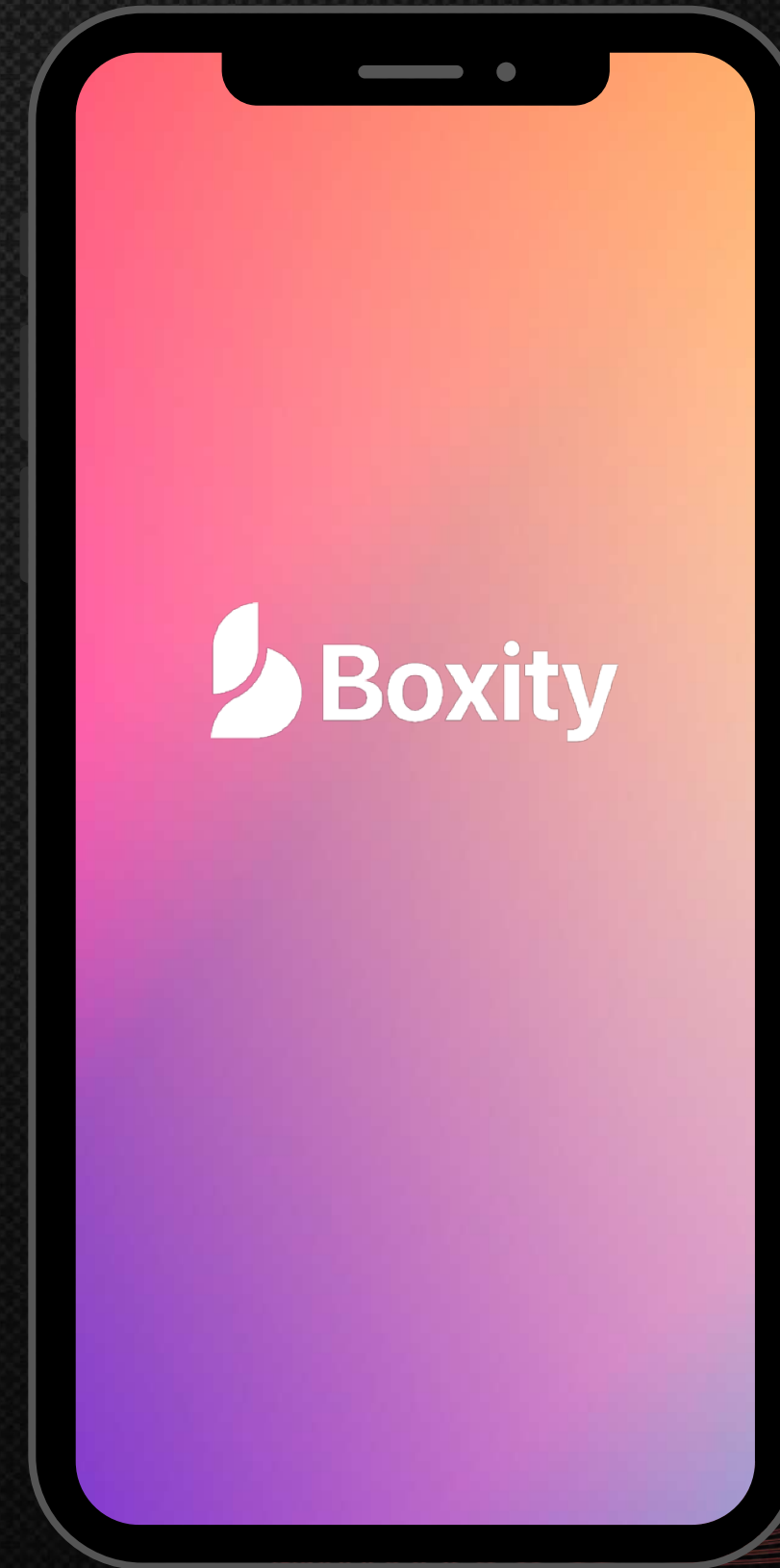
**Unlimited user**



**Flexible Modular  
Services**



**Issue Centre  
Management**





# Product



**1** Issue Centre Management

**2** E-Commerce Management

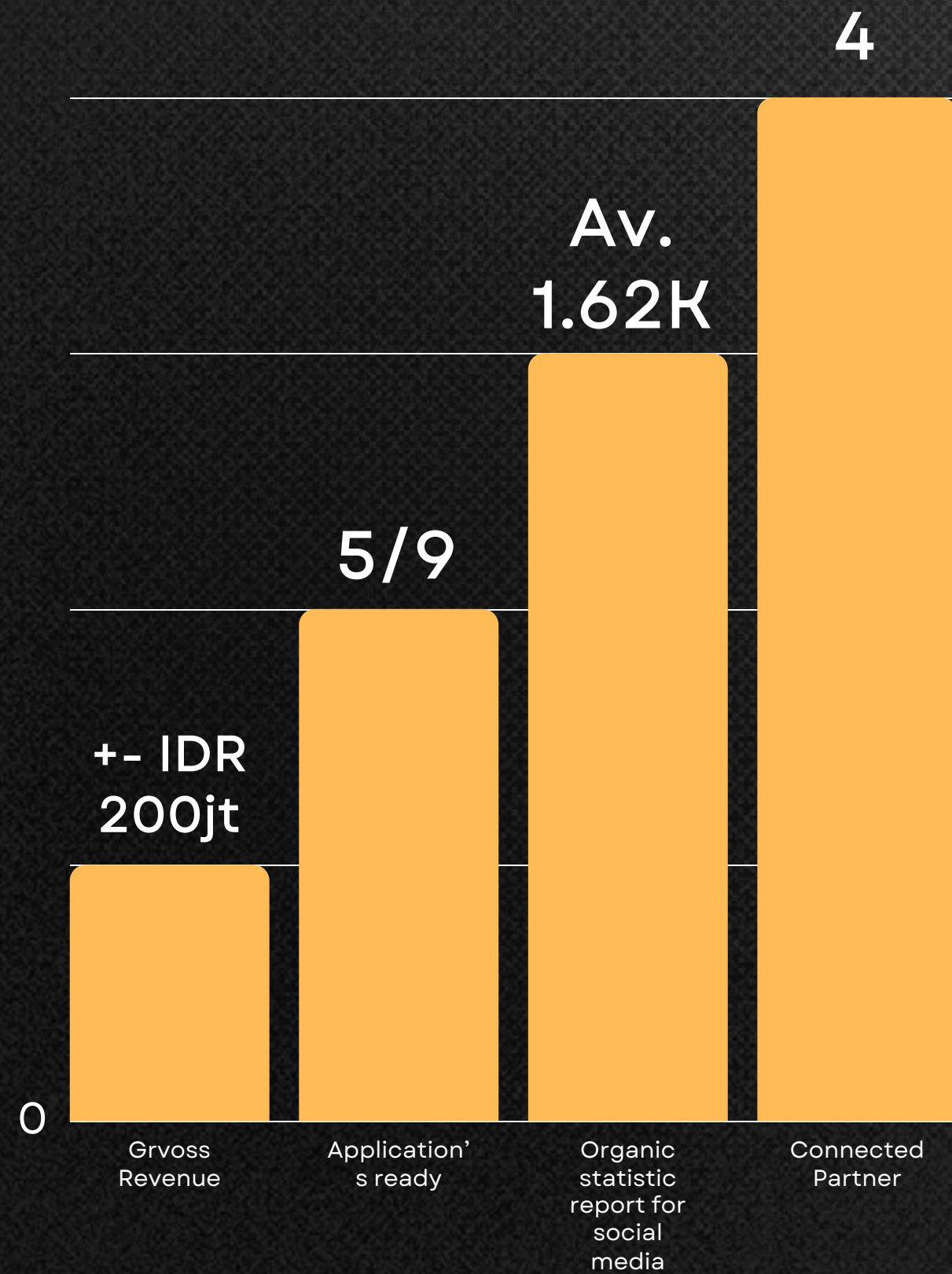
**3** HRIS  
Human Resources Information System

**4** Warehouse Management

**5** 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?

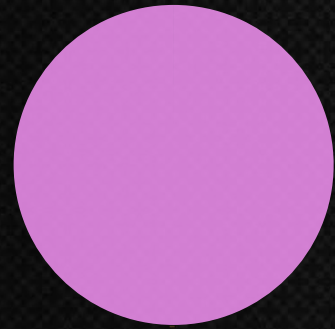


**SMEs (Small, and medium-sized enterprises)**



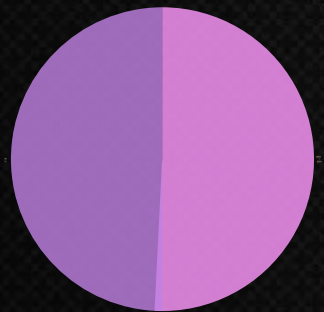
**Manufacturer Industry**





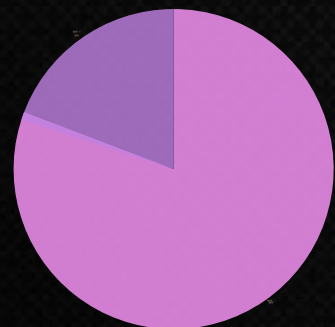
**1.600 SMEs**

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



**35 Juta SMEs**

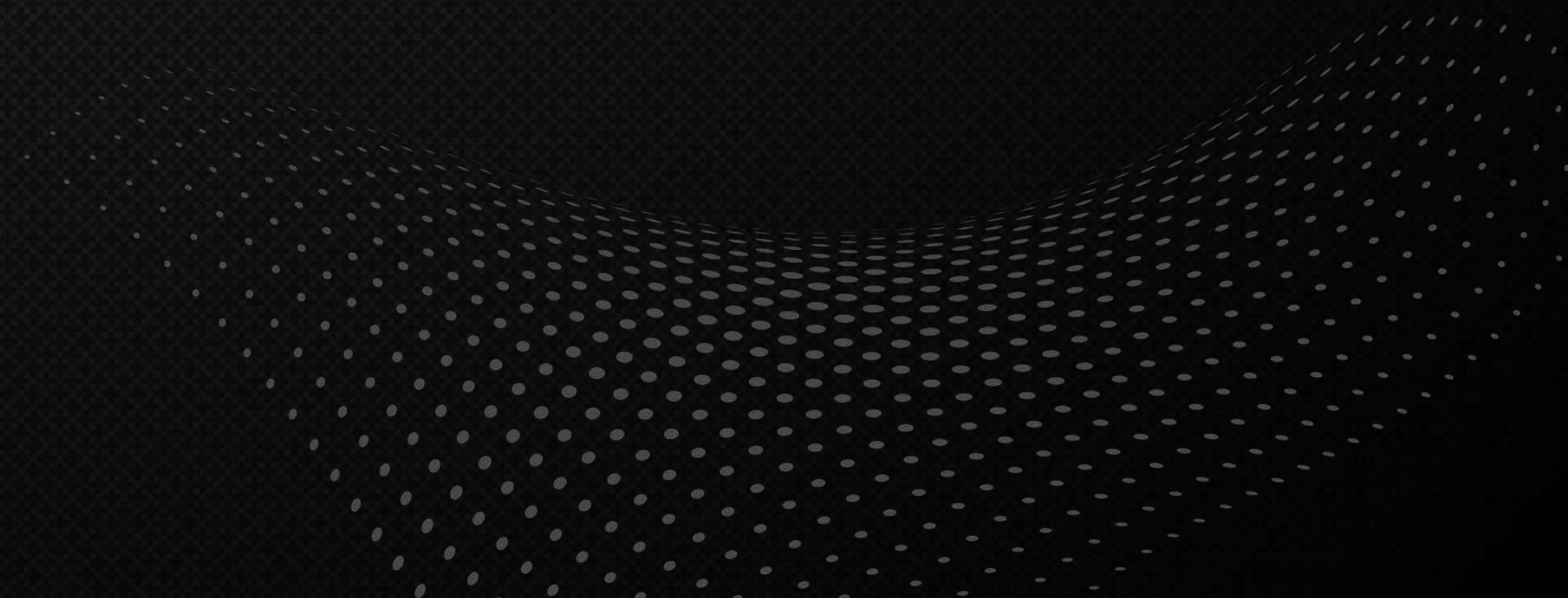
70% of 35 million SMEs, don't know what ERP or SaaS is.



**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

Per months, quartal, and annual.



## Domain and hosting

Upgrade storage per year.



## Commission

For every transaction



## Maintenance

10% from the license price for every module application per month.



# 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

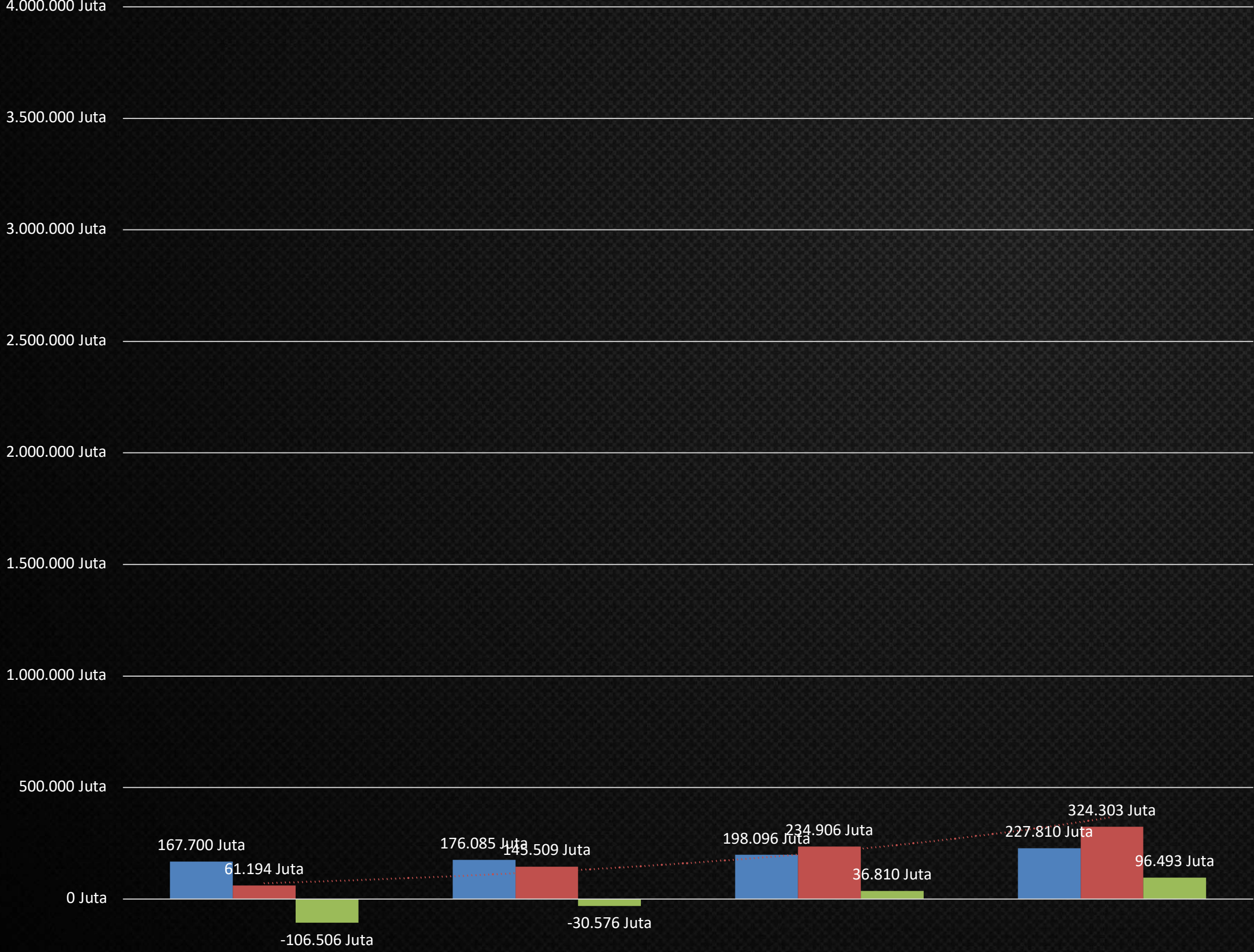
### Sales

Sales collateral  
Push new product update



# We have Financial Projection

Calculated from 2023 until  
2028



	2023	2024	2025	2026
Expenses	167.700 Juta	176.085 Juta	198.096 Juta	227.810 Juta
Revenue	61.194 Juta	145.509 Juta	234.906 Juta	324.303 Juta
Net Profit	-106.506 Juta	-30.576 Juta	36.810 Juta	96.493 Juta



# The Team



**Bintang  
Tobing**

Founder & CEO



**Dadan  
Suhamdhani**

CTO



# Thank You

@boxityid