



# PITCH DECK

# BOXITY

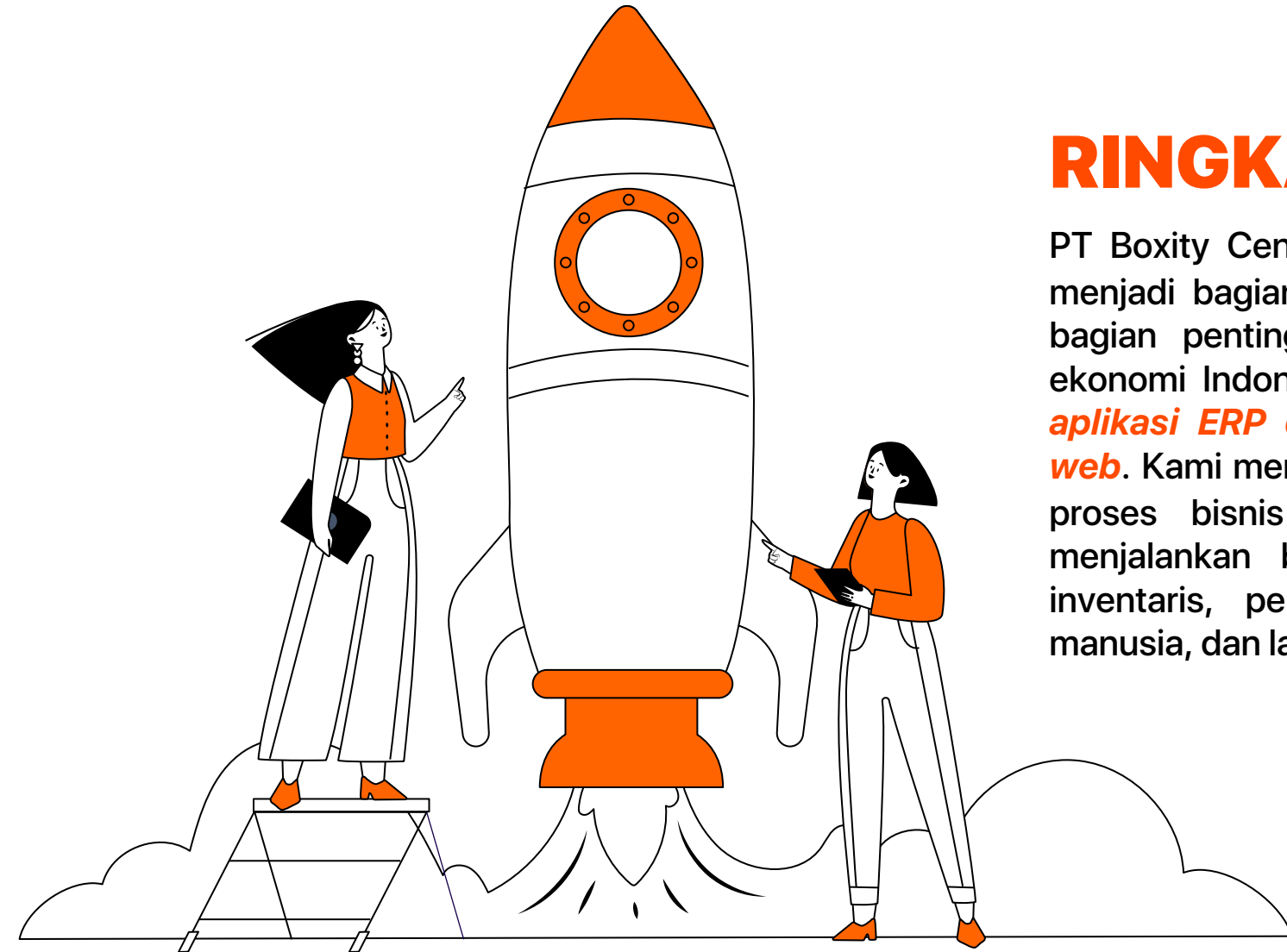
*#GoDigitalWithBoxity*



# Introduction

## RINGKASAN

PT Boxity Central Indonesia didirikan pada tahun 2020 untuk menjadi bagian dari gerakan go-digital Indonesia dan menjadi bagian penting dari kontribusi UMKM dalam pembangunan ekonomi Indonesia, dengan fokus penuh pada pengembangan *aplikasi ERP dan SaaS dengan model mobile dan aplikasi web*. Kami membangun *sistem yang mengintegrasikan* semua proses bisnis yang dibutuhkan oleh klien UMKM untuk menjalankan bisnisnya mulai dari perencanaan, pembelian, inventaris, penjualan, pemasaran, keuangan, sumber daya manusia, dan lain-lain.



# Problem



**Lebih dari 70% Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia masih belum *Go-Digital*.**



# Problem

Hal ini menyebabkan **banyak tugas yang berulang, keuangan yang kacau, kesulitan menjangkau data pelanggan, berkontribusi terhadap pertumbuhan ekonomi nasional dengan mengembangkan bisnis UMKM.**

## Complexity

Membutuhkan pengalaman, pelatihan, dan solusi yang signifikan untuk digunakan secara efektif.

## Agility

Kikuk, **lambat**, dan ketinggalan jaman

## Security

Semua keamanan ditangani secara internal termasuk dukungan TI, peningkatan keamanan di lokasi, dan **penyimpanan cadangan di lokasi lain**

## Resources

Memerlukan tim TI internal, ruang untuk penyimpanan, dan **waktu yang signifikan untuk pelatihan.**

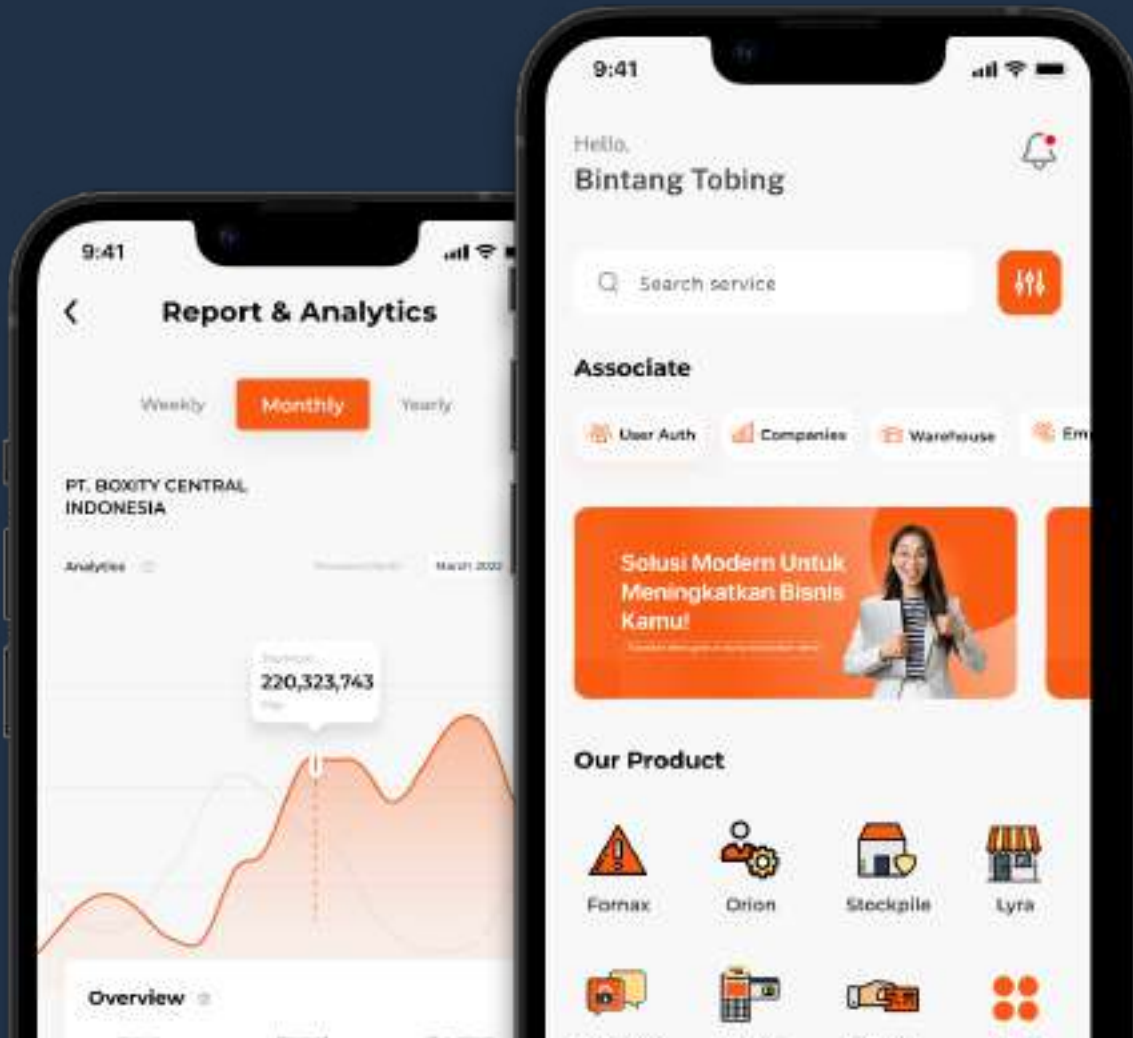
## Risk

Peningkatan risiko kehilangan data dan pelanggaran keamanan karena pencurian, bencana alam, dll

*Business should modernize legacy applications - [imaginovation.net](https://www.imaginovation.net)*

# Solutions

**Membangun ERP dan SaaS** dalam aplikasi **mobile dan web** yang didesain untuk dapat digunakan baik oleh UMKM maupun perusahaan yang sudah mapan.



## BOXITY FOUNDED



### Complexity

Dirancang agar **mudah digunakan** dan dapat digunakan oleh UMKM dan perusahaan mapan



### Agility

Terus **meningkat** dan **berkembang**



### Resources

Tidak diperlukan **sumber daya tambahan**



### Security

**Semua keamanan ditangani oleh bisnis global** dengan pemantauan 24/7 khusus



### Risk

Lebih sedikit risiko karena skala dan spesialisasi bisnis Bantuan SaaS

# Market Size

Peluang pasar ERP & SaaS yang besar **secara global**

**\$ 716.52 BILLION**

Diharapkan tumbuh pada tahun 2028 dengan  
CAGR sebesar 27,5% selama periode 2021-  
2028

**\$100M**  
2018

**\$400M**  
2023

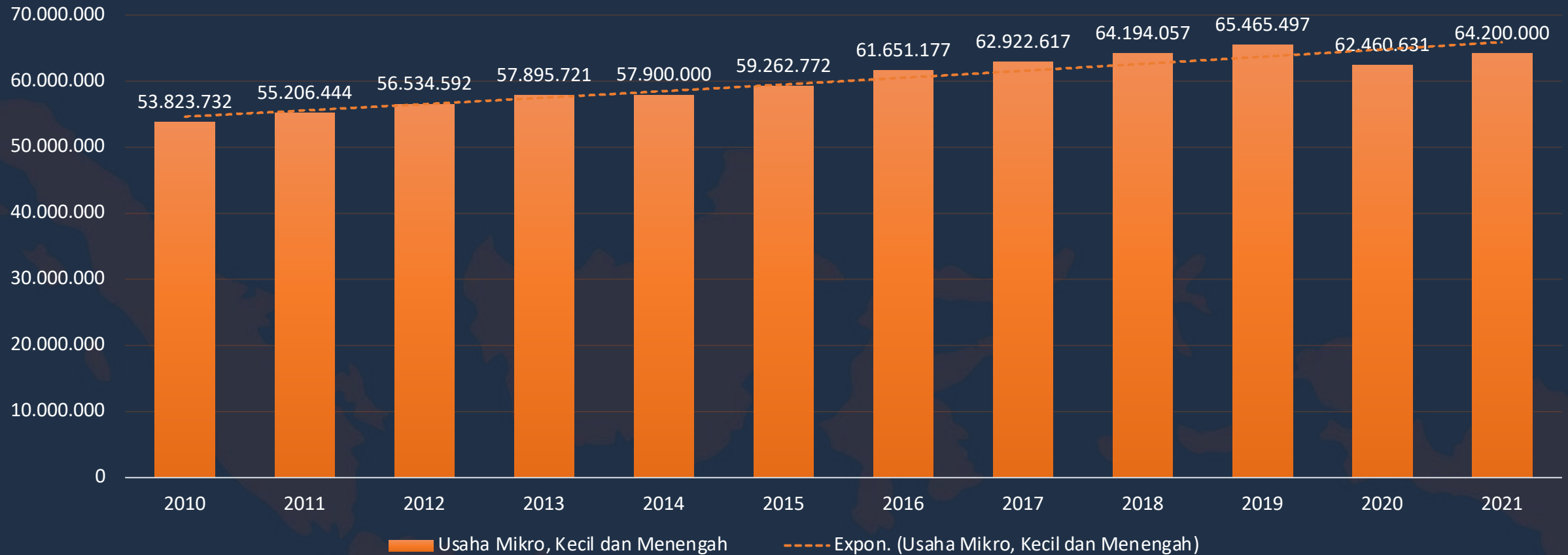
Ukuran pasar ERP & SaaS di Indonesia tumbuh  
**31,9%** dalam 5 tahun

ERP / Software as a Service (SaaS) expected  
market size in 2028 - fortunebusinessinsights.com

SaaS Wave in Indonesia - theravenry.com

# Market Size

**Target utama 55% kami adalah UMKM, fokus di Indonesia**



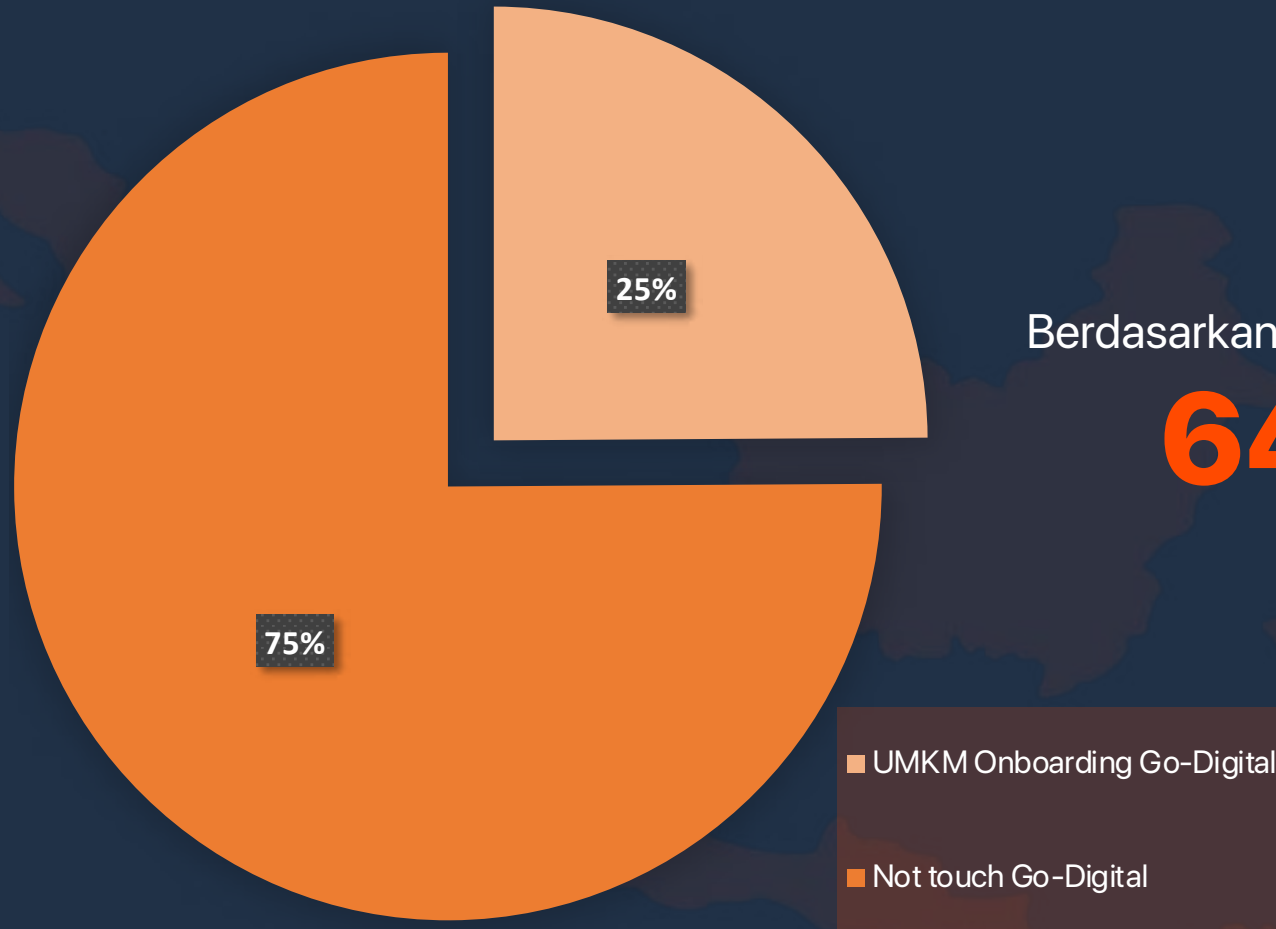
*MSMEs Data - [kemenkopukm.go.id](http://kemenkopukm.go.id)*

*Tabel Perkembangan UMKM pada Periode 1997 -2013 - [bps.go.id](http://bps.go.id)*



# Market Size

## UMKM yang belum tersentuh Go-Digital



Berdasarkan jumlah total **UMKM** pada tahun 2021

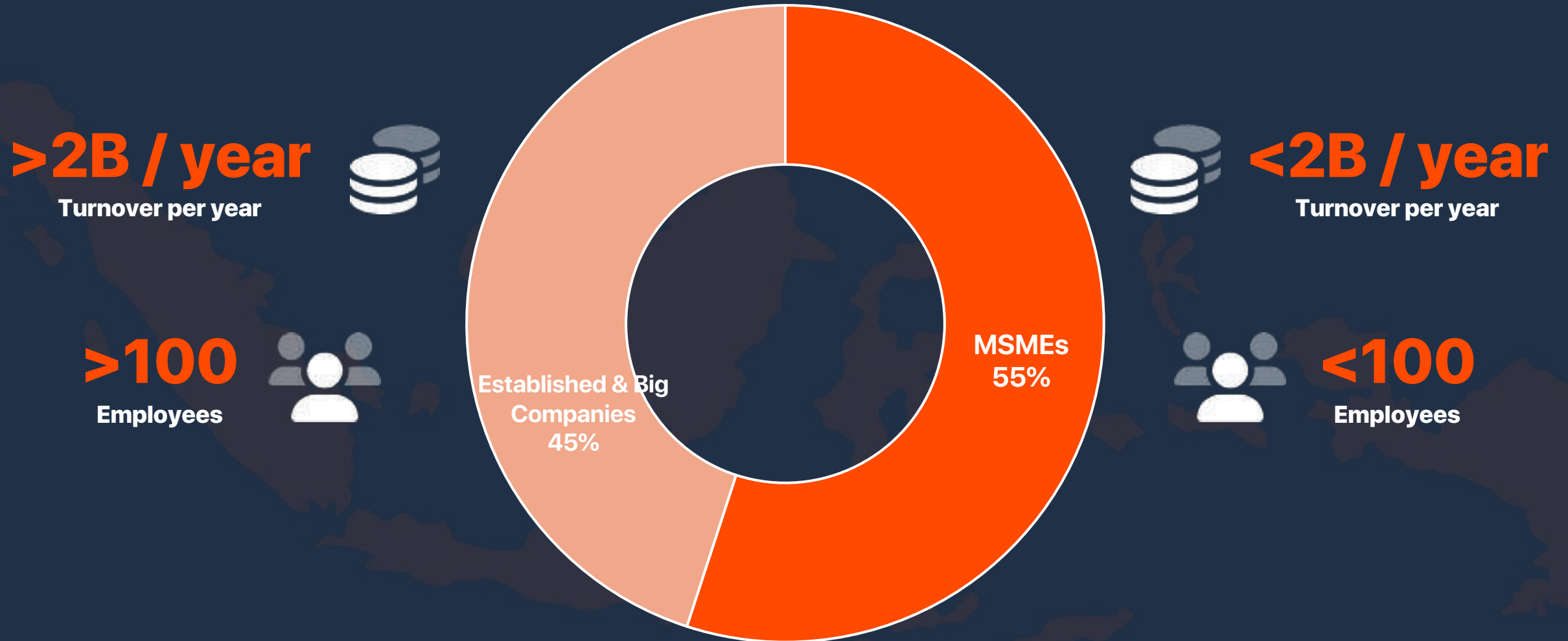
**64,200,000**

*The Number of Go Digital MSMEs Increases 99% During the Pandemic – Beritasatu.com*



# Market Size

## Spesifikasi detail pasar



# Market Validation

## Validasi Analisa tren pasar ERP & SaaS

2021, has a value

**\$145,5B**

Annual growth rate is

**18%**

Projected to grow to

**\$171,9B**

Between 2021 and 2022

Expected to reach

**\$369,4B**

In 2024

SaaS growth can  
generate between

**\$5M-\$100M**

In annual recurring revenue

# Business Model



**\$400 Million**

## Market Value

Ukuran pasar ERP & SaaS di Indonesia tumbuh **31,9%** dalam 5 tahun



**\$932**

## Average Fee

Biaya rata-rata untuk biaya lisensi dan pemeliharaan untuk **3 tahun subscriptions**.



**\$ 770K**

## Net Profit Projections

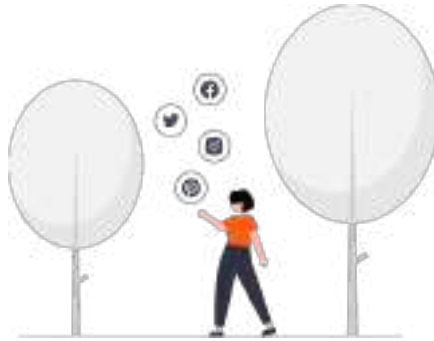
Proyeksi laba bersih dihitung dari **2023 hingga 2028**

# How it works

Boxity juga telah dengan hati-hati mengembangkan beragam rencana pemasaran yang dimaksudkan untuk menjaga merek kami di hati dan pikiran pelanggan kami yang sudah ada dan calon pelanggan, memungkinkan kami untuk terus memperluas jangkauan dan mengembangkan bisnis kami.



**Personal sales**



**SEO & Social**



**Content Marketing**



**Offline / Online  
Promotion**



**Cooperating with several  
MSME associations and  
institutions**

# ORION

## HUMAN RESOURCES & INFORMATION SOFTWARE

Manage employee data, attendance and administration  
with cloud-based HR app



- ✓ **Integration** of reports, sales and more via email
- ✓ **Optimized and comprehensive** data reports
- ✓ **Optimized and protected** data storage
- ✓ **Multiple payment** options

More information:

[boxity.id/products/lyra](https://boxity.id/products/lyra)

# STOCKPILE WAREHOUSE MANAGEMENT SYSTEM

Manage goods in your warehouse optimally, real-time and can be accessed anywhere.



- ✓ **Integration to multiple** warehouses and multiple companies
- ✓ **Real-time visibility** on inventory and stock
- ✓ Manage warehousing operations in **one applications**

More information:

[boxity.id/products/stockpile](https://boxity.id/products/stockpile)

# LYRA

## E-COMMERCE MANAGEMENT SYSTEM

Manage online store data optimally and in real-time.

- ✓ **Integration of** reports, sales and more via email
- ✓ **Optimized and comprehensive** data reports
- ✓ **Optimized and protected** data storage
- ✓ **Multiple payment** management options

More information:

[boxity.id/products/lyra](https://boxity.id/products/lyra)





# LUNAR POS

## POINT OF SALE CLOUD BASED

Sell online, sell offline easily and anywhere with Lunar by Boxity.

- ✓ **Access online and offline**
- ✓ **Safe** because of order management
- ✓ **Manage items** with comprehensive stock reporting
- ✓ **Integration with** payments and dashboards in ERP Boxity

More information:

[boxity.id/products/lunar](https://boxity.id/products/lunar)



# FORNAX

## ISSUE CENTRE MANAGEMENT SYSTEM

Manage management issues, team and everyone involved with your company optimally to keep your team running well.

- ✓ **Accurate** with target time
- ✓ **Safe** because of monitoring and approval
- ✓ **Automated reporting** with email integration
- ✓ **Priority** management and accountability

More information:

[boxity.id/products/fornax](https://boxity.id/products/fornax)



# CHATIFINE

## ENCRYPTED COMPANY CHAT SYSTEM

Communication is more convenient, safe with the Chatifine by Boxity chat application.

- ✓ **Privacy** is better protected
- ✓ **Accessibility** from multiple devices

More information:

[boxity.id/products/chatifine](https://boxity.id/products/chatifine)



# Team



## **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.

# Competitive Analysis – from Feature

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.

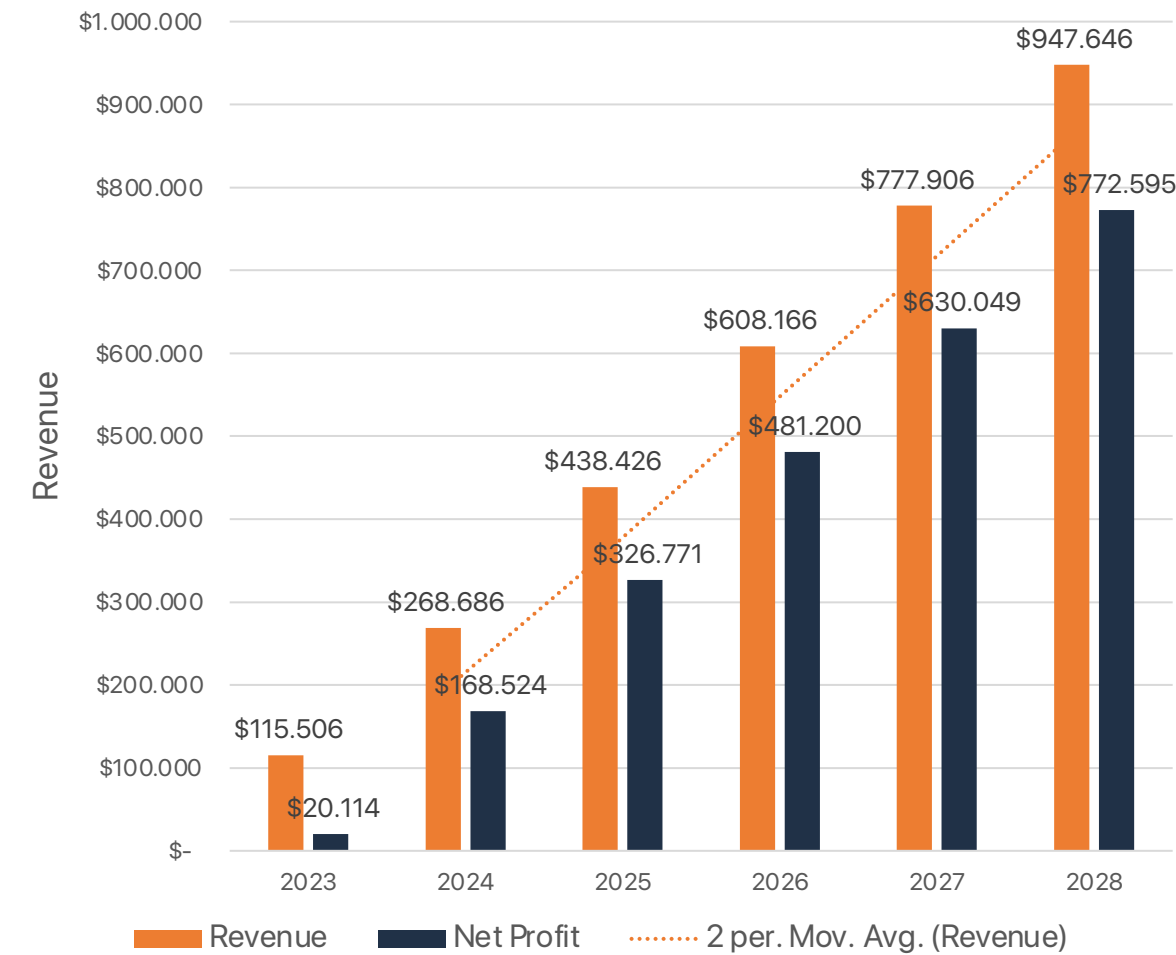
With the competitors being firmly entrenched in the competitive landscape, gaining market share amongst them will be no easy task. Nonetheless, the market is sizable and has great growth potential, therefore there is plenty of room for new entrants like us.

# Competitive Analysis – Landscape



# Financials Projection

5 Years Revenue-Net Profit Projections in USD

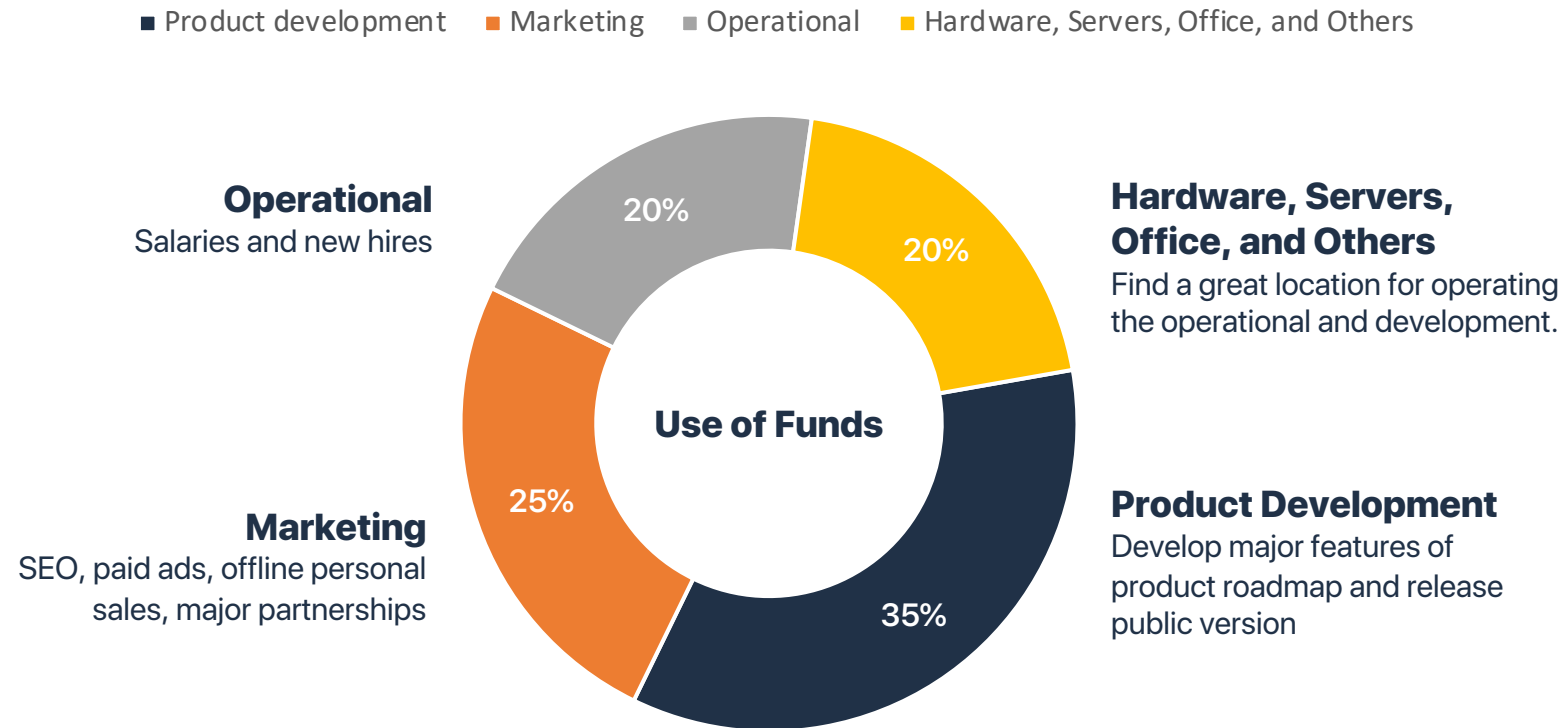


	2023	2024	2025	2026	2027	2028
Revenue	115.506	268.686	438.426	608.166	777.906	947.646
Expenses						
Marketing	13.041	13.693	14.378	15.097	15.851	16.644
Development	72.657	76.290	85.826	98.700	116.466	139.759
Operational	7.763	8.151	9.169	10.545	12.443	14.932
Office Space	1.932	2.029	2.282	2.625	3.097	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



# The Ask

Kami mencari **\$100.000 untuk 10% saham**, dalam bentuk dana untuk mendorong dukungan pertumbuhan perusahaan -- termasuk manufaktur, pengembangan berkelanjutan dari platform kami, dan upaya pemasaran untuk terus memperluas merek Boxity. Sisa dana akan dialokasikan sebagai modal operasional.



# Boxity Central Indonesia

**#GoDigitalWithBoxity**

**Bintang Tobing**

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