



# PITCH DECK BOXITY

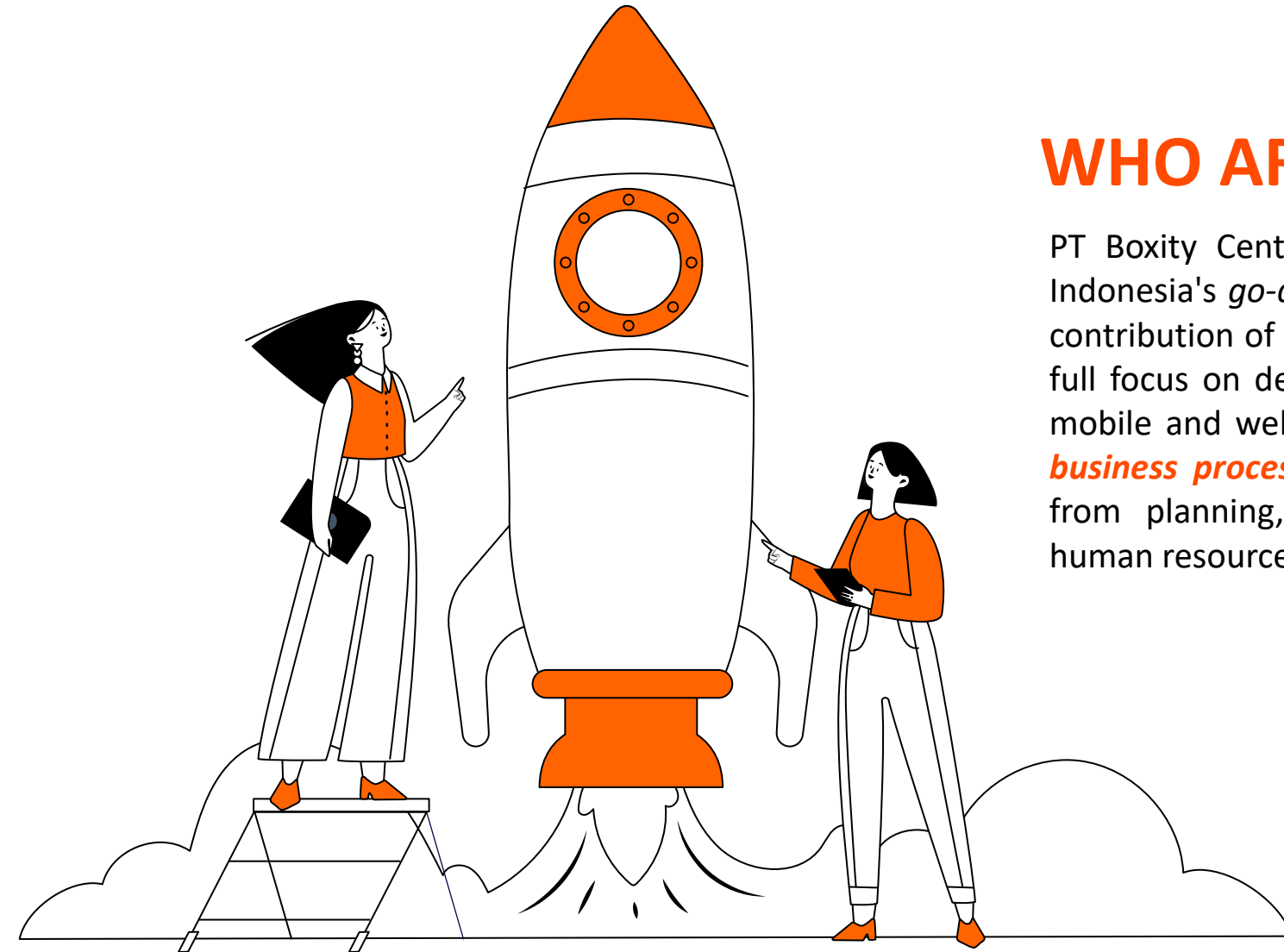
*#GoDigitalWithBoxity*



# Introduction

## WHO ARE WE?

PT Boxity Central Indonesia was founded in 2020 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.



# Problem



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



# Problem

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Clunky, **slow**, and outdated

## Security

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

## Resources

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

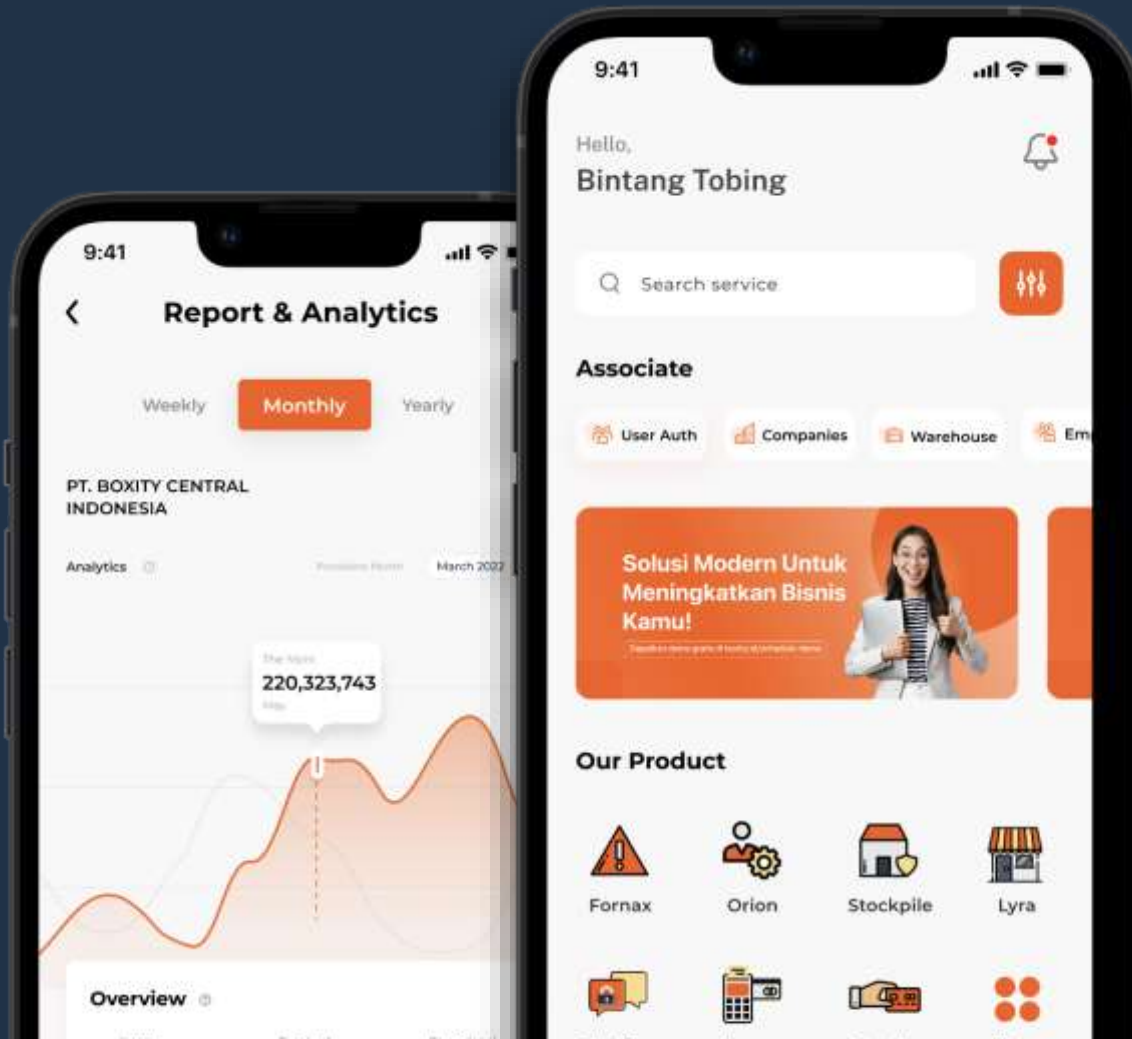
## Risk

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

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

# Solutions

**Builds ERP and SaaS in mobile and web applications** that are designed to can used by both MSMEs and established companies.



## BOXITY FOUNDED



### Complexity

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



### Agility

Constantly **improving** and **evolving**



### Resources

**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 Help business

# Market Size

**Huge** ERP & SaaS market opportunity globally

**\$ 716.52 BILLION**

Expected to grow in 2028 at a CAGR of 27.5% during  
2021-2028 period

**\$100M**  
2018

**\$400M**  
2023

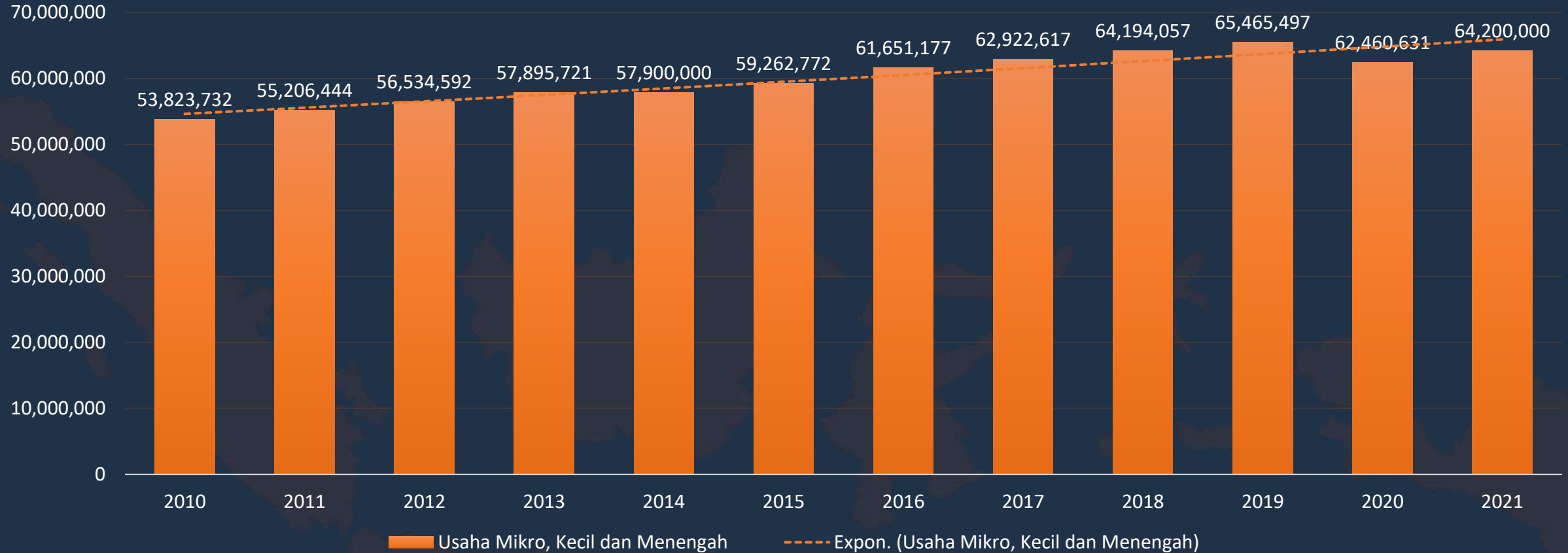
ERP & SaaS Market size in Indonesia grow  
**31.9%** in 5 years

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

SaaS Wave in Indonesia - [theravenry.com](https://theravenry.com)

# Market Size

**Our 55% main target** is MSMEs, focusing on Indonesia

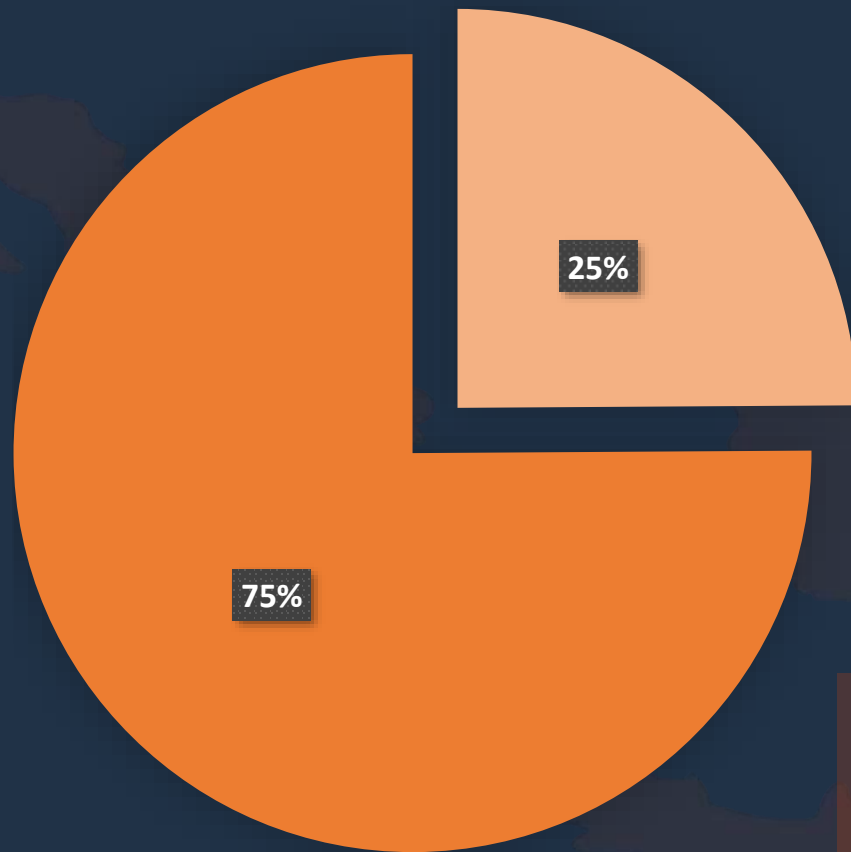


MSMEs Data - [kemenkopukm.go.id](http://kemenkopukm.go.id)

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

# Market Size

**MSMEs that have not been touched by Go-Digital**



Based on total count **UMKM in 2021**

**64,200,000**

- UMKM Onboarding Go-Digital
- Not touch Go-Digital

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



# Market Size

## Specifications of our market

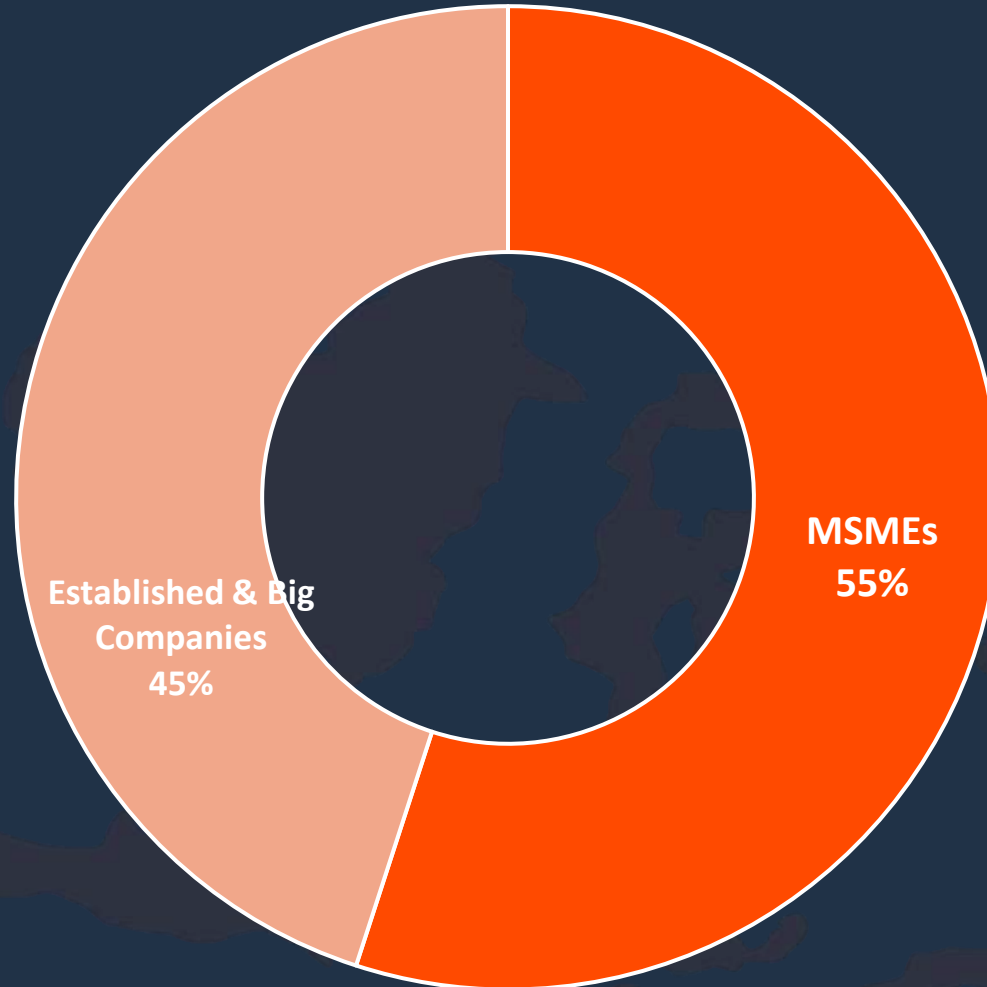
**>2B / year**

Turnover per year



**>100**

Employees



**<2B / year**

Turnover per year



**<100**

Employees



# Market Validation

## ERP & SaaS trends + analytics validation

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

ERP & SaaS Market size  
in Indonesia grow  
**31.9%** from 2018 to  
2023



**\$977**

## Average Fee

Average costs for license  
and maintenance fees  
for 1 year, 3 years, and 5  
years billing.



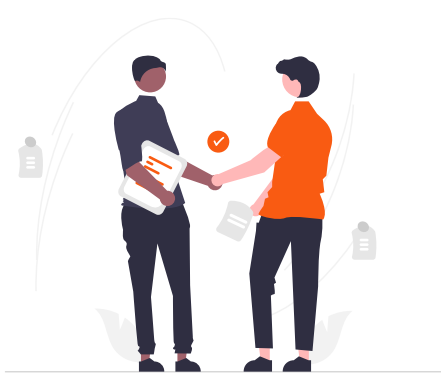
**\$8,1 Billion**

## Revenue Projections

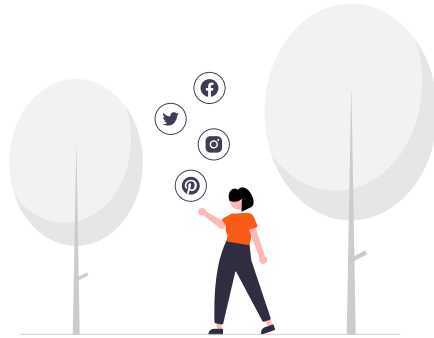
Projected net income  
calculated from 2023 to  
2028

# How it works

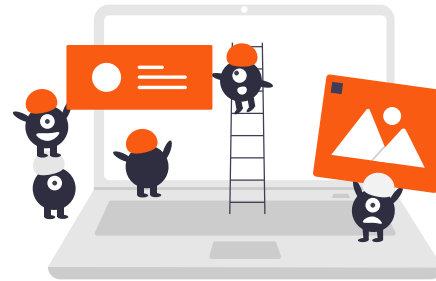
Boxity has also carefully developed a diverse marketing plan intended to keep our brand in the hearts and minds of our existing and prospective customers, enabling us to continue expanding our reach and growing our business.



**Personal sales**



**SEO & 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

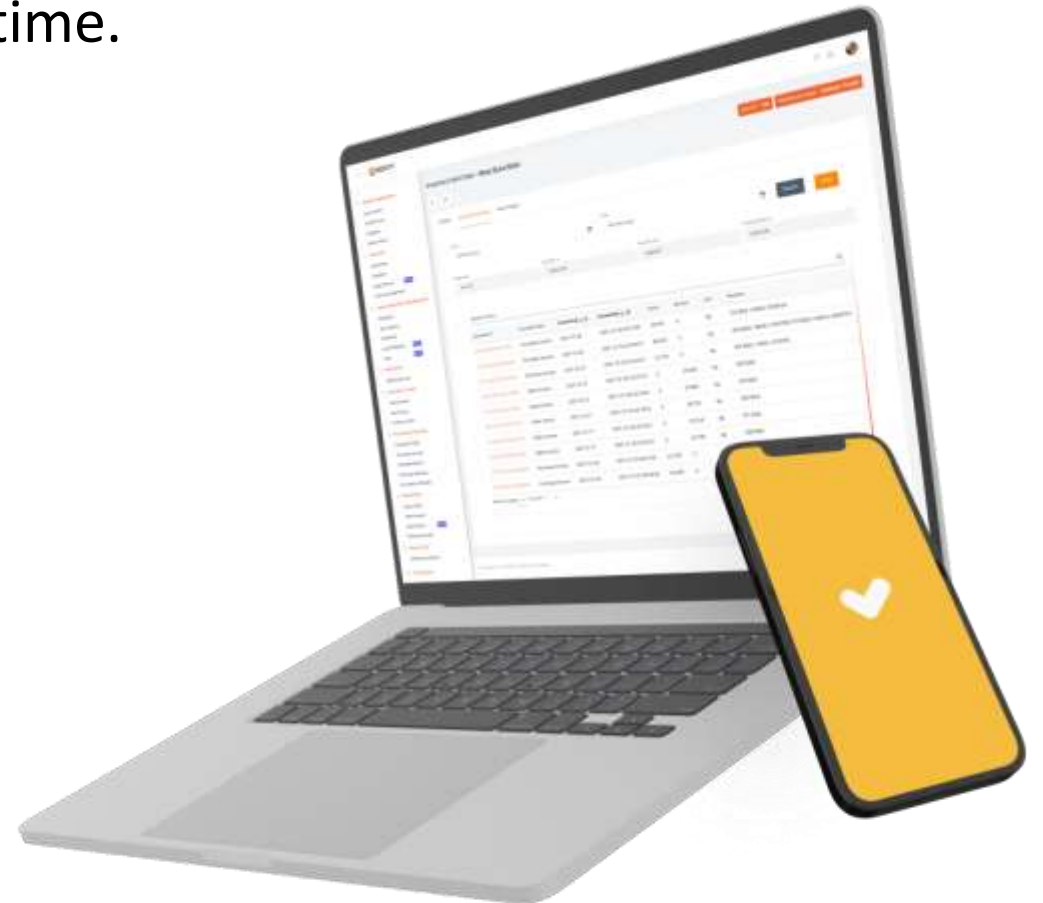
## E-COMMERCE MANAGEMENT SYSTEM

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

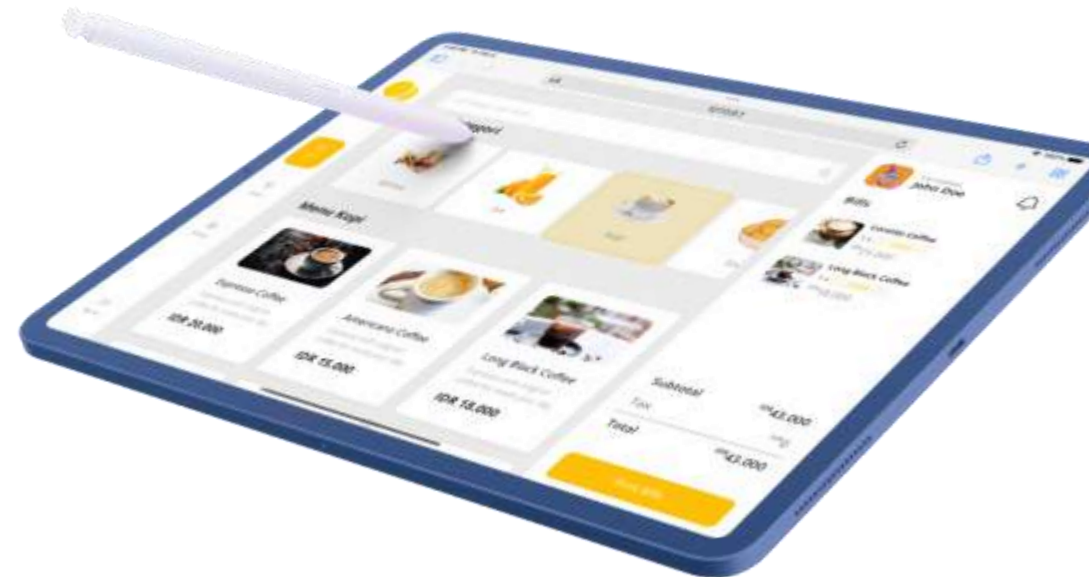
## POINT OF SALE CLOUD BASED

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.



## **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.



## **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.

# 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.

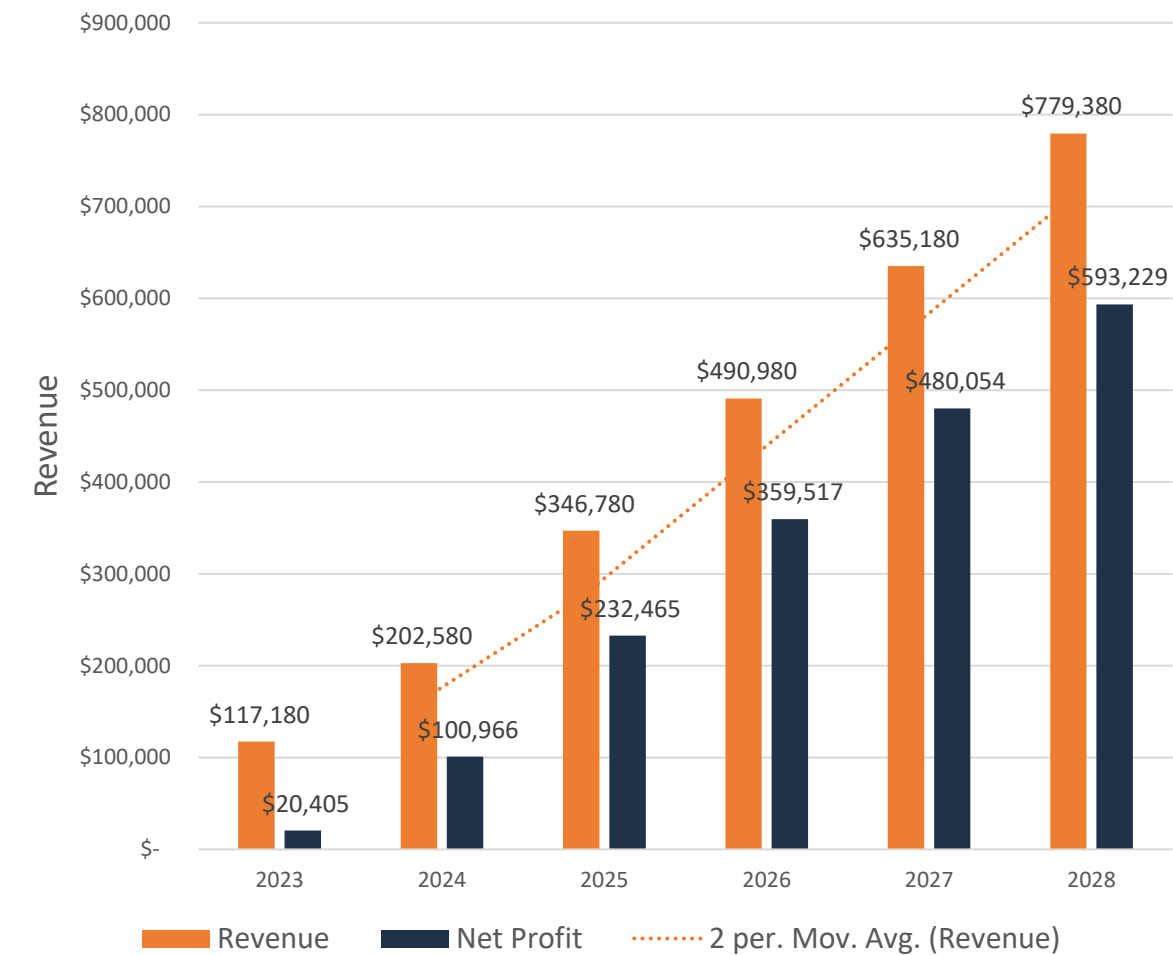
With the competitors being firmly entrenched in the competitive landscape, gaining market share amongst them will be no easy task. Nonetheless, the market is sizable and has great growth potential, therefore there is plenty of room for new entrants like us.

# Competitive Analysis – Landscape



# Financials Projection

5 Years Revenue-Net Profit Projections in USD



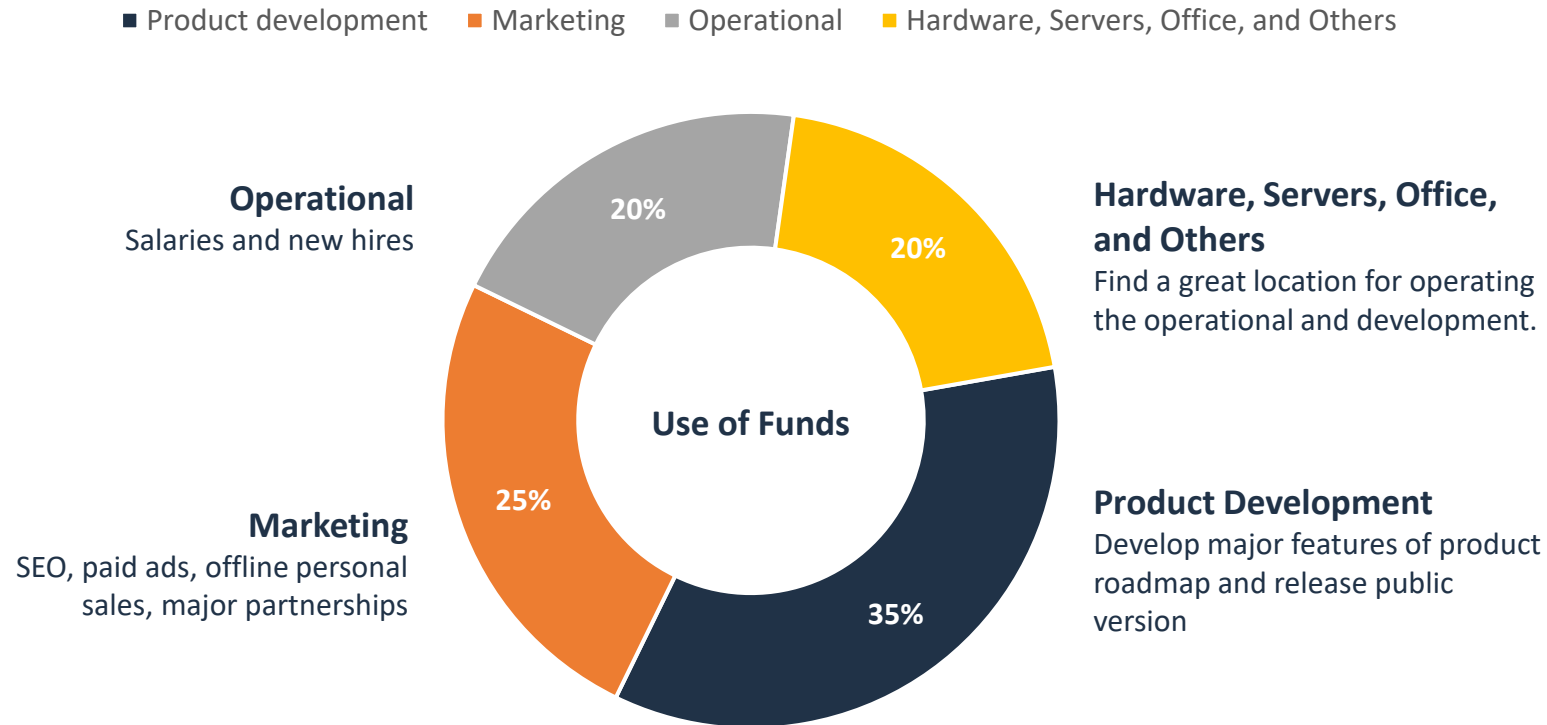
	2023	2024	2025	2026	2027	2028
Revenue	117,180	202,580	346,780	490,980	635,180	779,380

Expenses						
Marketing	13,230	13,892	15,628	17,972	21,207	25,449
Development	73,710	77,396	87,070	100,130	118,154	141,785
Operational	7,875	8,269	9,302	10,698	12,623	15,148
Office Space	1,960	2,058	2,315	2,663	3,142	3,770
Total Expenses	96,775	101,614	114,315	131,463	155,126	186,151
Net Profit	20,405	100,966	232,465	359,517	480,054	593,229

# The Ask

We are looking for **\$100,000 for a 10% share,**

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.



# Boxity Central Indonesia

*#GoDigitalWithBoxity*

**Bintang Tobing**

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