



PITCH DECK BOXITY

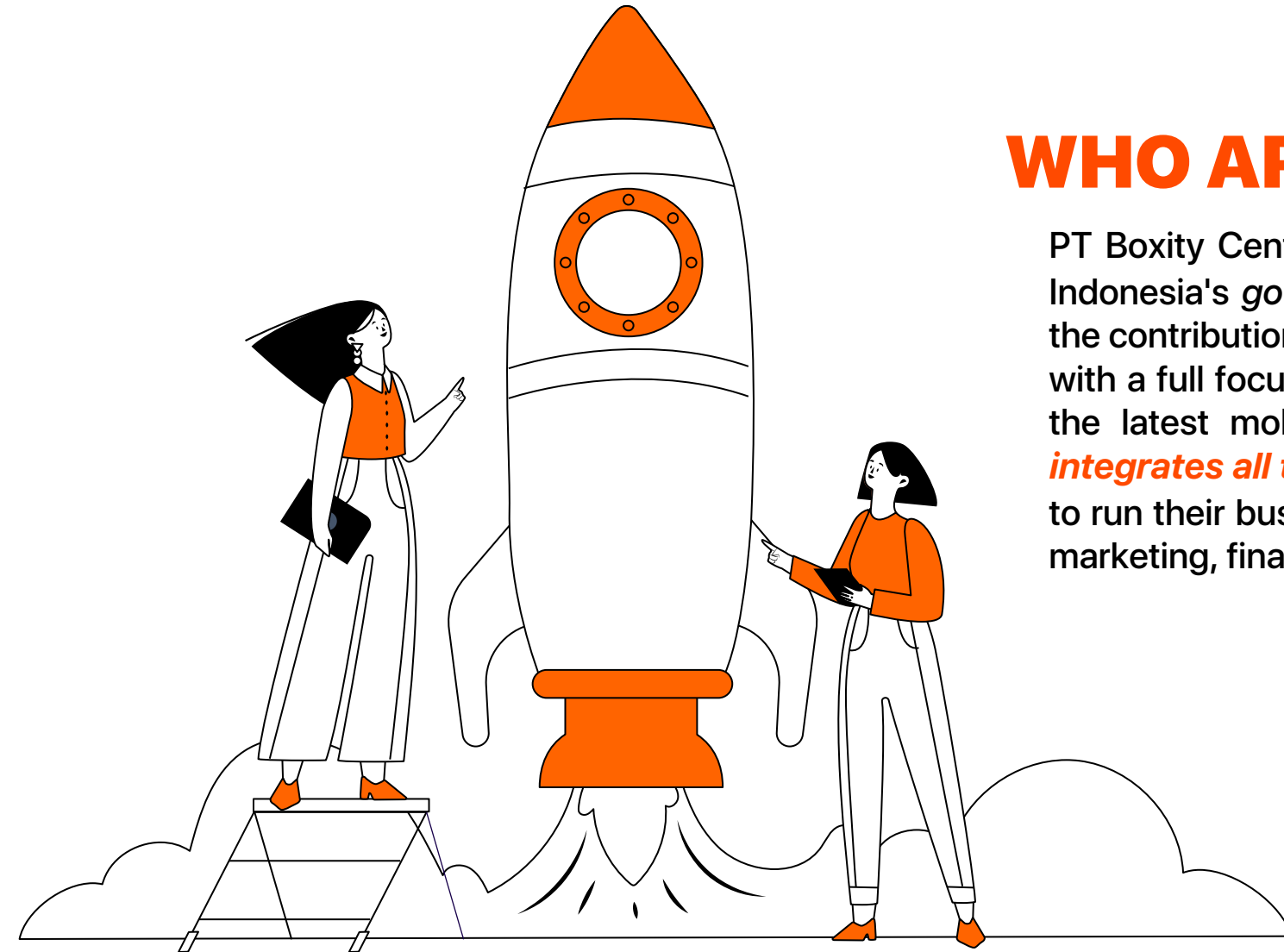
#GoDigitalWithBoxity



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Clunky, **slow**, and outdated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***

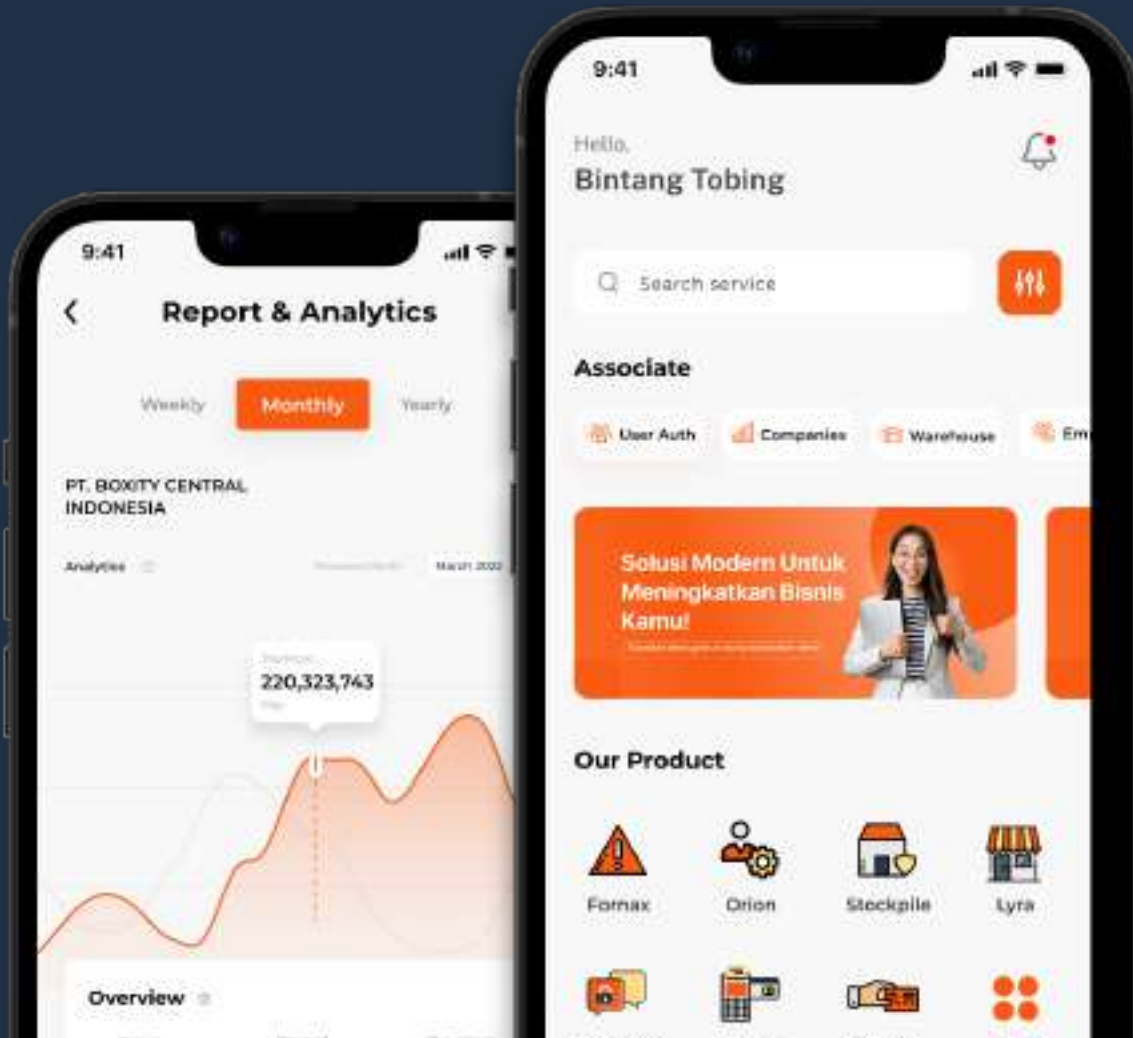
Risk

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

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

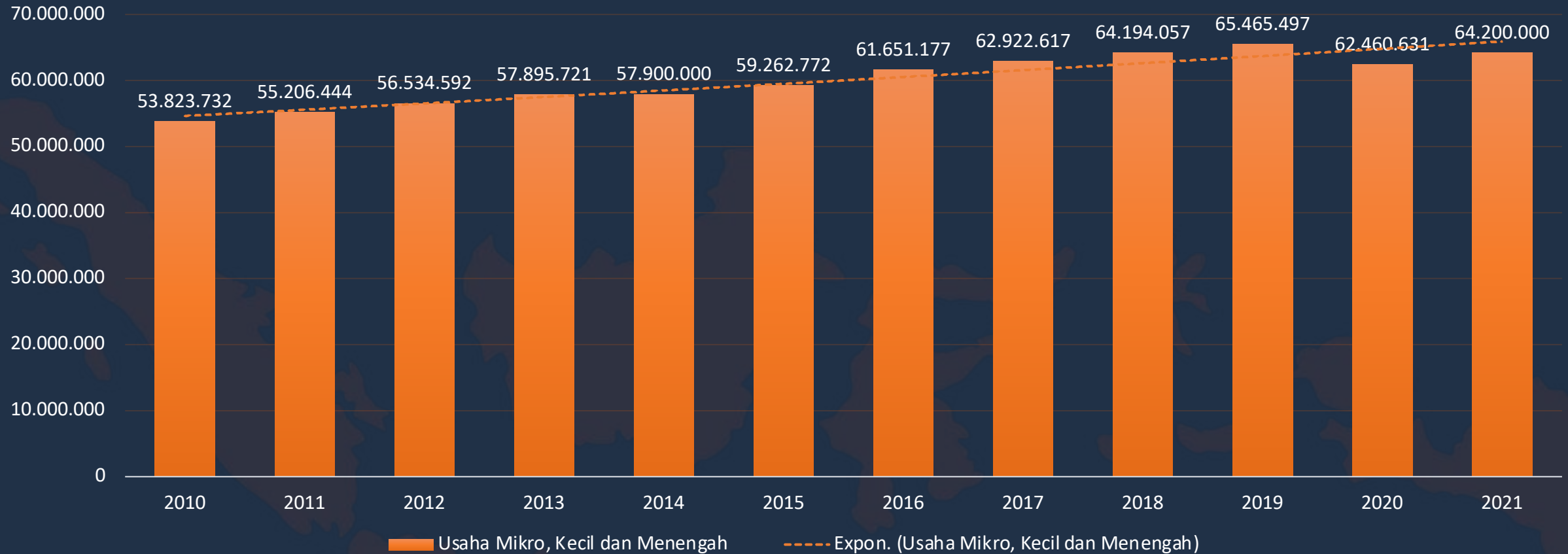
ERP & SaaS Market size in Indonesia grow
31.9% in 5 years

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

SaaS Wave in Indonesia - theravenry.com

Market Size

Our 55% main target is MSMEs, focusing on Indonesia

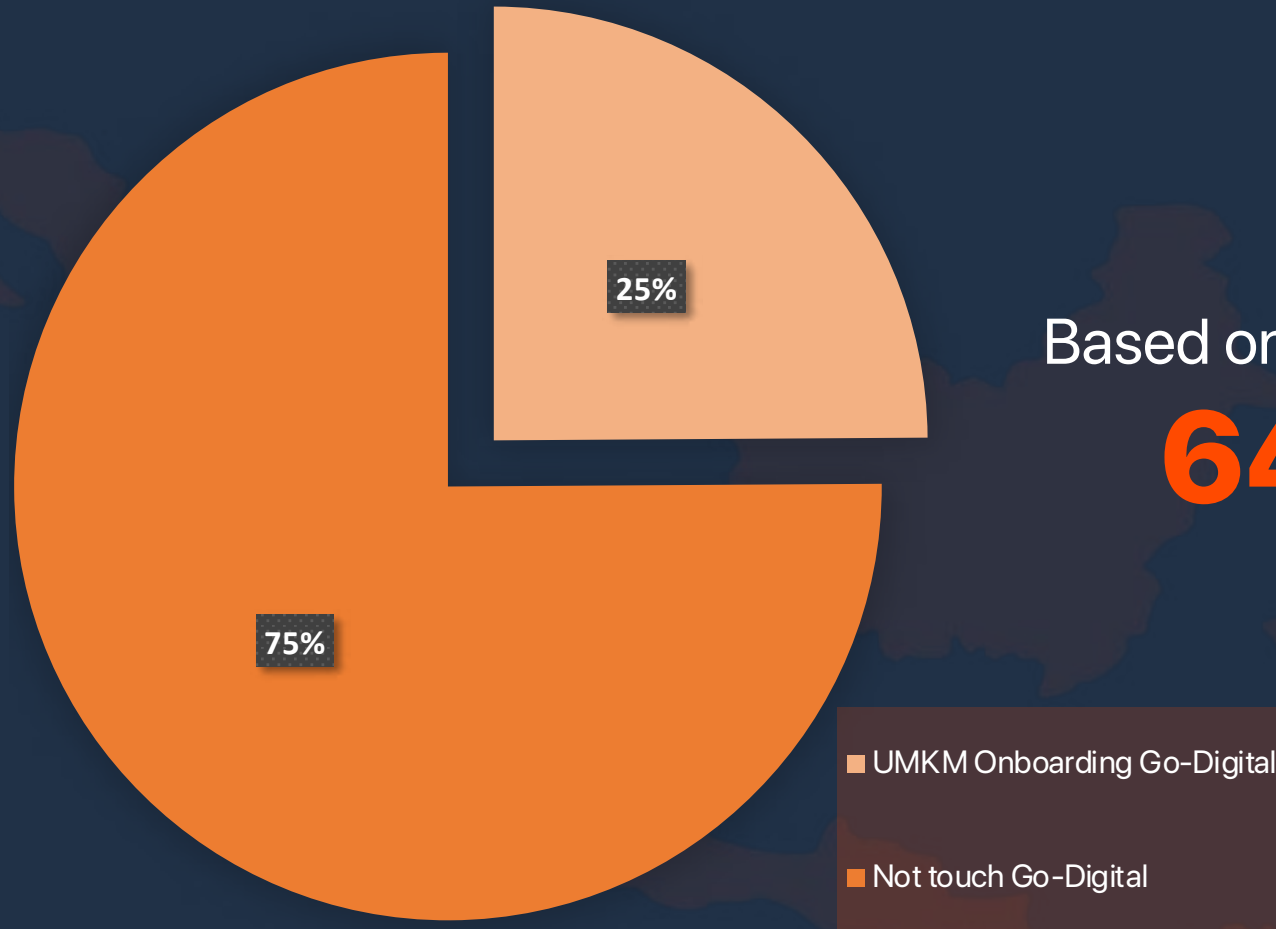


MSMEs Data - kemenkopukm.go.id

Tabel Perkembangan UMKM pada Periode 1997 -2013 - bps.go.id

Market Size

MSMEs that have not been touched by Go-Digital



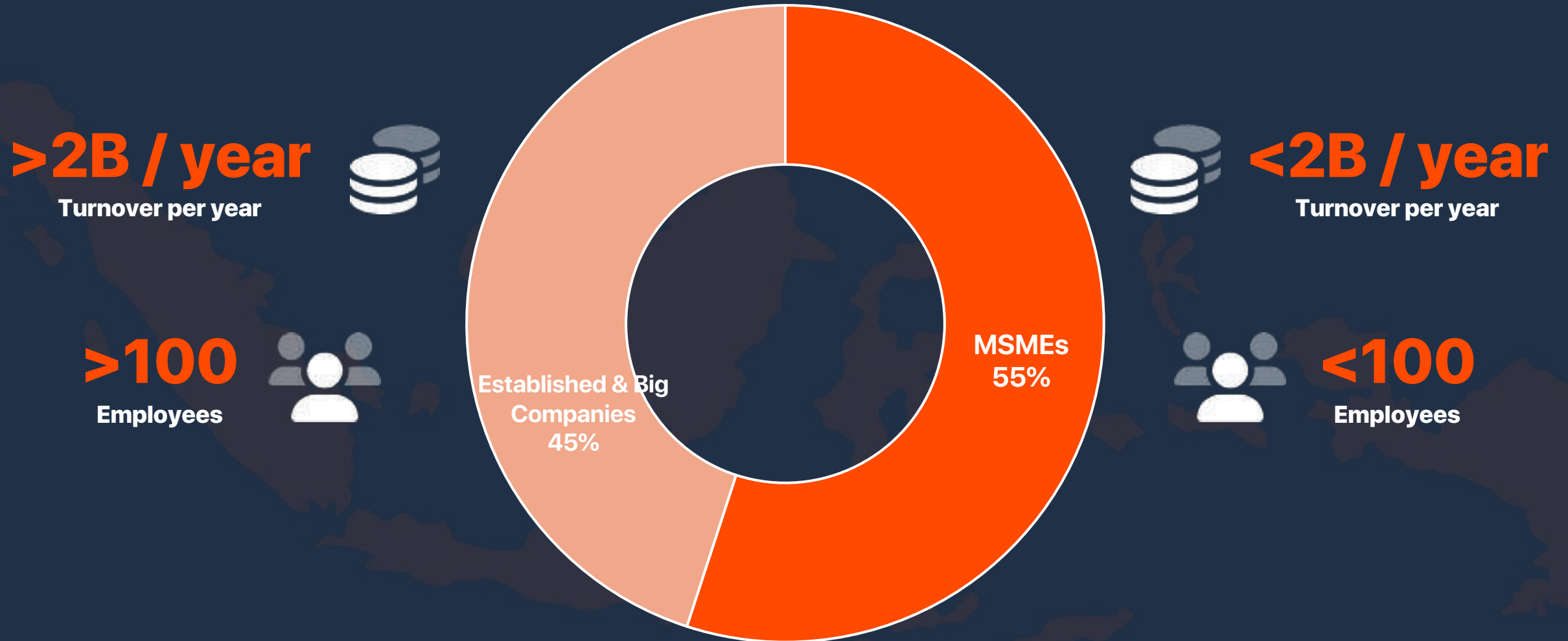
Based on total count **UMKM in 2021**

64,200,000

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

Market Size

Specifications of our market



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



\$932

Average Fee

Average costs for license and
maintenance fees for **3 years**
subscriptions.



\$ 770K

Net Profit Projections

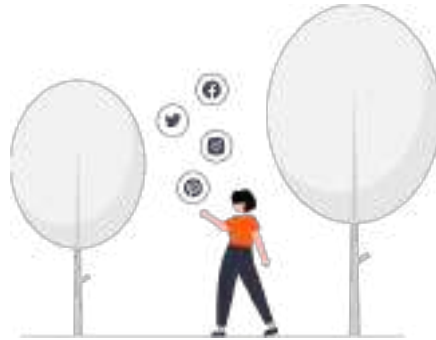
Projected net income calculated
from **2023 to 2028**

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

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

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



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



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



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



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	✓	✓			

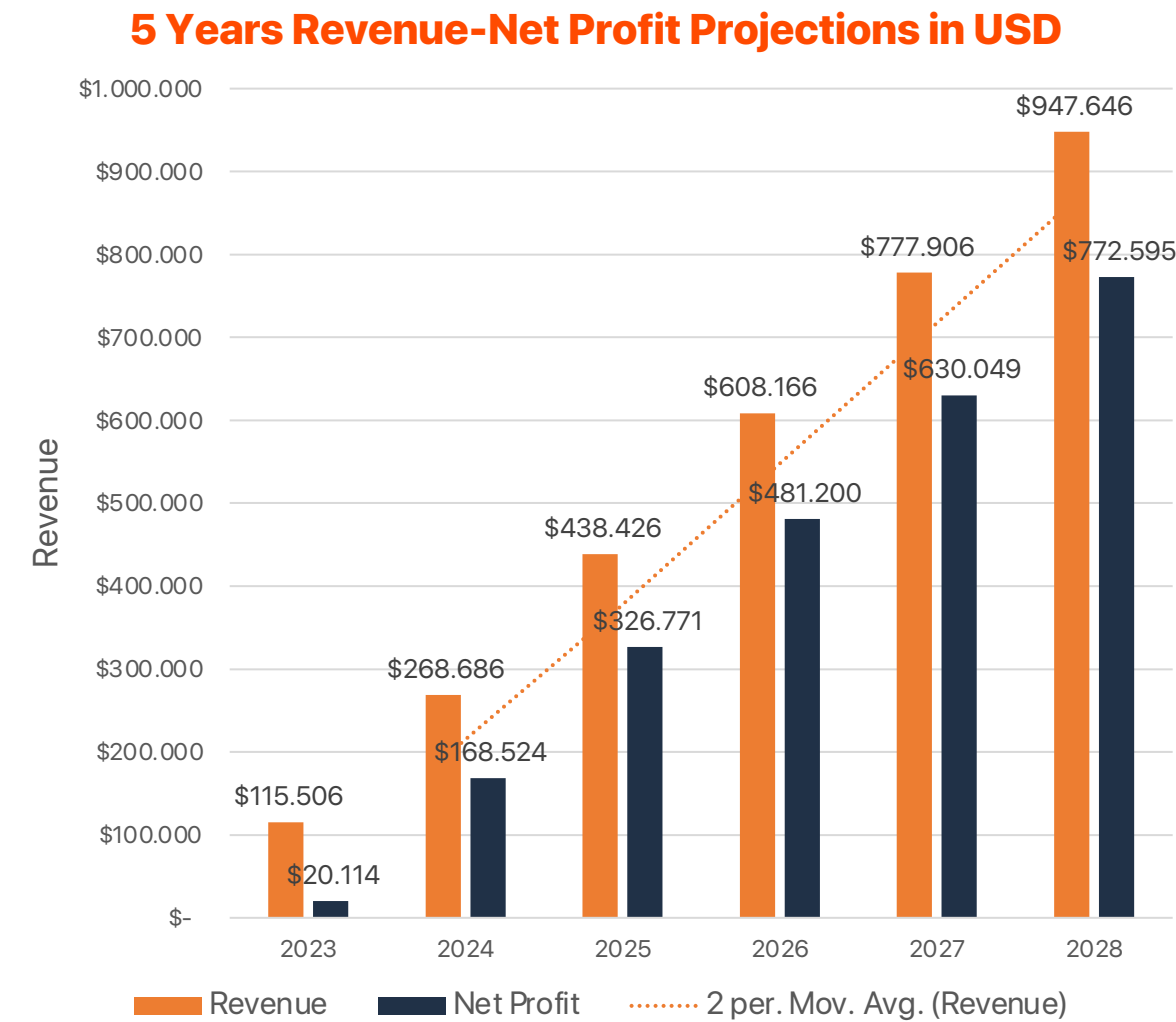
The beside chart demonstrates that our system strikes the balance between needs, features, and pricing scheme. Established players such as SAP may have higher time efficiency, however, it equates to much higher prices which young and growing companies may not be able to afford. **Companies such as Forca 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



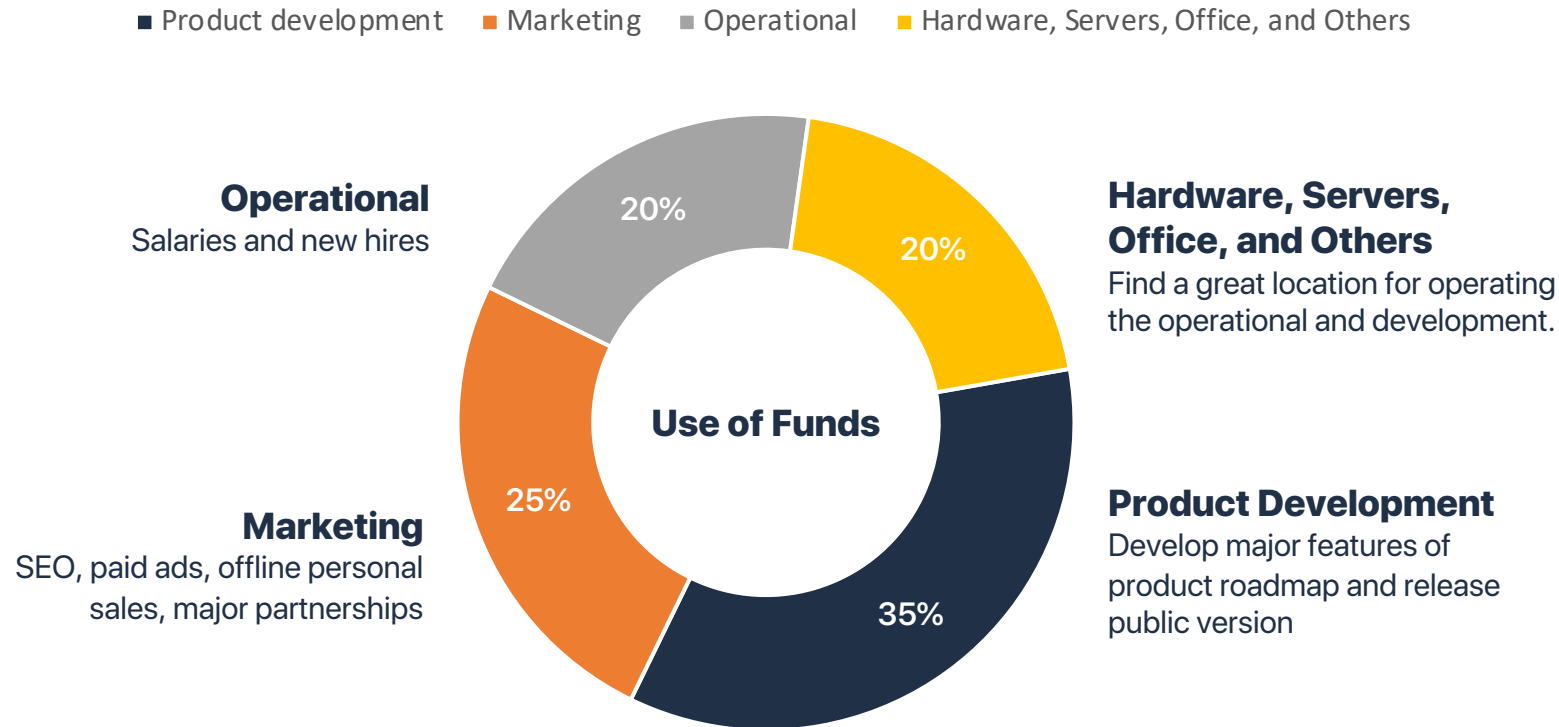
Financials Projection



	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

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

+62 812 6284 5980

ceo@boxity.id

Grand Silipi Tower, Lt 9 Unit O,
Jl. Jend. S. Parman Kav 22-24
Jakarta Barat, 11480

www.boxity.id

