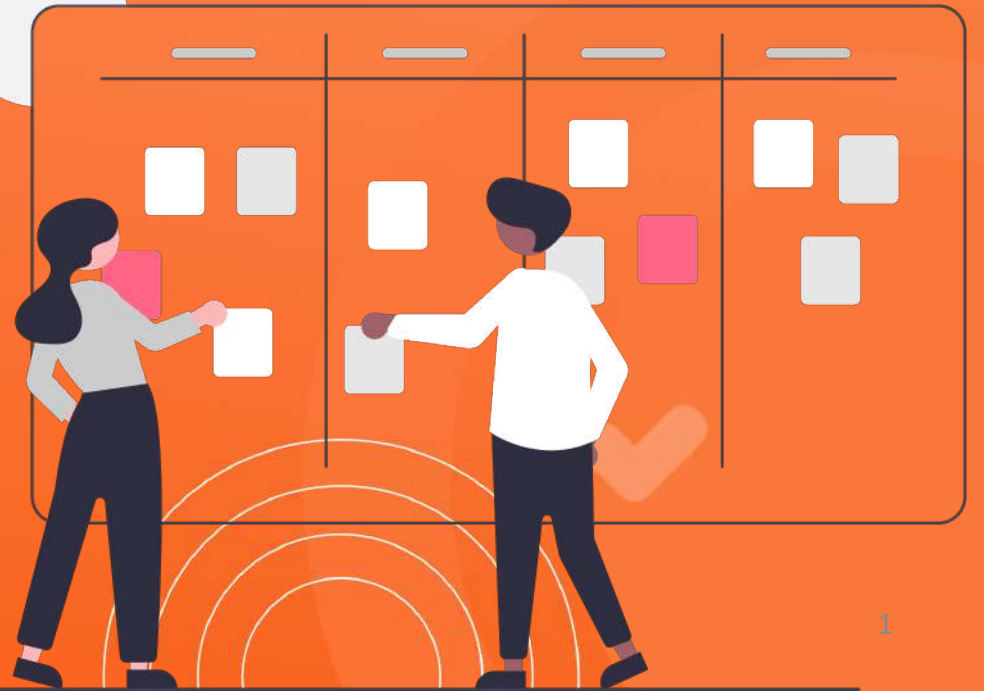


# PITCH DECK

## PT BOXITY CENTRAL INDONESIA

*Innovative way of your Enterprise Resources and Planning platform*



# PROBLEM VS. SOLUTION

## PROBLEM

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

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Clunky, slow, and outdated



### Resource

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



### Security

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



### Risk

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





# SOLUTION

**Boxity ERP and Boxity SaaS are designed to can used by both MSMEs and established companies.**



## Complexity

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



## Agility

Constantly improving and evolving



## Resource

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 business

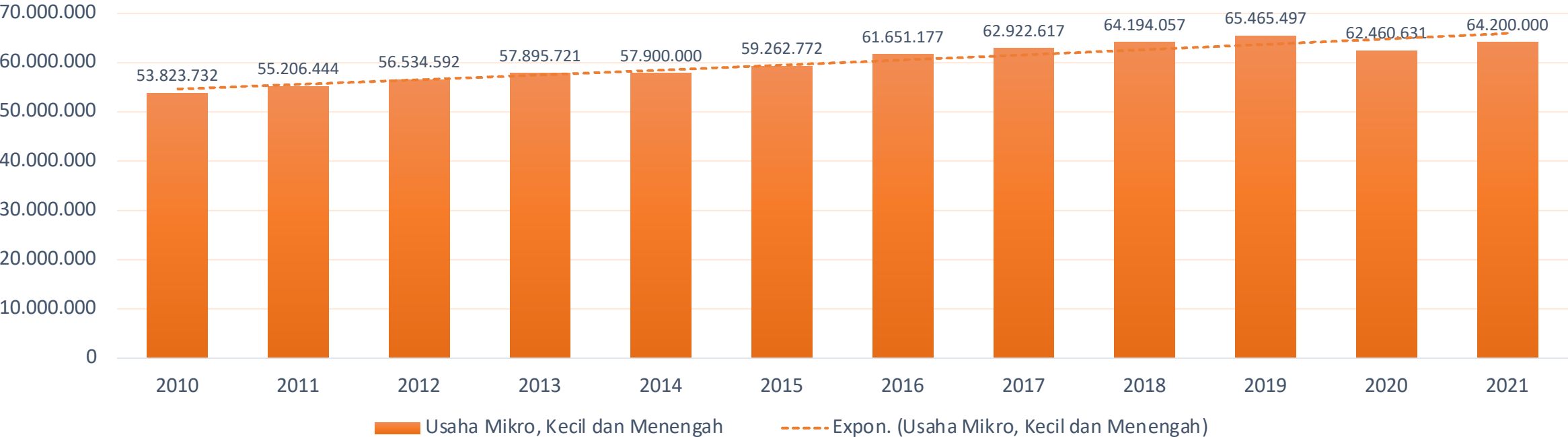
# COMPANY OVERVIEW

## MARKET OPPORTUNITY

### Data UMKM 2010 – 2021

<https://kemenkopukm.go.id/data-umkm>

<https://www.bps.go.id/statistictable/2014/01/30/1322/tabel-perkembangan-umkm-pada-periode-1997--2013.html>



Small and Medium Enterprises (SMEs) are the backbone of Indonesia’s domestic economy. In the past ten years, the number of **small and medium enterprises recorded a 65% increase, from around 40 million in 2000 to 65 million in 2019**. Further, SMEs’ account for around **60 percent of Indonesia’s gross domestic product (GDP)** and 97 percent of the domestic workforce. Subsequently, SMEs have given an instrumental contribution to the growth of the Indonesian economy.

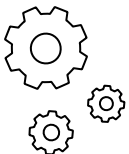
A recent study predicts that by adopting digital technology, **SMEs can contribute up to USD \$140 billion to Indonesia's gross domestic product (GDP) by the year 2030**. That said, this is an important and relevant issue for Indonesia’s economy. We **believe that SMEs’ ability to integrate and automate their business processes is key to increasing their market competitiveness and growth, hence their survival**. We argue that an ERP system will help SMEs’ in simplifying, integrating, and automating their business processes. By utilizing an ERP system, SMEs may reduce operating costs and improve their performances e.g., by improving order management/cycle, reducing lead time. ERP also enables and facilitates strong interaction between operations, sales, finance, and marketing and fosters an understanding of how different business processes are linked and interacting with each other.

# MARKET OPPORTUNITY

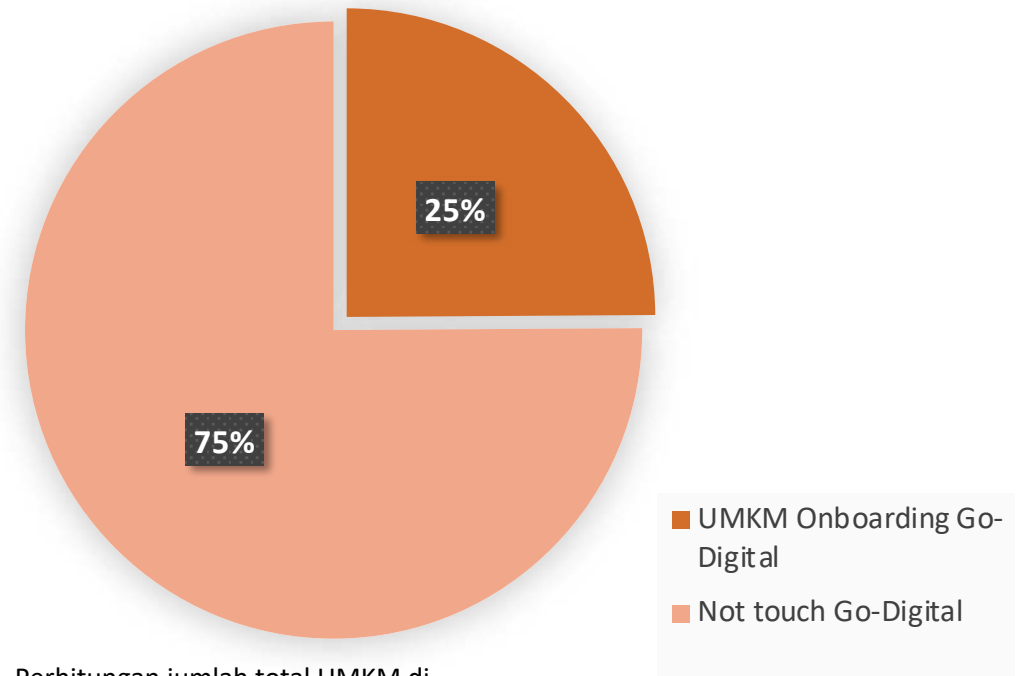
From small businesses and large tech firms to national governments, the **concept of “going digital”** has become a **key priority for future economic development**.

Our research shows that currently, ERP markets are rather inaccessible for SMEs due to the high price and features that do not meet the needs specific to this type of business. We see this as an opportunity.

**We founded Boxity to close this gap and help the SMEs to progress and in turn contribute to Indonesia’s economic development.** No ERP solutions on the market today offer the level of all-encompassing service that Boxity ERP does. Hence, virtually no barriers exist in terms of who it can benefit from.



## UMKM yang sudah go-digital?



Perhitungan jumlah total UMKM di tahun 2021 sebanyak

**64,200,000**

Sumber data: [Beritasatu.com](https://beritasatu.com)

# MARKET TARGET

Companies across industries, both product, and service-based, B2C-focused,, will see our systems' value. But to narrow our focus slightly in our company's early days and attempt to grow to scale, we have identified SMEs customer-focused businesses as our primary target market. We believe our system proves particularly beneficial to these still-growing enterprises that remain mission-focused and place a significant emphasis on customer interaction.

Other characteristics we generally look for within this target market include:

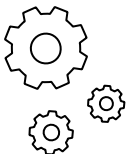
**\$15,000 -  
\$30,000/year**  
**Average Net Salary per Client**



**UMKM**

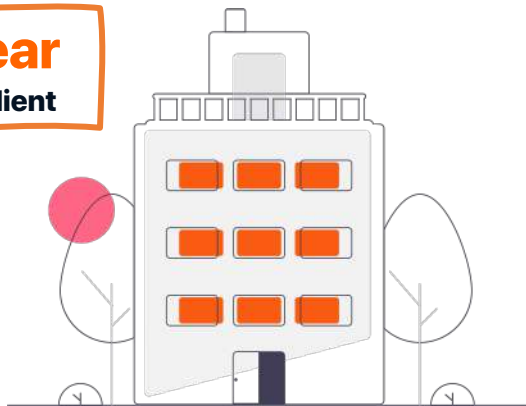
**5-10**  
**EMPLOYEES**

**10-50**  
**EMPLOYEES**



**\$2B - \$15B/year**  
Average Net Salary per Client

**>70**  
EMPLOYEES



**Established & Big  
Companies**

**55%**



**MSMEs**

Micro, Small and Medium Enterprises

**45%**



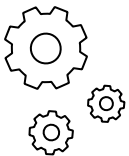
## **OTHER CRITERIA's?**

Are concerned that they can no longer track the efforts of their growing team.

Have experienced an increase in business that no longer allows them to handle everything “in-house”.

Often keep stock in multiple warehouses in multiple geographic territories.

Often experience communication breakdowns between logistics, sales, and the customer.





# KEY FEATURES & BENEFIT

## Diverse Product Capabilities

We have developed five modules. When completed, Boxity Central Indonesia will have the following products:



Payroll Management



Secure and encrypted business app



Cloud-based or offline cashier application



Issue center management



Warehouse management system



Hotel reservation management



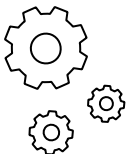
E-Commerce management



Finance and accounting software



Human resources information system software



# KEY FEATURES & BENEFIT

## Personalized Environment

We not only assist our clients in developing the digitization of the company's operations and resources, as long as we and the client have an ongoing cooperation contract we assist our clients in growing their business in the form of:

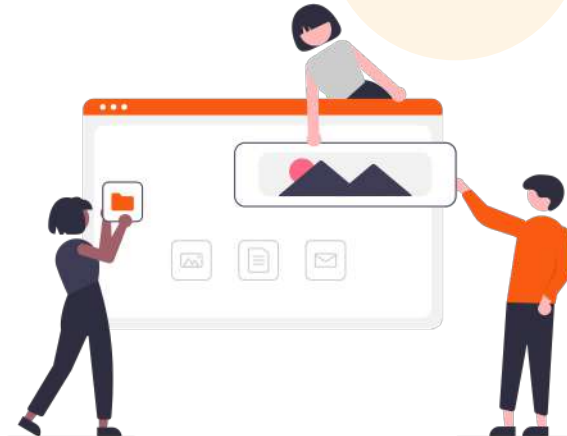
## Domain & Cloud Storage

Our clients will get a free domain and server. So clients don't need to worry about configuring their system because domain and server installation can be done online so it doesn't take a very long time.



## Business Corporate Website

We will also help our client get, create, design to launch the official website for our client company to the wide internet. Don't worry about not having an official site for your great business.



## Business Corporate Email

We will also help you to configure our client's business email. That way, our clients will look so professional when they want to be used for intra-company communications, marketing purposes, and others.



# KEY FEATURES & BENEFIT

## Data security

With all resources and information unified under a single platform, companies can rest easy in that their valuable data and records are secure. This helps make interdepartmental communication seamless.



## Mobile ERP

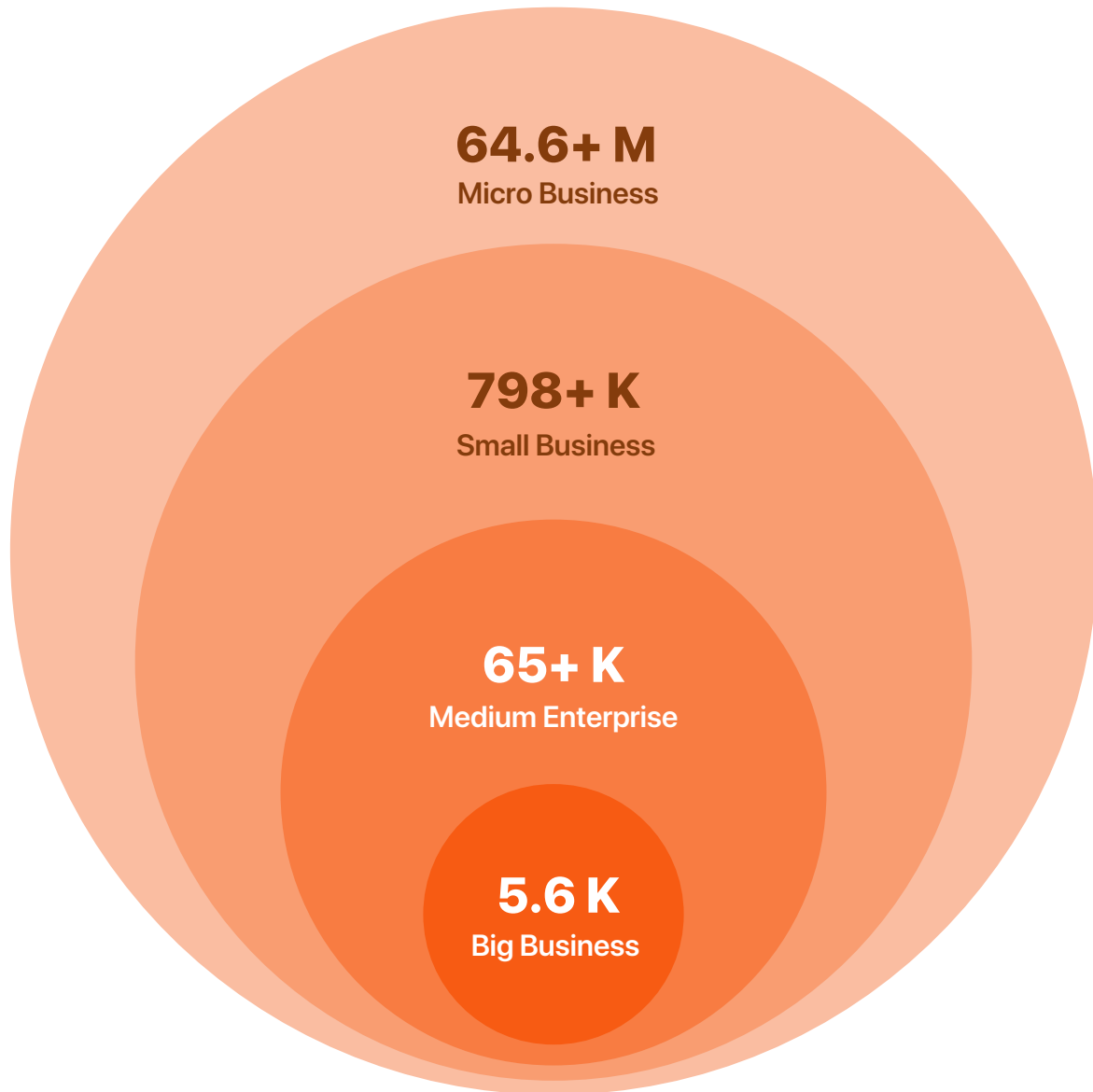
We will build a mobile application for our SaaS and ERP. Mobile devices are placing a growing number of daily tasks and desires right at our fingertips. Globally, companies have been relying on digital platforms to conduct business for a couple of decades now; but in today's world, they want to do so "in real-time" to keep up with market demands. Access to things like accurate documents, price quotes, shipping data, and more are expected immediately by consumers, and employees and vendors are expected to be able to provide them. With the mobile ERP, we can help our clients to streamline their supply chain, boost productivity by eliminating downtime, increase data accuracy, and foster faster and better decision making.



## B2C Networking/ Connectivity

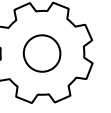
As businesses adopt Boxity ERP, they will be able to experience the benefits of the network effect by being able to share business information, inventory data, pricing, project statuses and more. Companies can view employee information, rate performance, and connect with others via Boxity ERP





## MARKET VALIDATION

This is the projection of the process of determining whether your product is of interest to a given target market.



# EXECUTIVE TEAM OVERVIEW

We believe that innovation means all of us working as one. That's because putting together our diverse perspectives, identities, and backgrounds leads us to better business decisions, better customer service, and ensure the solutions we offer better meet the needs of the spectrum of people and industries we serve worldwide. The existing team consists of specialists for each module, we are still forming our team with young professionals from across Indonesia.



## **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.



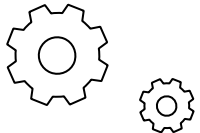
## **Shela Hutauruk | COO**

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 LANDSCAPE

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.

| Feature  | <br>Boxity Central<br>Indonesia | <br>Mekari<br>Indonesia | <br>Phincon | <br>ascend ERP | <br>FORCA ERP |
|--|---|---|---|--|---|
| Customer Relationship Management (CRM)               | ●   | ●   | ●   | ●  | ●   |
| Human Resources Information Management System (HRIS) | ●   | ●   | ●   | ●  | ●   |
| Warehouse Management System (WMS)                    | ●   |   | ●   | ●  |   |
| Salesing And Purchasing                              | ●   |   |   | ●  |   |
| Inventory Item Management                            | ●   |   |   | ●  |   |
| Manufacturing System                                 | ●   |   |   | ●  |   |
| Payroll System                                       | ●   | ●   |   | ●  |   |
| Hotel Reservation System (HRS)                       | ●   |   |   | ●  |   |
| Chat System  | ●   | ●   |   |  |   |
| Finance & Accounting System                          | ●   | ●   |   | ●  |   |
| Easy Instalation                                     | ●   | ●   | ●   |  |   |
| iOS & Android Implementation                         | ●   |   |   |  |   |
| Cloud Based (Hybrid                                  | ●   | ●   |   |  |   |
| User Integrated                                      | ●   | ●   |   | ●  |   |
| Channell Broadcasting Reporting                      | ●   |   |   |  |   |

# Pricing and Revenue

As we continue to build out and optimize the beta version of our platform, we are placing user acquisition over monetization during the early days. We are committed to achieving technical perfection first and foremost, as we understand the importance of turning all of our customers into committed lifetime users. Our business model has been crafted to generate this repeat business. **In fact, we offer free private environmental fees until the contract period lasts for all clients because we want to help promote MSMEs through our products.**

This will give us a solid foundation of potential lifetime customers to draw from while limiting technical risk early on as there's no financial commitment on the user's part. To secure this first 20 we will leverage our existing business relationships with companies via an emailed formal invitation to join Boxity ERP. Once technical optimization and early user acquisition metrics are reached, we will then activate revenue generation through four distinct, lucrative avenues. Details on each revenue stream are as follows:



## Licensing fees

This is the base revenue stream that is in place for every client. We offered a time-limited licensed usage of the ERP and SaaS. We are able to offer a lower price point than our competitors due to the multi-pronged revenue model we have in place. It gives us another leg up in terms of early user acquisition.



## Maintenance fees

We will also generate revenue from our clients depending on the amount of data they need to store on our platform.

# LICENSING FEES



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| Name of Products                       | License fee     |                 |                 |
|--|-----------------|-----------------|-----------------|
|  | 1 year          | 3 years         | 5 years         |
| Fornax - Issue centre management       | Rp10,000,000.00 | Rp7,000,000.00  | Rp5,000,000.00  |
| Lyra - E-Commerce management           | Rp20,000,000.00 | Rp18,000,000.00 | Rp15,000,000.00 |
| Orion - Human resources information    | Rp20,000,000.00 | Rp18,000,000.00 | Rp15,000,000.00 |
| Stockpile - Warehouse management       | Rp25,000,000.00 | Rp23,000,000.00 | Rp20,000,000.00 |
| Chatifine - Secure chat app            | Rp10,000,000.00 | Rp7,000,000.00  | Rp5,000,000.00  |
| Octans - Finance & Accounting software | Rp30,000,000.00 | Rp28,000,000.00 | Rp25,000,000.00 |
| Pyxis - Hotel Reservation management   | Rp10,000,000.00 | Rp9,000,000.00  | Rp7,000,000.00  |
| Aquila - Payroll management automated  | Rp15,000,000.00 | Rp14,000,000.00 | Rp12,000,000.00 |
| ERP - All Bundle                       | Rp90,000,000.00 | Rp80,000,000.00 | Rp70,000,000.00 |



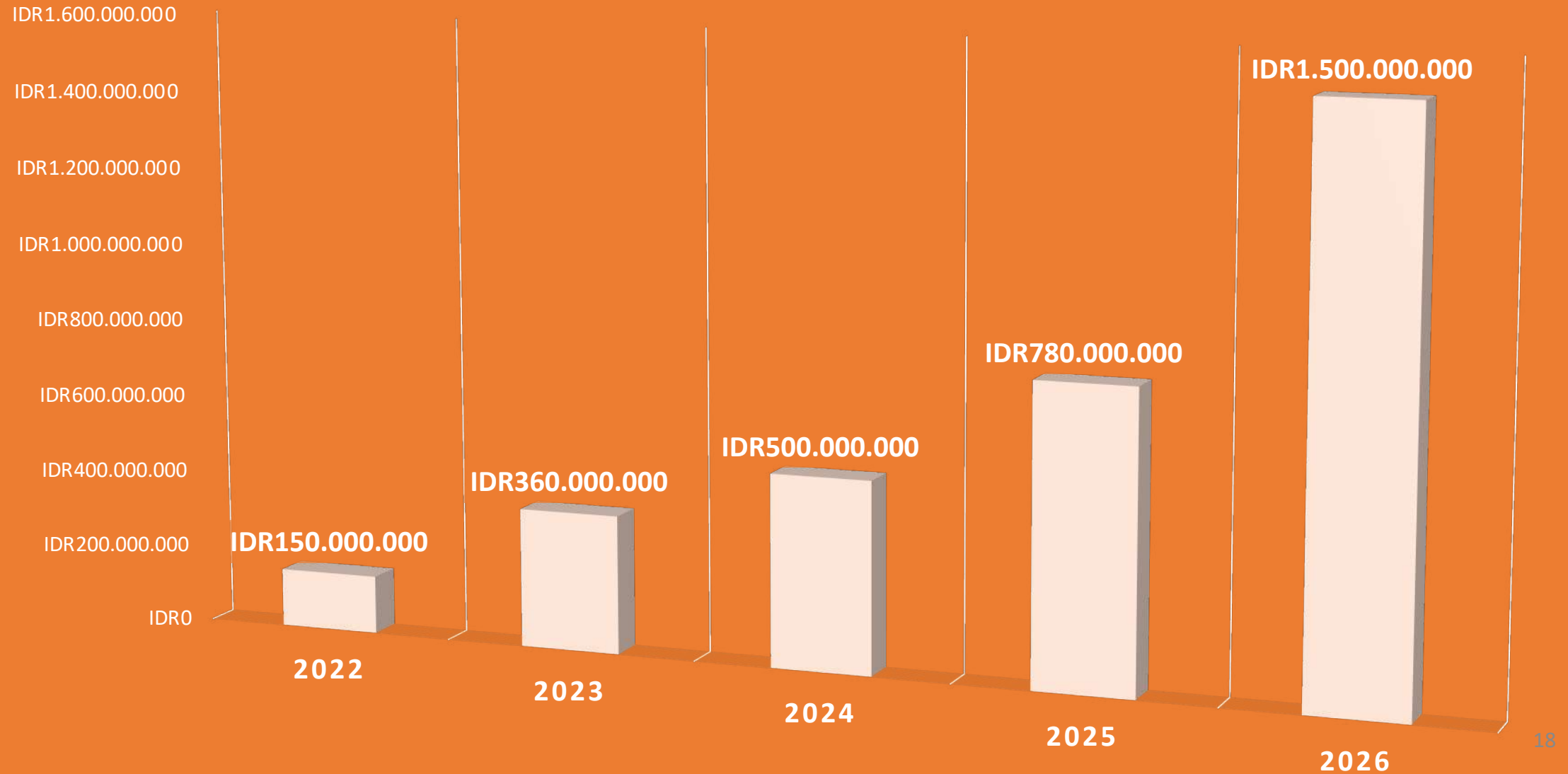


# MAINTENANCE FEES

We will also generate revenue from our clients depending on the amount of data they need to store on our platform. Though we still sit in a pre-revenue state, we are fully confident that the above revenue model is the ideal system for us to achieve exponential financial growth. Once it is initiated, we expect this growth to be rapid.

| Name of Products                       | Monthly Maintenance fee |                |                |
|--|-------------------------|----------------|----------------|
|  | 1 year                  | 3 years        | 5 years        |
| Fornax - Issue centre management       | Rp2,500,000.00          | Rp2,000,000.00 | Rp1,500,000.00 |
| Lyra - E-Commerce management           | Rp3,000,000.00          | Rp2,800,000.00 | Rp2,500,000.00 |
| Orion - Human resources information    | Rp3,500,000.00          | Rp3,000,000.00 | Rp2,600,000.00 |
| Stockpile - Warehouse management       | Rp2,800,000.00          | Rp2,500,000.00 | Rp2,300,000.00 |
| Chatifine - Secure chat app            | Rp2,000,000.00          | Rp1,700,000.00 | Rp1,300,000.00 |
| Octans - Finance & Accounting software | Rp3,500,000.00          | Rp3,000,000.00 | Rp2,500,000.00 |
| Pyxis - Hotel Reservation management   | Rp3,000,000.00          | Rp2,800,000.00 | Rp2,500,000.00 |
| Aquila - Payroll management automated  | Rp2,500,000.00          | Rp2,000,000.00 | Rp1,800,000.00 |
| ERP - All Bundle                       | Rp5,500,000.00          | Rp5,000,000.00 | Rp4,800,000.00 |

# 5-YEAR REVENUE PROJECTIONS



# THANKS!

Don't hesitate to ask us 😊



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