

Smart Vehentem



By :
LowkeyPro



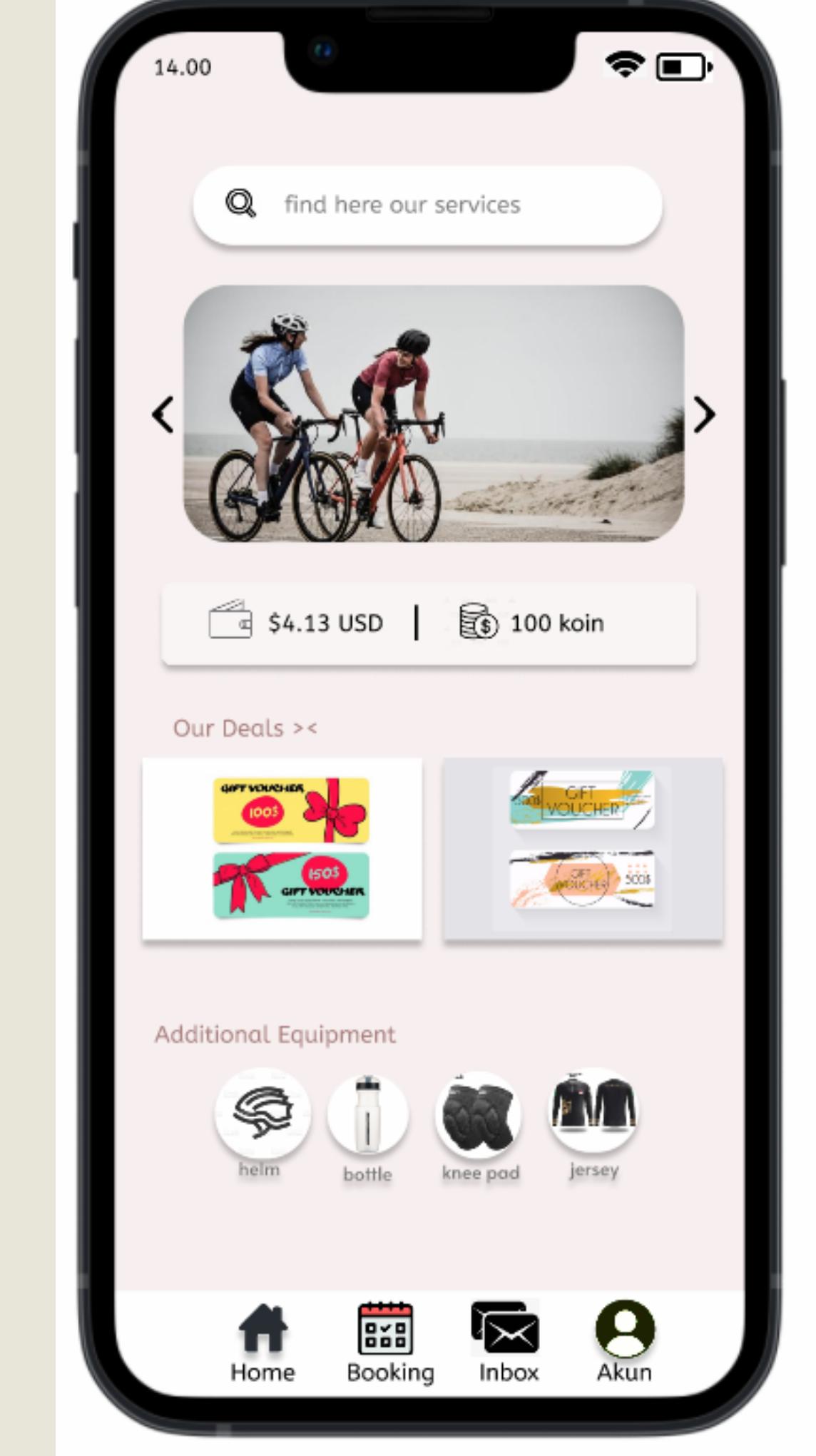
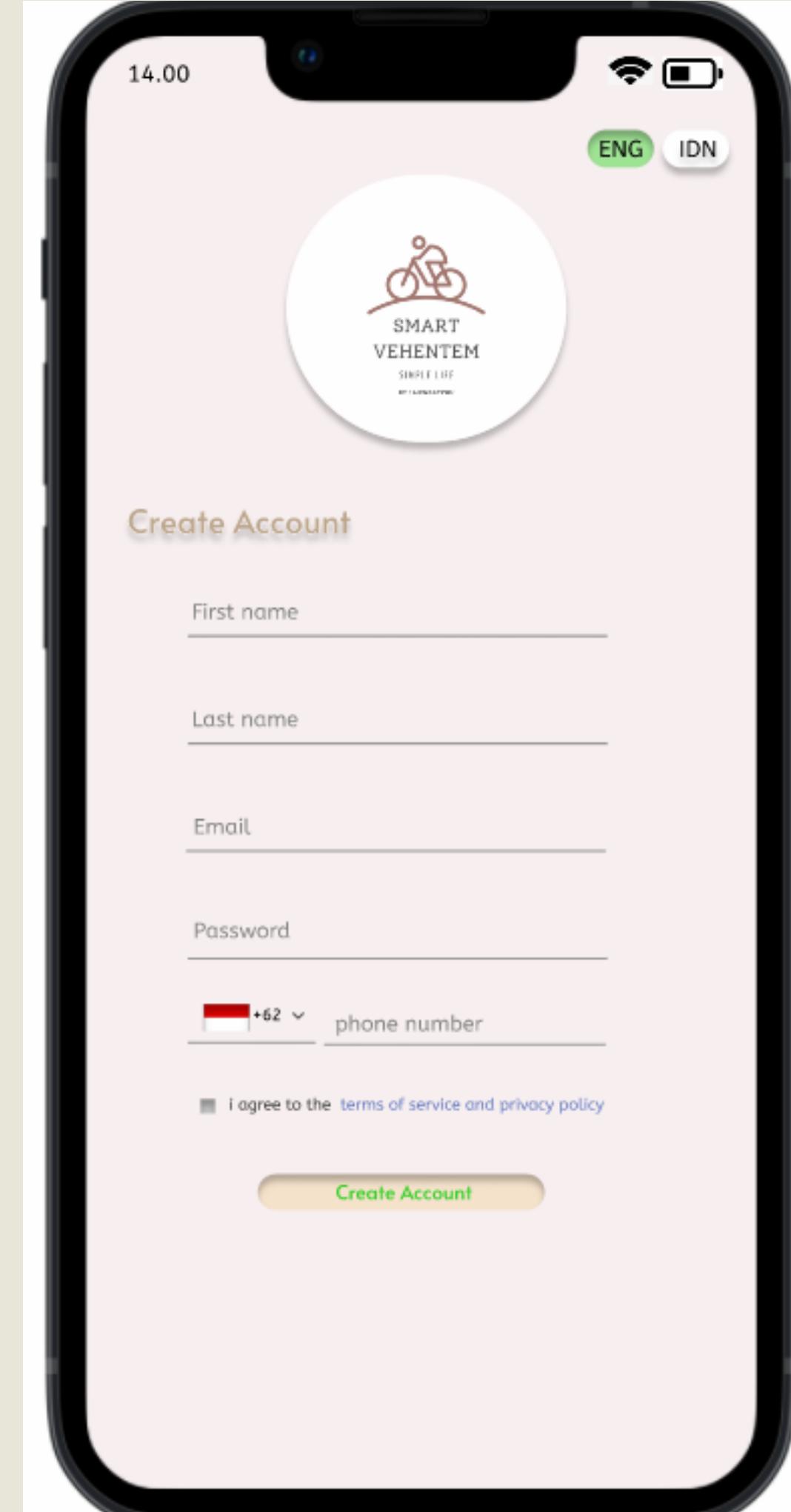
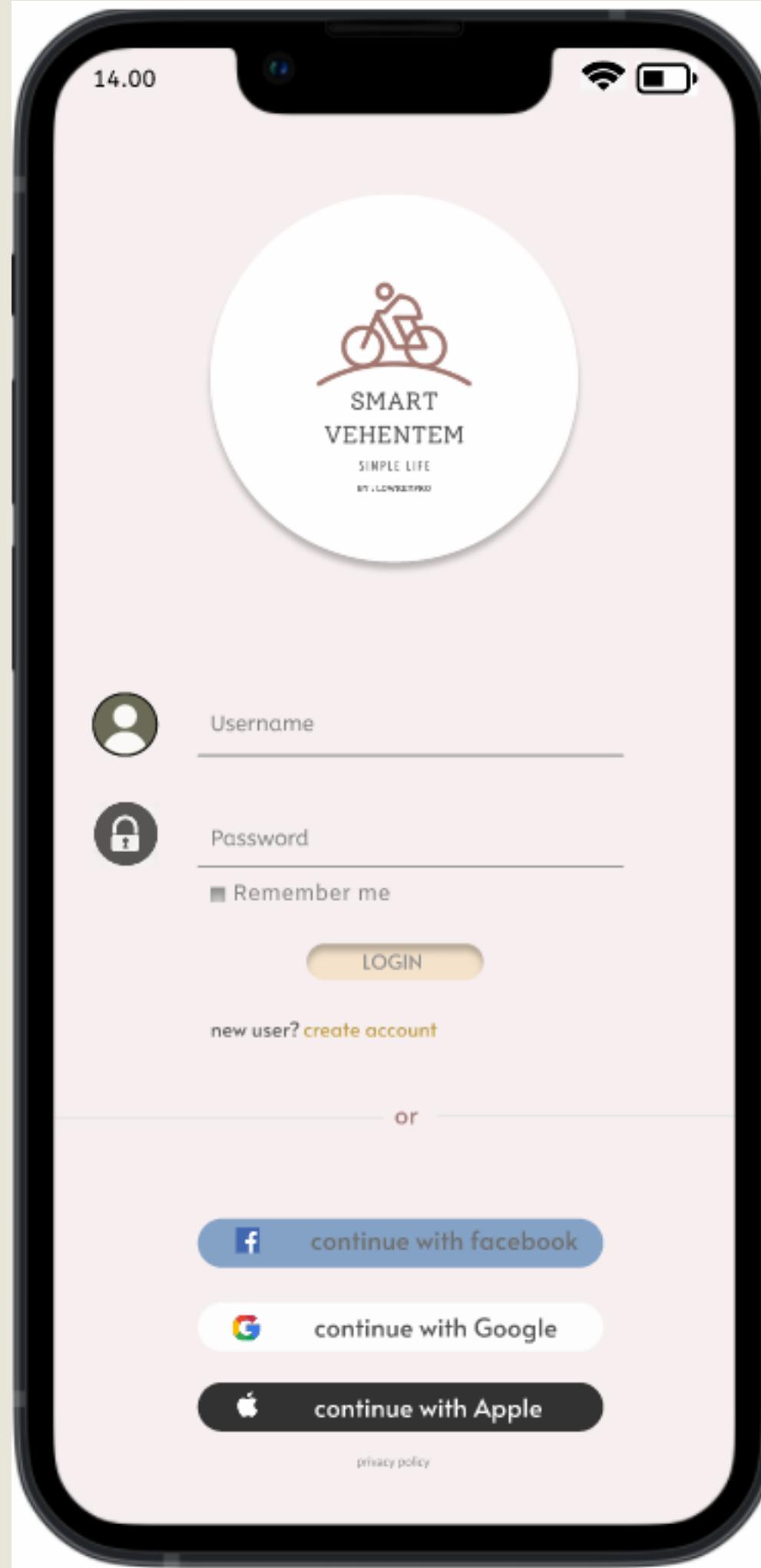
PRODUCT NAME

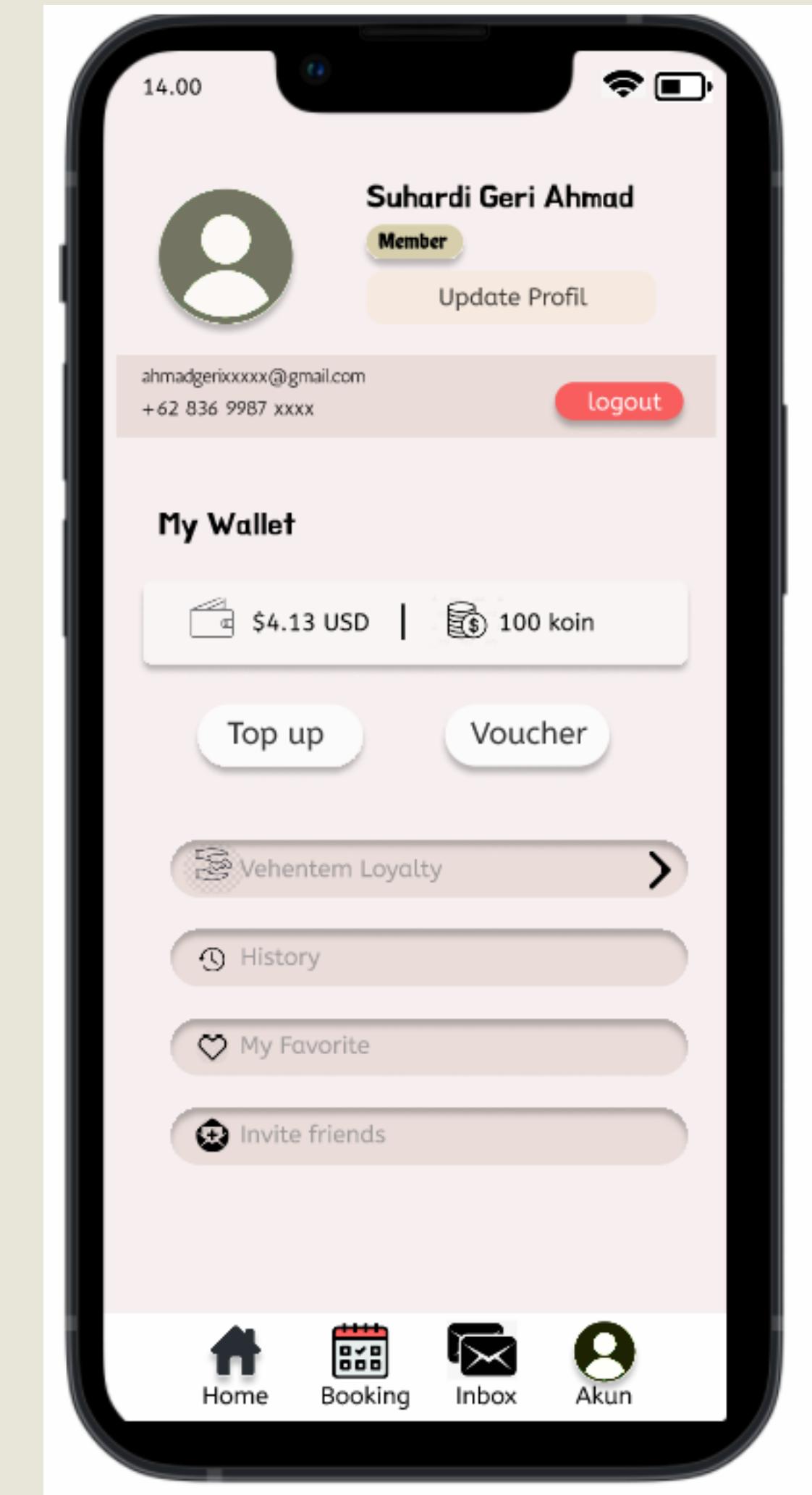
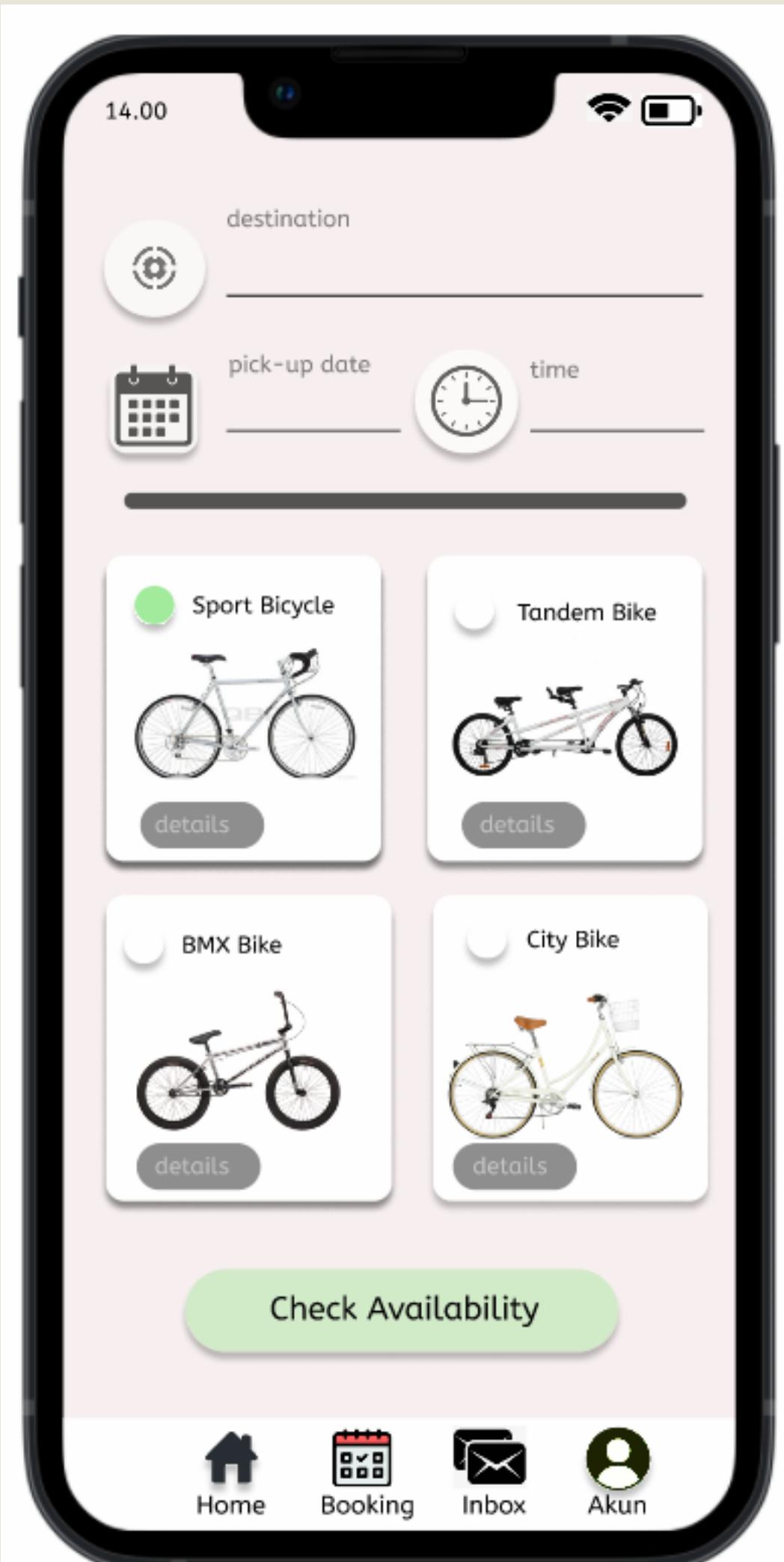
Smart Vehentem



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PRODUCT





PROBLEM & CONTEXT

- 
- 1 Keterbatasan alat transportasi di tempat - tempat pariwisata
 - 2 Polusi udara yang semakin banyak dikota-kota besar
 - 3 Sulitnya mengurus peminjaman sepeda secara langsung
 - 4 Banyak orang yang ingin bersepeda saat olahraga namun tidak memiliki sepeda

PROPOSED SOLUTION (GENERAL IDEA)

**Solusinya adalah aplikasi penyewaan sepeda
berbasis online**

Primary Use Case



- Menyediakan transportasi yang ramah lingkungan
- Sebagai alternatif digunakan untuk jalan-jalan yang sulit dilalui mobil dan motor
- Menyediakan sepeda untuk masyarakat dan wisatawan yang ingin berolahraga
- Mempermudah untuk melakukan penyewaan sepeda
- Pelanggan lebih mudah untuk melakukan transaksi

Market Size



Total Addressable Market
(TAM)
14 juta

Serviceable Available Market
(SAM)
7 juta

Serviceable Obtainable Market
(SOM)
700 ribu



User?

Masyarakat dan Wisatawan



Business Model

For three days

RP 30.000

For one week

~~Rp 70.000~~
RP 59.500

For one month

~~Rp 240.000~~
RP 192.000



Business Model

Kami mengambil 20% komisi per transaksi



Market Share



Average Fee



Revenue



ONLINE

Social Media
Blogs & Blogging

OFFLINE

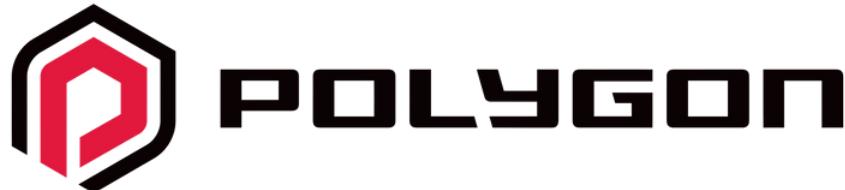
Events
Print Ad
Sponsorship

Market Adoption

EVENTS

**Christmas
Endurance Ride
Geobike Kaldera
Toba
Tour de Sinabung
Enduro North
Sumatra
Lake Toba Bike
Adventure
Toba Audrax**

PARTNERSHIPS



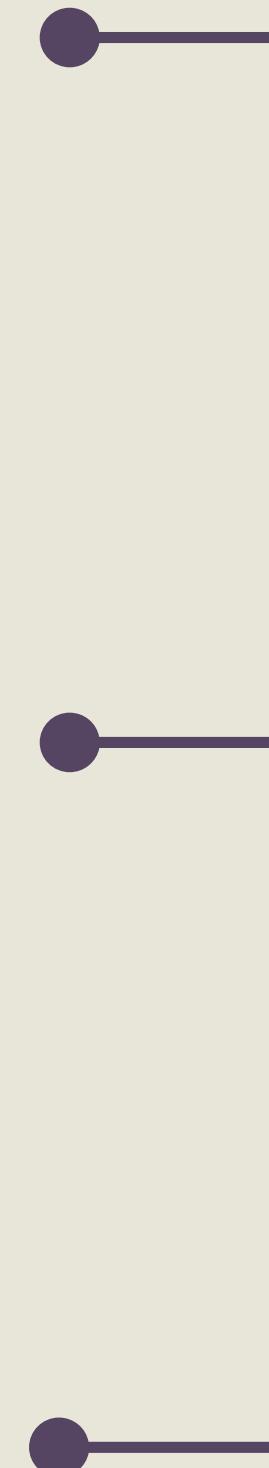
ADVERTISEMENT



The advertisement features a large image of two bicycles at sunset. At the top right is a small icon of a smartphone with a cyclist on the screen. Below the image, the text "Coba Aplikasinya" and "Smart Vehentem" is displayed. The main text "NIKMATI WISATA IMPIAN ANDA" is in large, brown, serif capital letters. Below it, smaller text reads "Yuk wujudkan kebahagiaan jalan-jalan anda dengan menggunakan fitur sewa sepeda online melalui aplikasi Smart Vehentem". At the bottom, there is a smaller image of two cyclists on a road near a body of water, with the text "akan ada bonus menarik yang menanti jika kamu berlangganan loh!".

Competitors

NONE



Competitive Advantage

- 01 Aplikasi penyewaan sepeda pertama di Sumatera Utara.
- 02 Terdapat GPS pada sepeda.
- 03 Ramah Lingkungan
- 04 Chat inbox
- 05 User friendly



INTRODUCE OUR LEADER



**Bintang Margaretha Situmorang
(12S21023)**

S1 Sistem Informasi

Halo!

INTRODUCE OUR GROUP

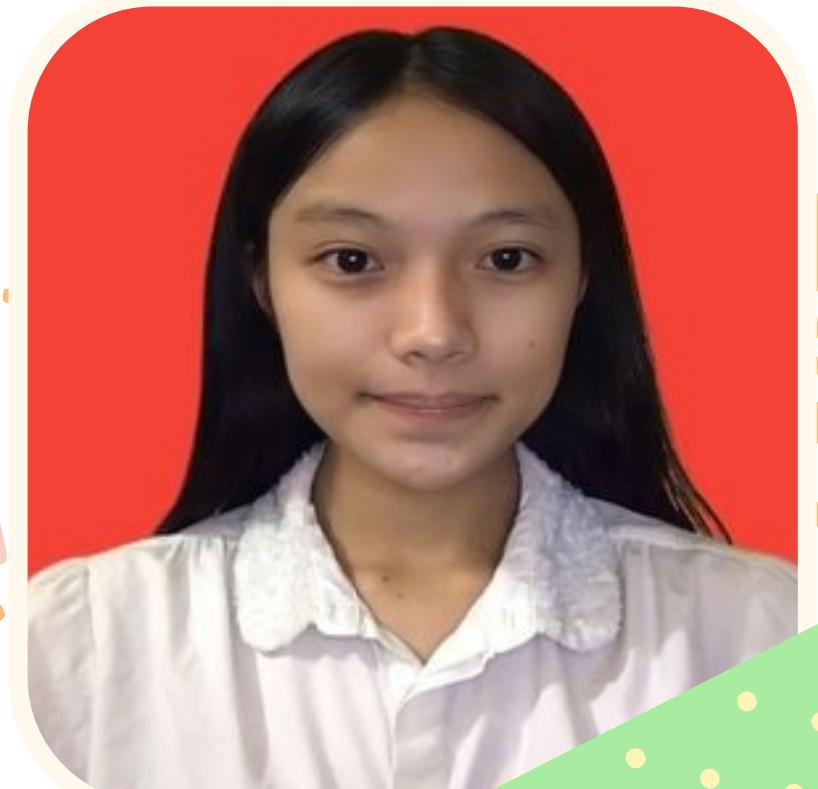


Hanny Yosephine br.Kaban (11S21039)

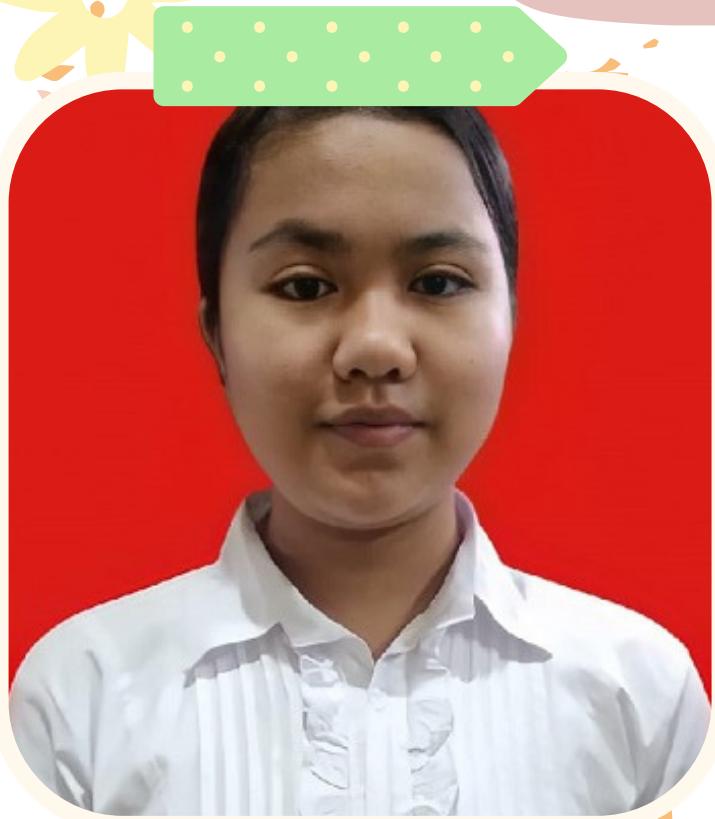
S1 Informatika

Herlina Nikita Purba (11321072)

D3 Teknologi Informasi



INTRODUCE OUR GROUP



Jensri Joice Samosir (11421055)

D4 Teknologi Rekayasa Perangkat Lunak

Magdalena Sarmauli Sibarani (31S21021)

S1 Teknik Bioproses



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Maruli Tua Panjaitan (13321027)

D3 Teknologi Komputer

Theofil Oktavia Nainggolan (11321052)

D3 Teknologi Informasi



