

BUSINESS INTELLIGENCE FOR INDONESIA'S UMKM

AnalisaBisnis

From *Kira-Kira* to Data-Driven

The Problem: The "Kira-Kira" Culture

60M+

Indonesian UMKM

Guesswork is the Default

Millions of businesses are started based on *kira-kira* (gut-feel), not data. This leads to high failure rates due to intense competition, poor location choice, and a critical lack of market research.

Entrepreneurs are investing their life savings, blind.

The Solution: AnalisaBisnis



Validate Location

Hyper-local analysis using Google Maps & BPS (Statistics Bureau) demographic data to find your **exact** target customer.



Analyze Demand

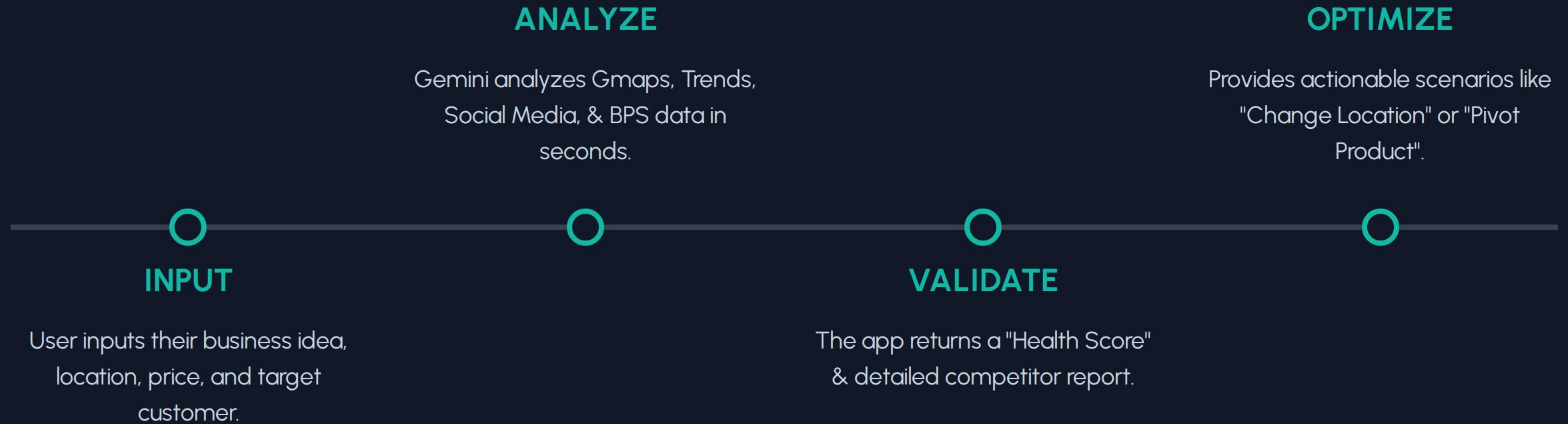
Real-time demand & sentiment analysis using Google Trends and Social Media (IG, TikTok) to see what's **really** trending.



De-risk Investment

Get a simple "Health Score" **before** you invest millions of Rupiah. Stop guessing, start validating.

A Simple, 4-Step Flow



Our Hyper-Local Data Stack

We go beyond generic data. Our app is the only one to integrate all key Indonesian data points:

Gmaps & G-Reviews

Analyzing location, traffic, and competitor POIs for real-world context.

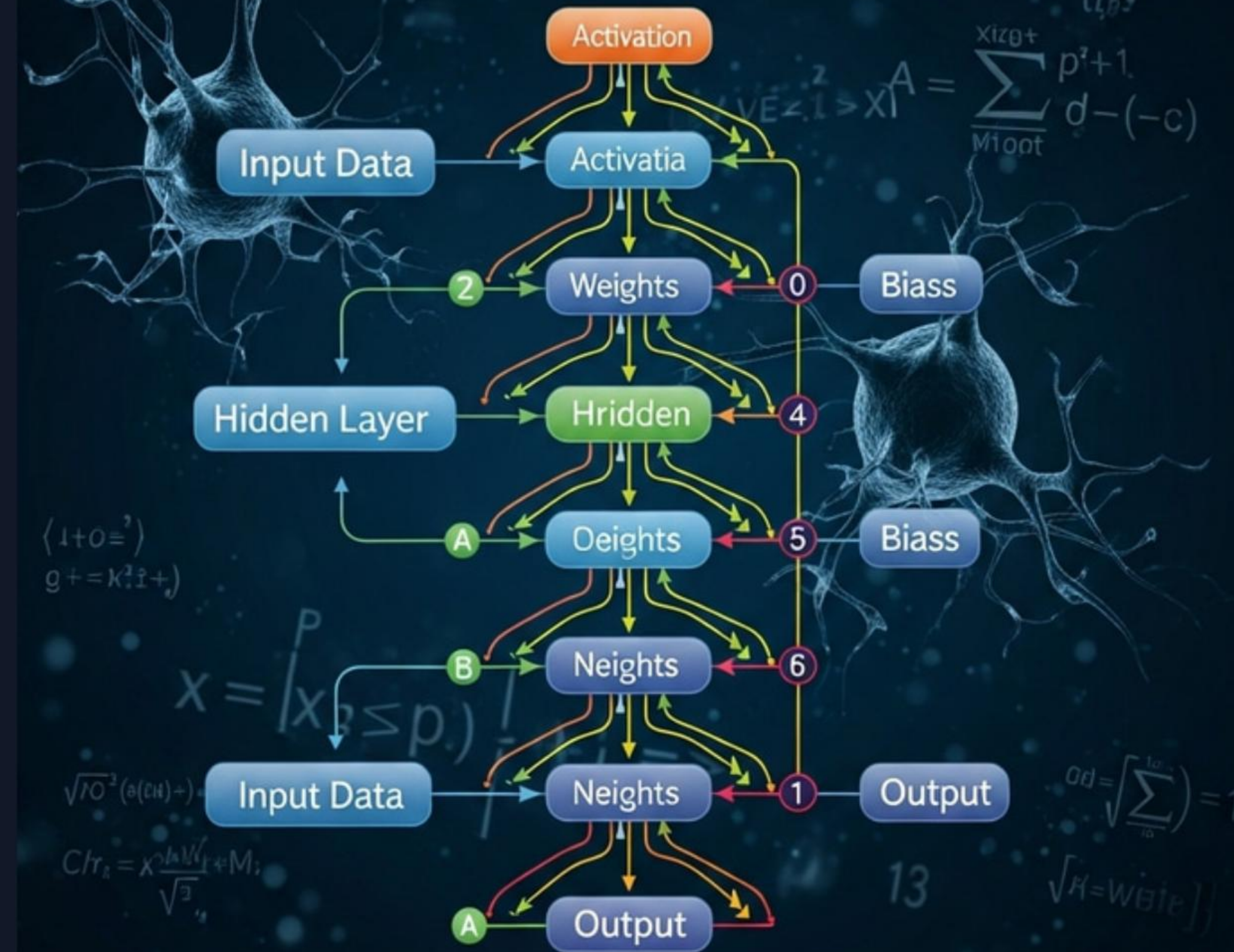
Google Trends & Search

Identifying local demand, rising trends, and search interest for your product.

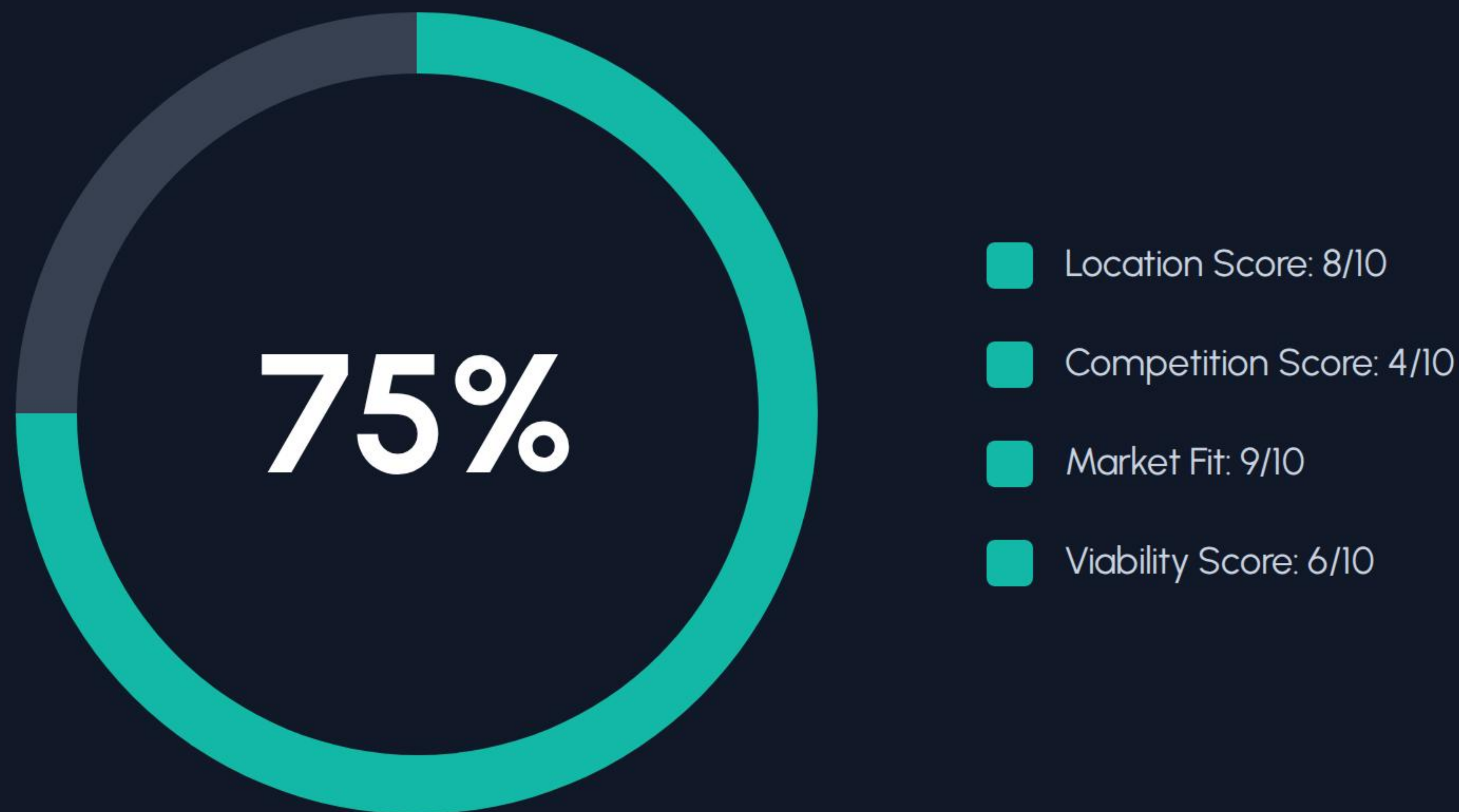
Social & E-commerce

Analyzing competitor strategy and sentiment on Instagram, TikTok, GoFood, & Tokopedia.

Deep Learning



The "Health Score": Your Idea at a Glance



No more complex spreadsheets. Get one simple, scannable score to validate your plan. Our Gemini-powered analysis gives you a clear 'Go / No-Go'.

Market Fit: Built for Indonesia

Generic Global Tools

Expensive, complex, and don't understand the local context. They can't analyze a *kaki lima* (street vendor), GoFood, or Indonesian social media.

AnalisaBisnis (Our App)

Hyper-local, affordable, and built for UMKM. We analyze the platforms Indonesians *actually* use (GoFood, Tokopedia, IG) and understand the business types ('ruko', 'warung', 'cloud kitchen').

Target Audience: "Si Calon Pebisnis"



The Aspiring Entrepreneur

Students, employees, and housewives with a great idea. They have ****low capital and a high fear of risk****.

They need fast, affordable, ****one-time validation**** to find the confidence to start their dream business.

Target Audience: The Growers & Pros



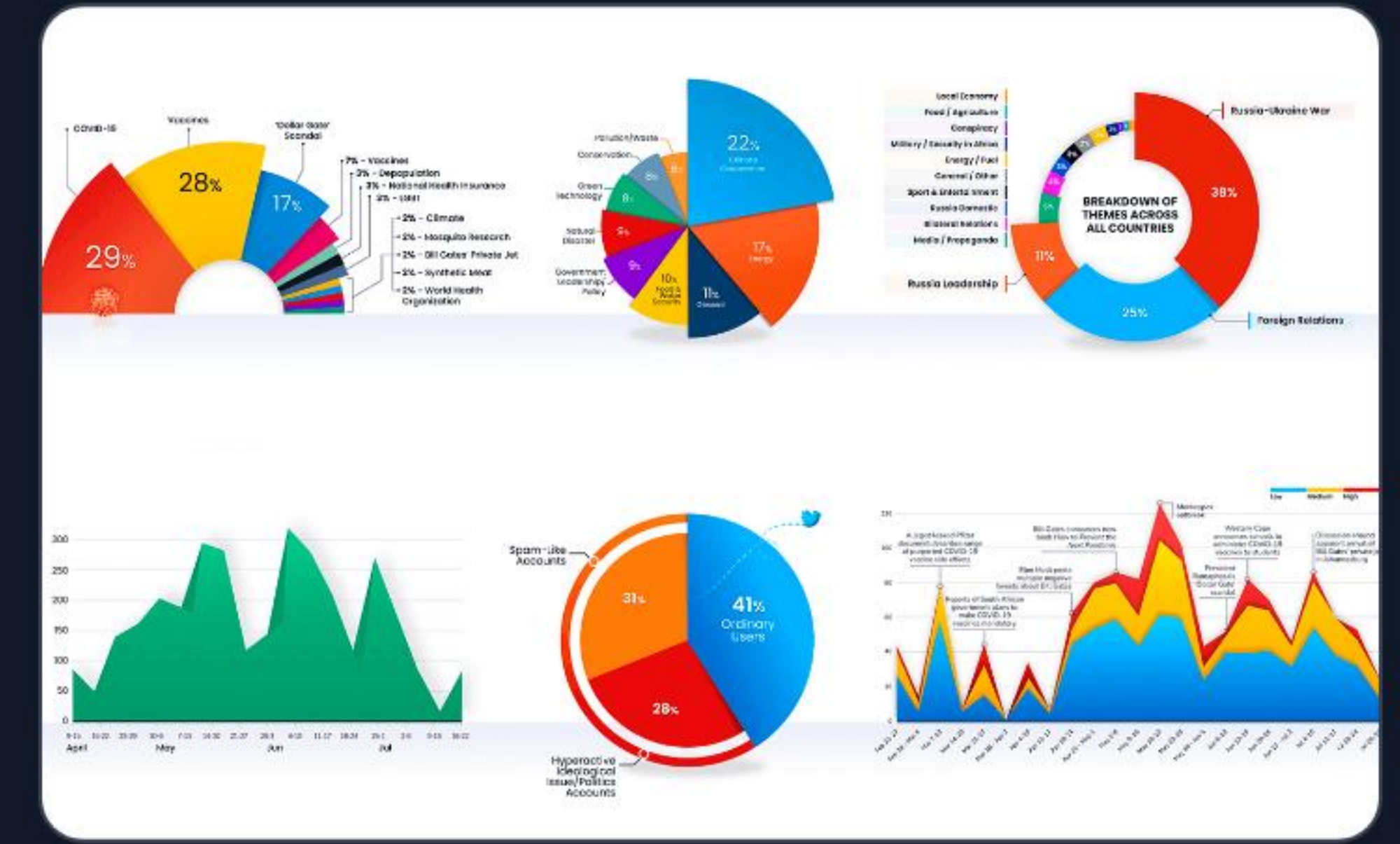
"Si Pemilik UMKM"

The existing SME owner. Needs to analyze new locations for expansion or understand a new competitor.



"Si Power User"

Consultants & property agents. Need bulk reports to generate professional insights for *their* clients.



A Common Need

All profiles, from beginner to pro, need fast, affordable, and *actionable* local data.

Business Model: Risk-Free Pricing



Paket Coba (1 Report)

Rp 19.000. A low-risk impulse buy to try the platform and validate one idea.



Paket Cerdas (5 Reports)

Rp 49.000. Our main product. Perfect for validating a few ideas. No subscription, no commitment.



Paket Pro (Unlimited)

Rp 299.000/mo. The 'all-you-can-eat' plan for power users, consultants, and agencies.

Our Vision

“ To become the data-driven co-founder for every Indonesian UMKM. ”

— AnalisaBisnis

Thank You

Let's build the future of Indonesian business. Together.

contact@analisabisnis.app

Image Sources



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