

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

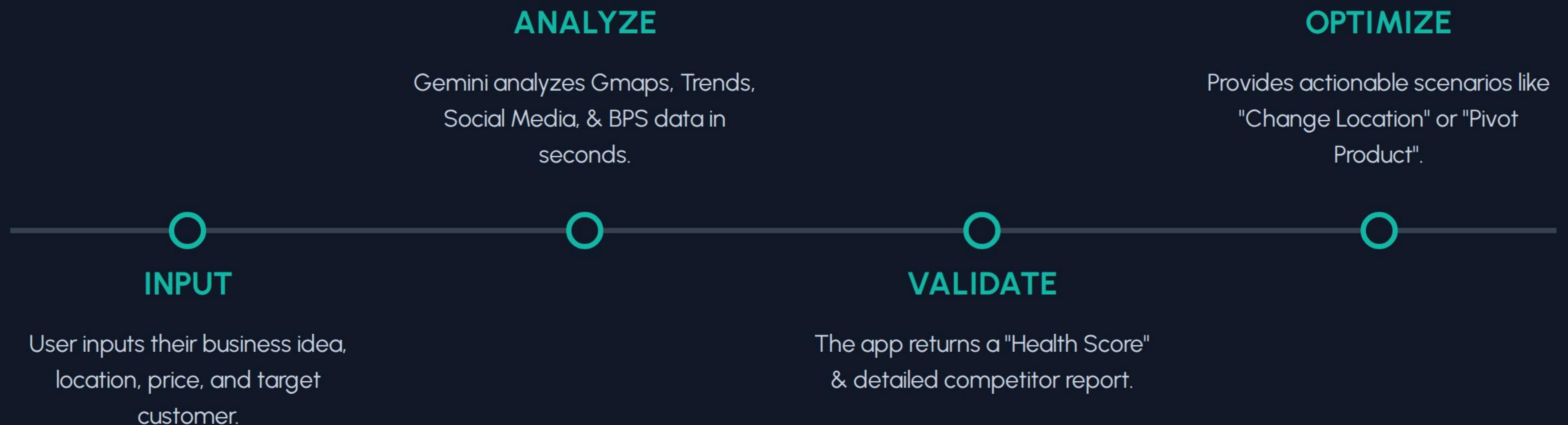
Real-time demand & sentiment analysis using Google Trends and Social Media (IG, TikTok) to see what's \*really\* trending.



## 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.

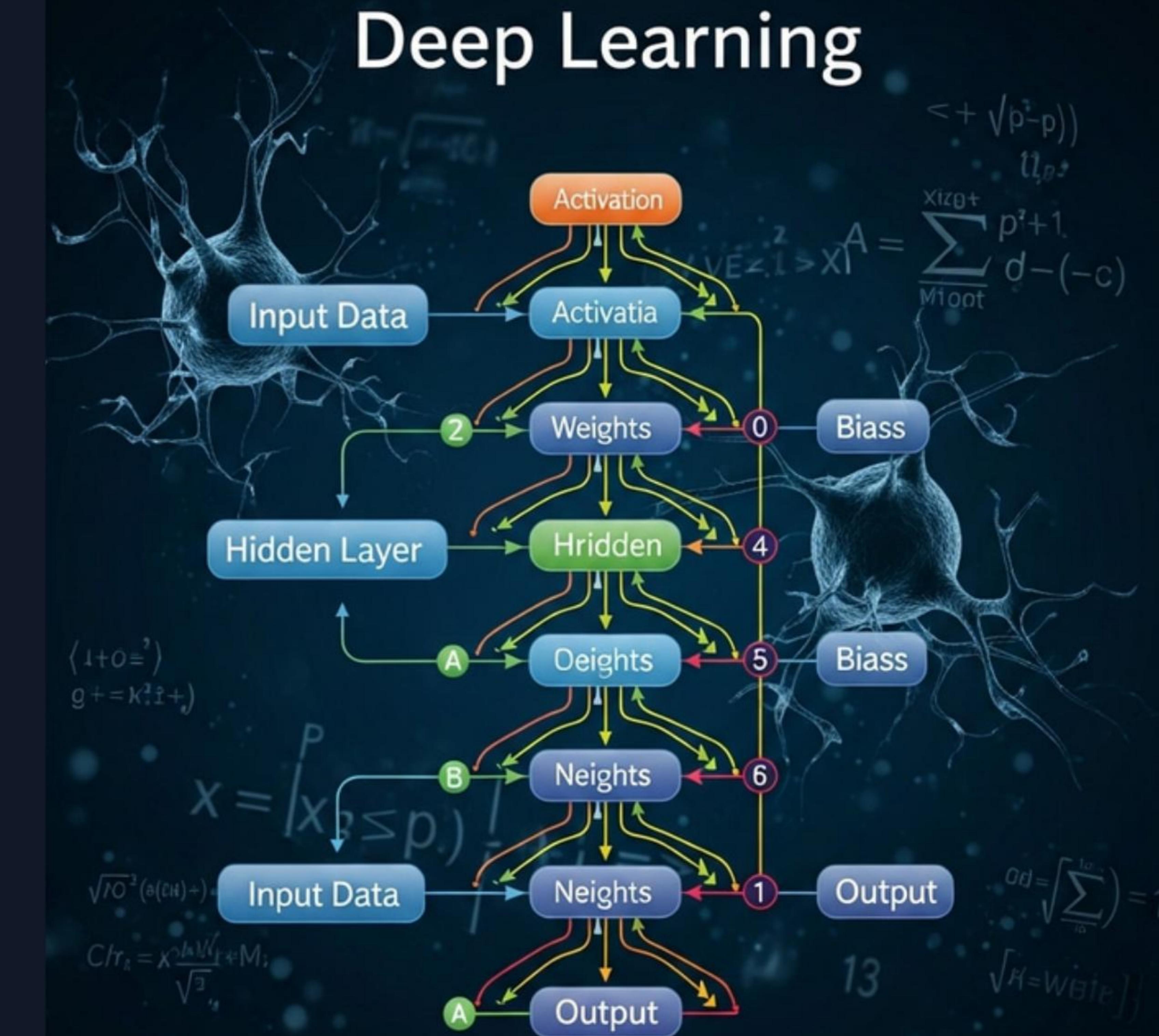
## Google Trends & Search

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

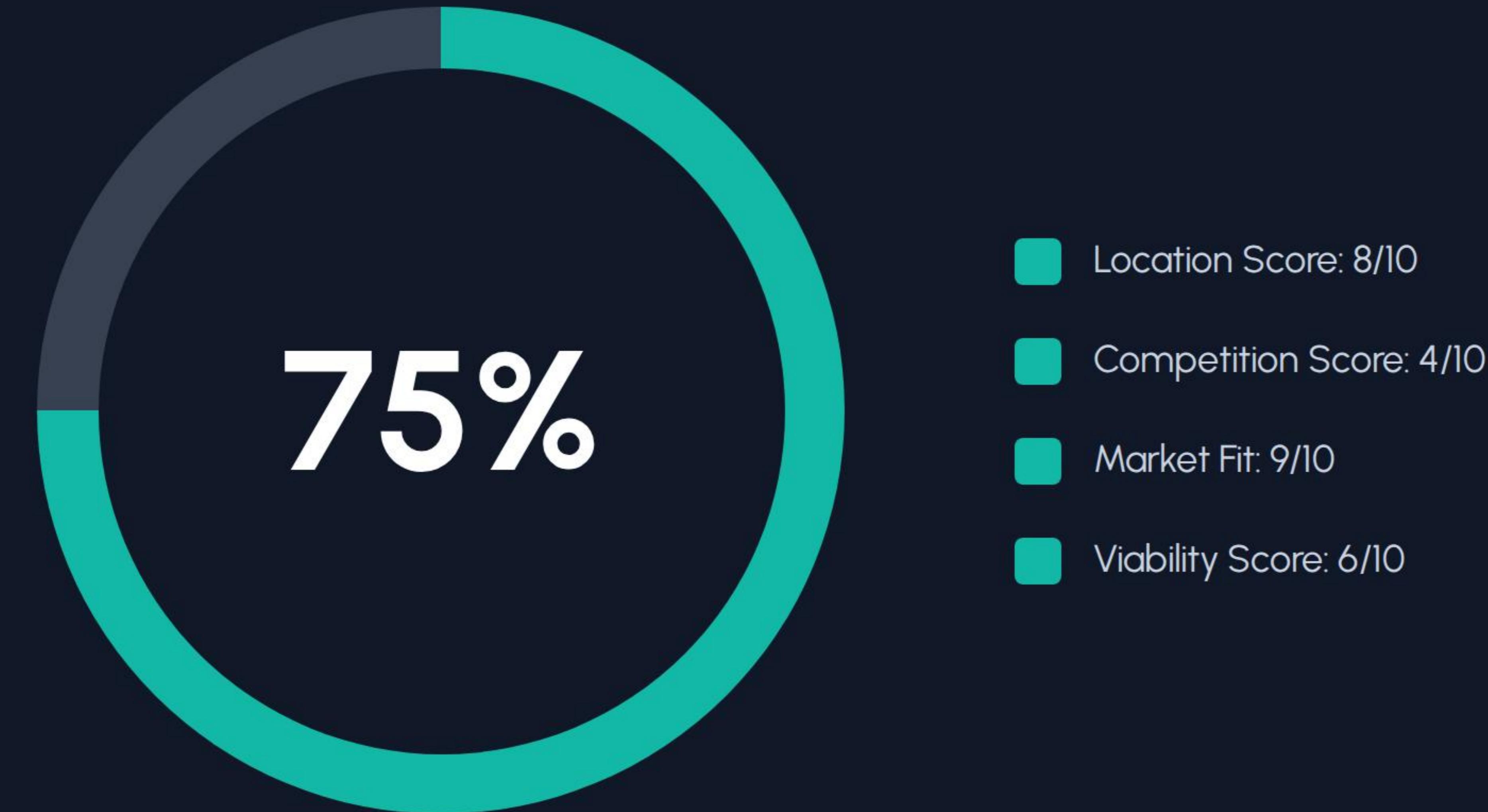
## Social & E-commerce

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



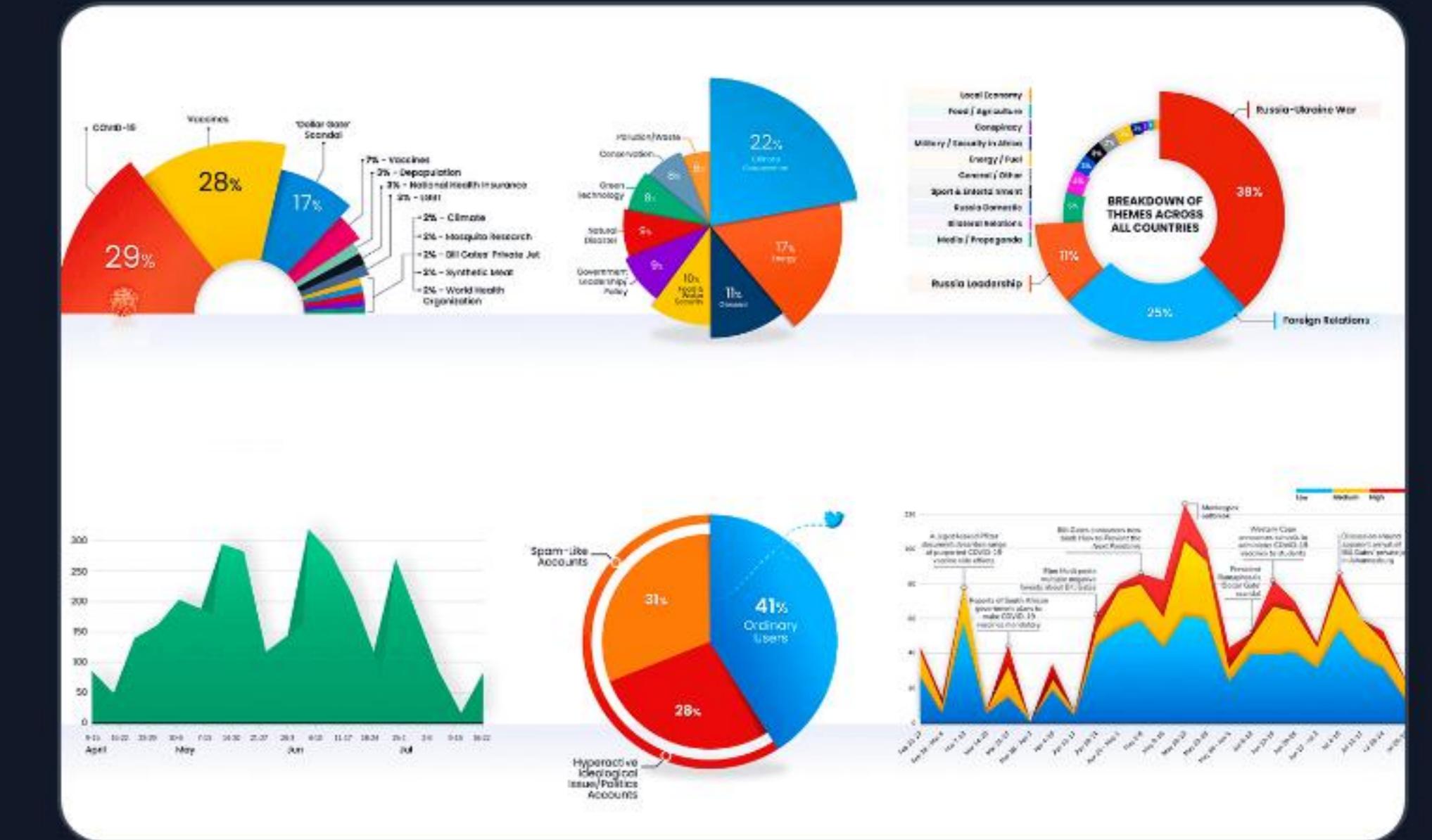
## "Si Pemilik UMKM"

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." //

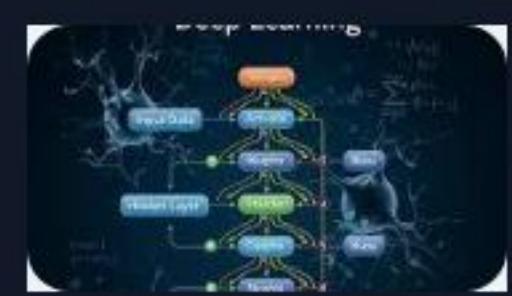
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# Thank You

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

[contact@analisisnis.app](mailto:contact@analisisnis.app)

# Image Sources



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