

# Trend Focus

## Triplogic: A thriving startup culture

### An innovative platform

Di beberapa maskapai penerbangan, penumpang biasanya diberikan fasilitas bagasi dengan berat rata-rata 15-30 kilogram. Namun, traveler yang membawa beberapa barang biasanya tidak menggunakan fasilitas ini. Kenyataan itu menginspirasi Oki Earlivan untuk mendirikan Triplogic, adalah platform teknologi sebagai solusi logistik peer to peer. Perusahaan ini menggabungkan logistik dan pengalaman perjalanan, barang akan diambil dan dikirim oleh *feeder*. Oki Earlivan mendirikan Triplogic pada Mei 2017, tetapi tidak lepas landas hingga investor memberikan uang pada awal 2018. Harga ditetapkan secara online oleh platform, dan semua pekerjaan dilakukan oleh para profesional berpengalaman yang disaring oleh Triplogic. Beberapa layanan utamanya adalah logistik, dengan pilihan; 1) Instant Service, harga flat dari IDR30k ke harga IDR75k dan dikirim menggunakan motor atau mobil (dengan waktu pengiriman kurang dari tiga jam), 2) Flash Premium Service, harga bervariasi tergantung pada wilayah tujuan, dengan waktu pengiriman kurang dari 24 jam, dan 3) Next Day Service, harga mulai dari IDR14k hingga IDR138k (mis., Jakarta ke Medan dengan harga Triplogic hanya IDR36k lebih murah 10% dan 5% dari TIKI dan JNE).

Triplogic memiliki total 15 layanan berdasarkan permintaan. Hari ini, semua pembayaran dalam Triplogic adalah transfer melalui Bank Negara Indonesia (BBNI IJ/Buy/TP: IDR9,470), Bank Cental Asia (BBCA IJ/Trading Buy/ TP: IDR26.400), Bank Mandiri (BMRI IJ /Trading Buy/TP: IDR7,640) dan YAP payment. Triplogic juga telah menandatangani kerja sama dengan Bank Negara Indonesia untuk layanan pembayaran melalui aplikasi YAP (your all payment), selanjutnya pembayaran Triplogic akan menggunakan YAP.

### Triplogic to raise USD2-5mn in crowdfunding

Sejak didirikan pada tahun 2017, Triplogic telah menargetkan USD2juta sampai USD5juta dalam sebuah jembatan crowdfunding. Hasil akan digunakan sebagai berikut:

- Meningkatkan basis traveler dan pengguna
- Menambah lebih banyak kategori service
- Meningkatkan technology
- Ekspansi ke lebih banyak kota di Indonesia dan luar negeri
- Aktif dalam periklanan dna pemasaran

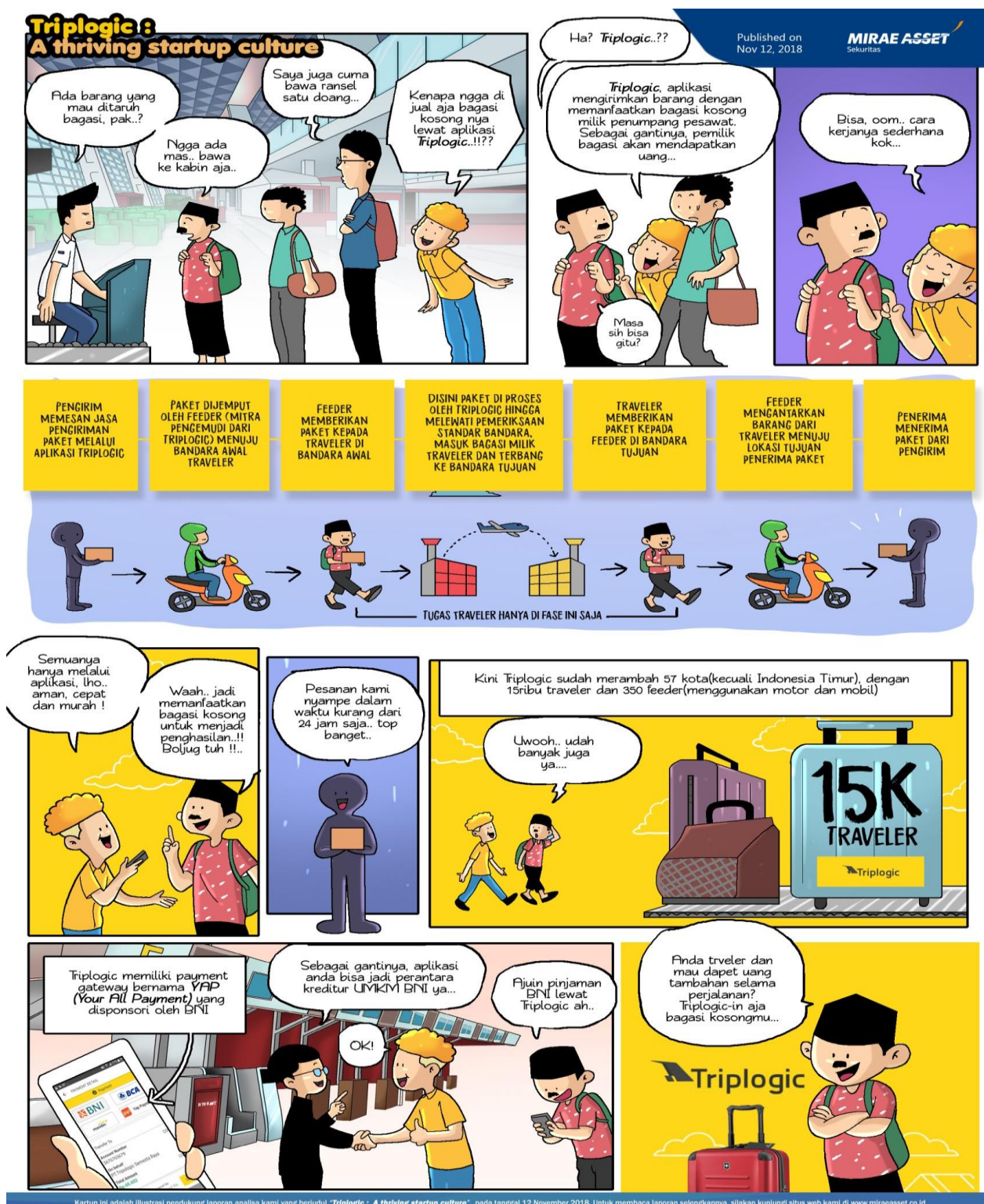
E-commerce saat ini tumbuh dengan laju dua kali lebih cepat daripada perdagangan yang terbagi-bagi, memaksa banyak independen untuk beralih ke model e-commerce. Perkiraan terbaru oleh Statista, e-commerce ritel di pasar Indonesia telah tumbuh rata-rata 19,1% setiap tahun sejak 2016 dan akan meningkat dari USD5.8bn pada tahun 2016 menjadi USD14.4bn pada tahun 2021. Kami melihat, online retailer akan sangat bergantung pada perusahaan seperti Triplogic.

Figure 1. Triplogic service platform



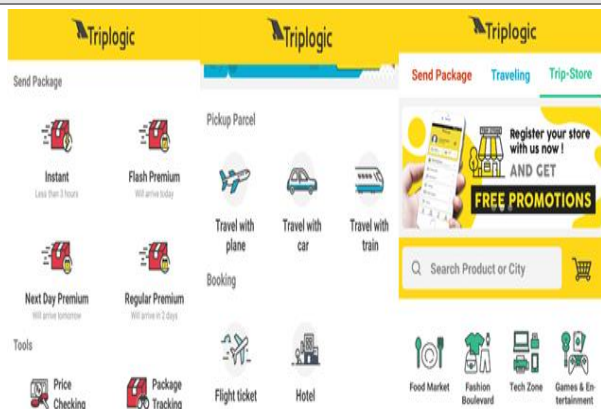
Source: Google Play, Mirae Asset Sekuritas Indonesia

Figure 2. Mirae Asset Sekuritas Indonesia Cartoon



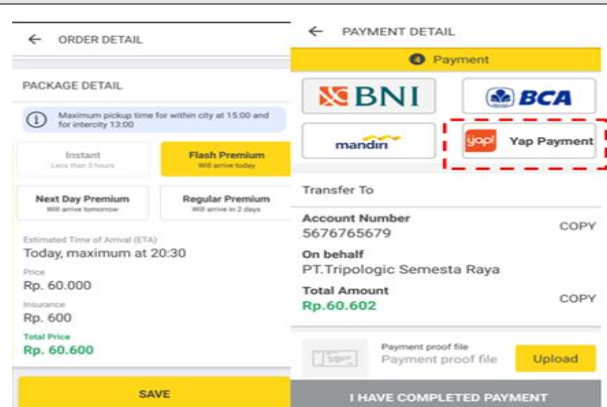
Source: Mirae Asset Sekuritas Indonesia

Figure 3. Triplogic's ecosystem



Source: Triplogic, Mirae Asset Sekuritas Indonesia Research

Figure 4. Payment using YAP from Bank BNI (BBNI)



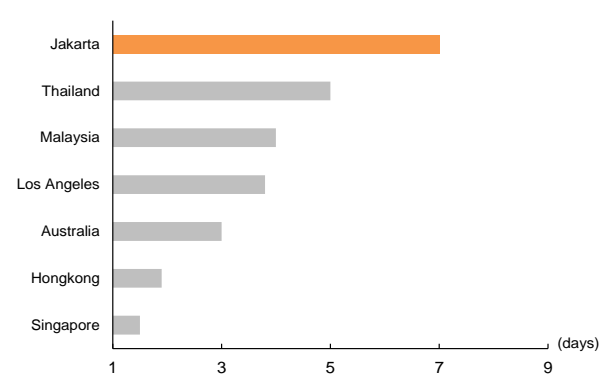
Source: Triplogic, Mirae Asset Sekuritas Indonesia Research

Figure 5. How Triplogic work



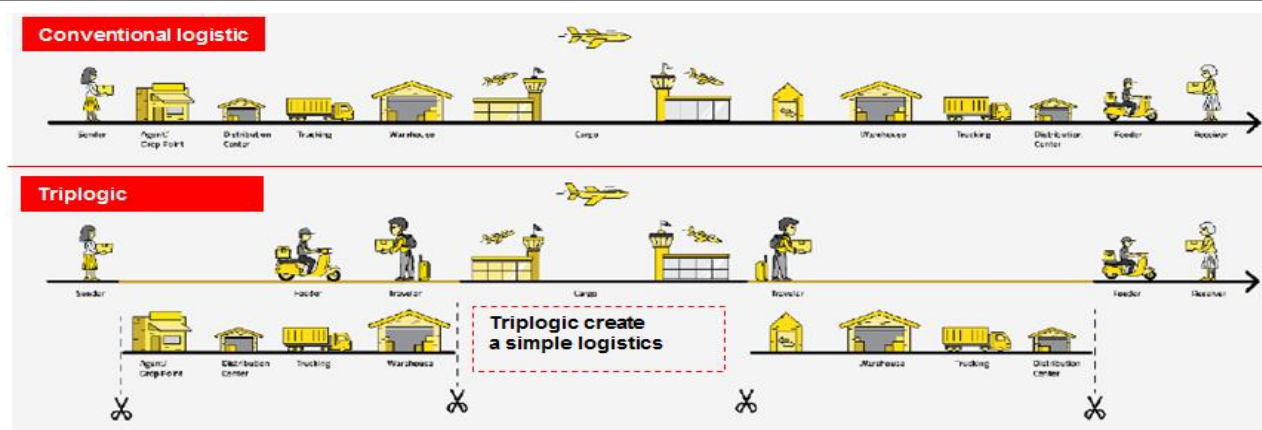
Source: Triplogic, Mirae Asset Sekuritas Indonesia Research

Figure 6. Dwelling time at key seaports



Source: World Bank, Mirae Asset Sekuritas Indonesia Research

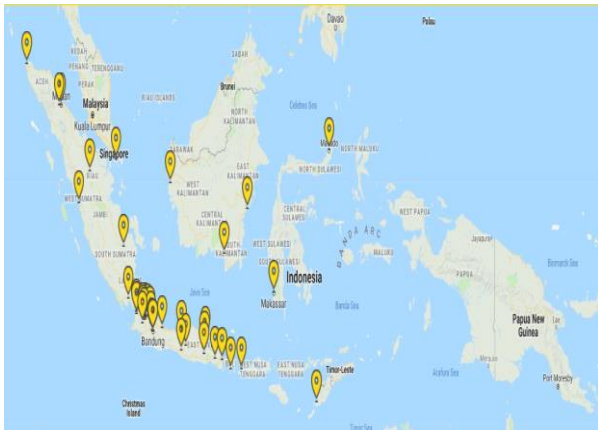
Figure 7. Triplogic helping Indonesians save time and money



Source: Triplogic, Mirae Asset Sekuritas Indonesia Research

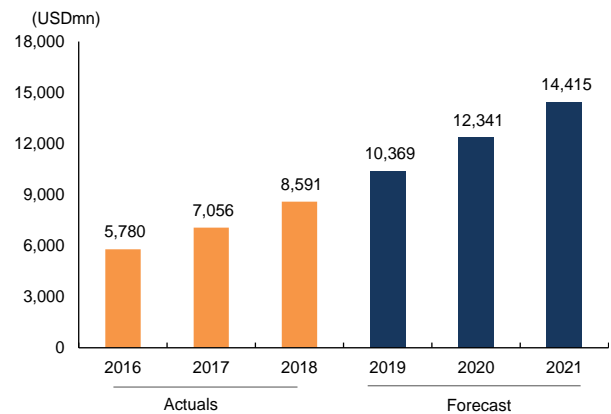


Figure 8. Triplogics coverage



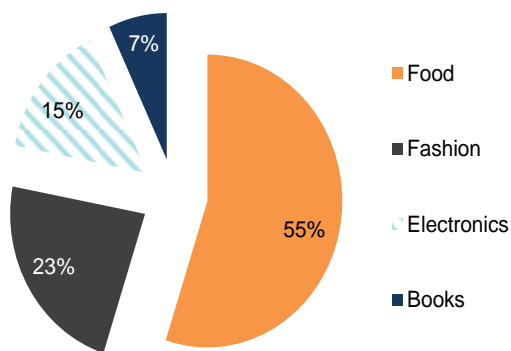
Source: Triplogics, Mirae Asset Sekuritas Indonesia Research

Figure 9. Retail e-commerce sales in Indonesia (2016-21F)



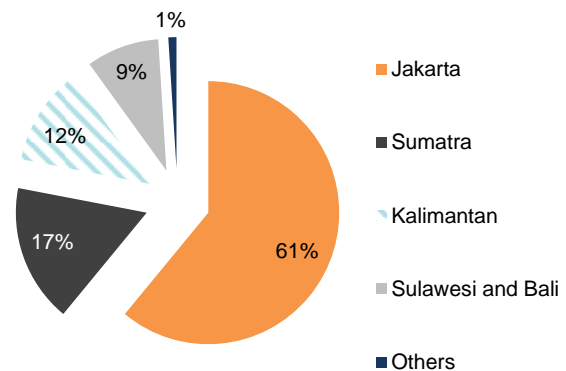
Source: Statista, Mirae Asset Sekuritas Indonesia Research

Figure 10. Items carried



Source: Triplogics, Mirae Asset Sekuritas Indonesia Research

Figure 11. Area distribution



Source: Triplogics, Mirae Asset Sekuritas Indonesia Research

Figure 12. Leading B2C player and their delivery services partners

Merchant	Monthly Visits	AppStore Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees	Logistic partners
1 Tokopedia	153,639,700	#2	#4	174,500	903,280	5,892,100	1,917	Gojek, Grab, TIKI, Wahana
2 Bukalapak	95,932,100	#3	#3	139,150	365,480	2,377,600	1,853	JNE, TIKI, Pos Indonesia, ESL
3 Shopee	38,882,000	#1	#1	41,120	1,101,070	13,246,900	1,717	Gojek, Grab, J&T, JNE, POS
4 Lazada	35,405,200	#4	#2	361,530	803,360	27,220,200	1,704	Lazada express, JNE, TIKI
5 Bibli	31,303,500	#6	#5	473,710	338,970	7,656,800	998	JNE, NCS, RPX
6 JD ID	11,401,500	#5	#7	18,490	262,750	776,900	709	JET
7 Sale Stock Indonesia	4,333,000	#8	#8	14,520	550,470	4,356,600	535	ARK, ASP, Grab, J&T, JNE
8 Elevenia	4,001,800	#13	#11	122,000	120,370	1,196,700	310	RPX
9 Bhinneka	3,725,600	#25	#19	71,790	20,420	1,037,500	509	JNE, TIKI
10 Zalora	3,505,300	#7	#9	57,090	294,630	7,647,200	428	Zalora Express
11 Mataharimall	2,784,900	#10	#10	102,690	356,490	1,658,700	623	JNE, Acommerce

Source: Iprice, Mirae Asset Sekuritas Indonesia Research

Table 1. Logistics service provider in Indonesia

	Trucking	Shipping	Air Cargo	Freight Forwarding	Value added warehouse & distribution	Express	Distributor
<b>Domestics</b>	Lookman Djaja, Handal, Dunia Express, Puninar, Jawa Indah, JIT, Sipure, CTL, Satya Ragam, BSA, Pancaran Darat, Bintang Baru Raya, Lancar, , Selog, Suryakencana, Alamui, Kumis	Meratus, Samudera Indonesia, Tanto, SPIL, LJK, CTP, APOL, HIT, Sistemindo, Pancaran, Laut, PSS, Bimaruna,	Garuda, Merpati, Lion, Sriwijaya, Pelita-Air Service	Pusaka Lintas, MIF, Ritra, FIN, CKB, FIN, Linc, BSA, MSA, Puninar, BGR	Wira, Linc Group, Go Trans, BSA, BGR, Kamadjaja, CKB, LJK, Linc, Selog	Caraka, Re Pex, TIKI, JNE, Cardig, Instrasco	Indomarco, Enseval, Dos Ni Roha, Rodamas, Tigaraksa, Wicaksana, Anugrah Argon, Medica, Atri Distribusindo
<b>Foreign</b>	Nova Jaya Bimaruna	Maersk, OOCL, NYK, Hapag Lloyd, Mitsui, OSK, HMM, YML, MSC, APL, NYK, RCL, ANL, CMA CGM, Heung A, Evergreen, PIL, Cosco	KLM, JAL, SQ, MAS, Air Asia	DB Schenker, DGF, APL Logistics, Panalpina, Yusen, Agility, K&N, Damco, SDV, Bimaruna, Logwin, OOCL-Log, Pantos	Linfox, Ceva, YCH, DHL SC, DB Schenker, DHL SC, APL Logistics, Panalpina, Yusen, Agility, K&N, Damco, SDV, Bimaruna, Logwin, GAC, Pantos, OOCL-Log, TOLL	TNT, FedEx, DHL Express, UPS	Zuellig/APL, DKSH

Source: Supply Chain Indonesia, Mirae Asset Sekuritas Indonesia Research

Table 2. Price comparison on each logistic company

(IDR)

<b>Instant courier (3 hour)</b>	<b>Triplogic</b>	<b>Go-Jek</b>	<b>Grab</b>		
Jakarta - Depok	40,000	73,000	69,000		
Jakarta - Tangerang	40,000	97,000	73,000		
Jakarta - Bekasi	40,000	85,000	80,000		
Jakarta - Bogor	60,000	194,000	144,000		
<b>Flash Premium / Same day service</b>	<b>Triplogic**</b>	<b>TIKI</b>	<b>JNE</b>	<b>Si Cepat</b>	<b>Pos Indonesia</b>
Jakarta - Aceh	90,000	N/A	N/A	N/A	N/A
Jakarta - Bandung	48,000	181,000	403,000	N/A	N/A
Jakarta - Bali	66,000	256,000	483,000	N/A	N/A
Jakarta - Surabaya	62,000	256,000	483,000	N/A	N/A
Jakarta - Palembang	70,000	256,000	483,000	N/A	N/A
Jakarta - Batam	80,000	256,000	483,000	N/A	N/A
Jakarta - Medan	82,000	281,000	564,000	N/A	N/A
<b>Next day</b>	<b>Triplogic</b>	<b>TIKI</b>	<b>JNE</b>	<b>Si Cepat</b>	<b>Pos Indonesia</b>
Jakarta - Aceh	40,000	42,000	37,000	37,000	36,500
Jakarta - Bandung	19,000	20,000	22,000	14,000	22,500
Jakarta - Bali	28,000	30,000	30,000	30,000	30,500
Jakarta - Surabaya	26,000	27,000	29,000	29,000	32,500
Jakarta - Palembang	30,000	33,000	34,000	34,000	33,500
Jakarta - Batam	35,000	37,000	37,000	37,000	37,000
Jakarta - Medan	36,000	39,000	40,000	35,000	40,000

Source: Triplogic, TIKI, JNE, Pos Indonesia, Gojek, Grab, Sicepat, Mirae Asset Sekuritas Indonesia Research

\* Triplogic Flash Premium service, time pickup max at 1pm

\*\*The price listed is the price for the first 2kg

## APPENDIX 1

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