

*Meet Our*  
**TEAMS**





**Indonesia is a maritime country with huge ocean. Our ocean has a lot of fishes and a beautiful view.  
Our ocean is our greatest asset**

A photograph showing a massive pile of small, silvery fish, likely tuna, spread out on the deck of a fishing boat. Several workers in casual clothing and hats are gathered around the fish, some standing and some bending over. They appear to be sorting or preparing the catch. The boat's interior, including wooden benches and equipment, is visible in the background.

Did you know that Indonesia is the world's largest exporter of Tuna?

## Menteri Susi: Indonesia Kini Pengekspor Tuna Terbesar di Dunia



Menteri Kelautan dan Perikanan (KKP), Susi Pudjiastuti, membeberkan berbagai capaian kinerja selama 4,5 tahun Pemerintahan **Jokowi-JK** di sektor perikanan Indonesia. Salah satu keberhasilannya adalah menjadikan Indonesia sebagai negara eksportir ikan tuna terbesar di dunia.

## TUNA, UNGGULAN PERIKANAN INDONESIA

Tuna merupakan komoditas unggulan. Ikan yang dikenal dengan variasi tuna, tongkol, dan cakalang ini adalah penyumbang nilai eksport perikanan terbesar kedua setelah udang.

### 6 KAWASAN UTAMA TUNA

1. Samudera Hindia (Bagian Sumatera)  
Potensi **164,8** Ribu ton/tahun
2. Samudera Hindia (Bagian Jawa)  
**201,4**

### KONTRIBUSI EKSPOR 2015



SUMBER: KKP, BPS, HATFIELD INDONESIA

@KATADATAnews

katadatanews

katadatanews

3. Selat Makassar **193,6**
4. Teluk Cendrawasih **105,2**
5. Teluk Tomini **106,5**
6. Laut Banda **104,1**

### KOMODITAS UTAMA

Tuna penyumbang produksi perikanan nasional pada 2016



www.katadata.co.id CC BY

Yes, a Fun fact! When you thought Tuna is a premium fish, it was EXPORTED FROM INDONESIA.

# Tingkat Konsumsi Ikan Masyarakat Indonesia Masih Rendah, Ini Penyebabnya

ECONOMICS · Shelma Rachmhyanti · Senin, 30 Agustus 2021 21:26 WIB

Kementerian Kelautan dan Perikanan terus melakukan upaya peningkatan konsumsi ikan masyarakat Indonesia.

## Mayoritas Ekonomi Nelayan Miskin



Rajman Azhar

4 Januari 2016

Mukomuko

Ironically, the level of consumption of marine fishes is still low. This means, a massive sector of our economy has not been fully utilized. Putting many of our fishermen in poverty.



Why are our fishermen living in poverty when they  
are our greatest asset?

Are we just silent, watching inequality, when the  
fifth principle of Indonesia is "Keadilan sosial bagi  
seluruh rakyat Indonesia" ?

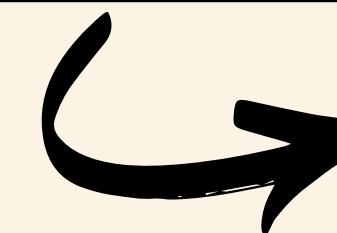
A photograph of two men on a small boat in the middle of the ocean. The man on the left is wearing a light blue t-shirt and a yellow cap, looking towards the right. The man on the right is wearing a grey long-sleeved shirt and a purple cap, looking down at a black smartphone he is holding in his hands. They are surrounded by fishing equipment, including a large green net in the foreground and wooden poles. The water is slightly choppy, and the horizon is visible in the background.

We are here to bring innovation solution for this problem by using fishku

**1. HELP FISHERMEN REACH BUYERS WIDELY**



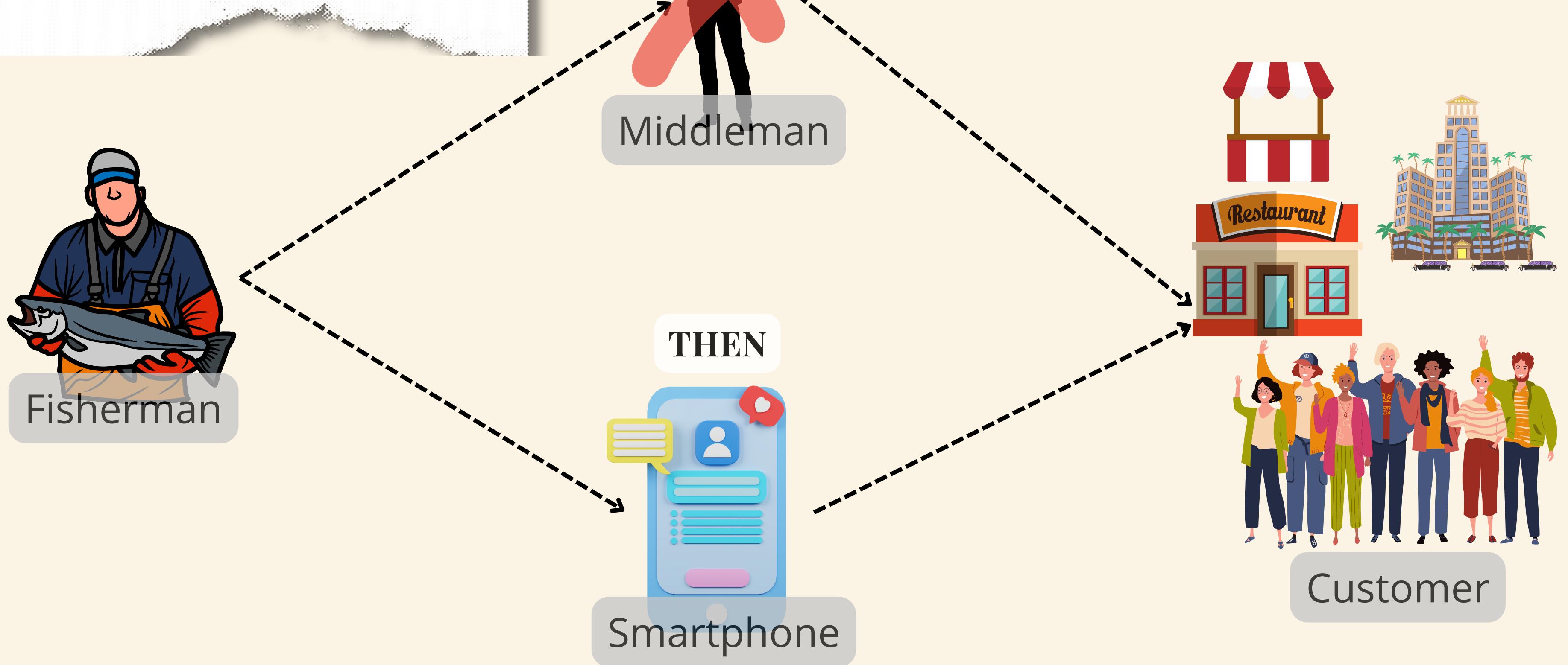
**2. CUT OFF THE THIRD-PARTY (MIDDLEMAN)**



**3. MAKE IT EASY FOR CONSUMERS TO GET FRESH FISH**

*Purpose Of*  
**APPLICATION**

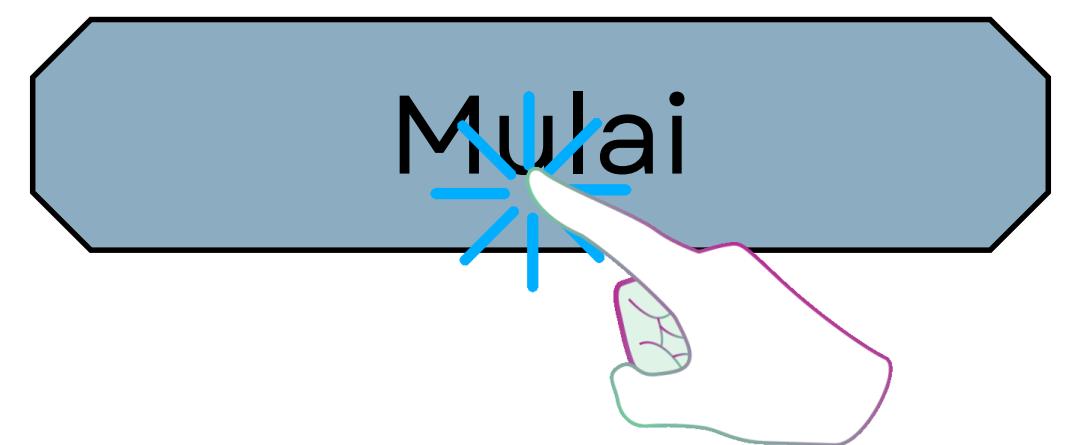
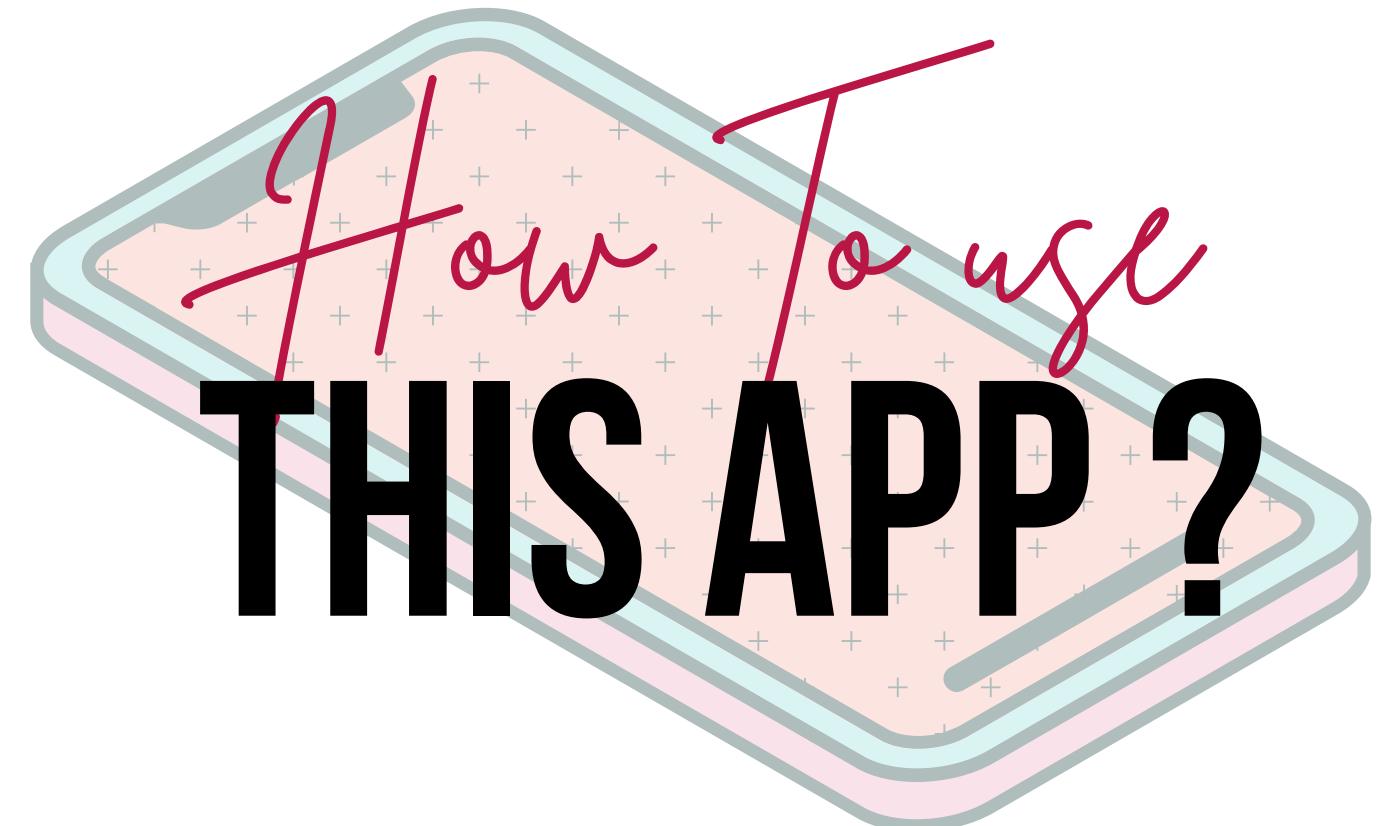
# How do we digitalize fishing to **IMPROVE THE DIGITAL ECONOMY?**



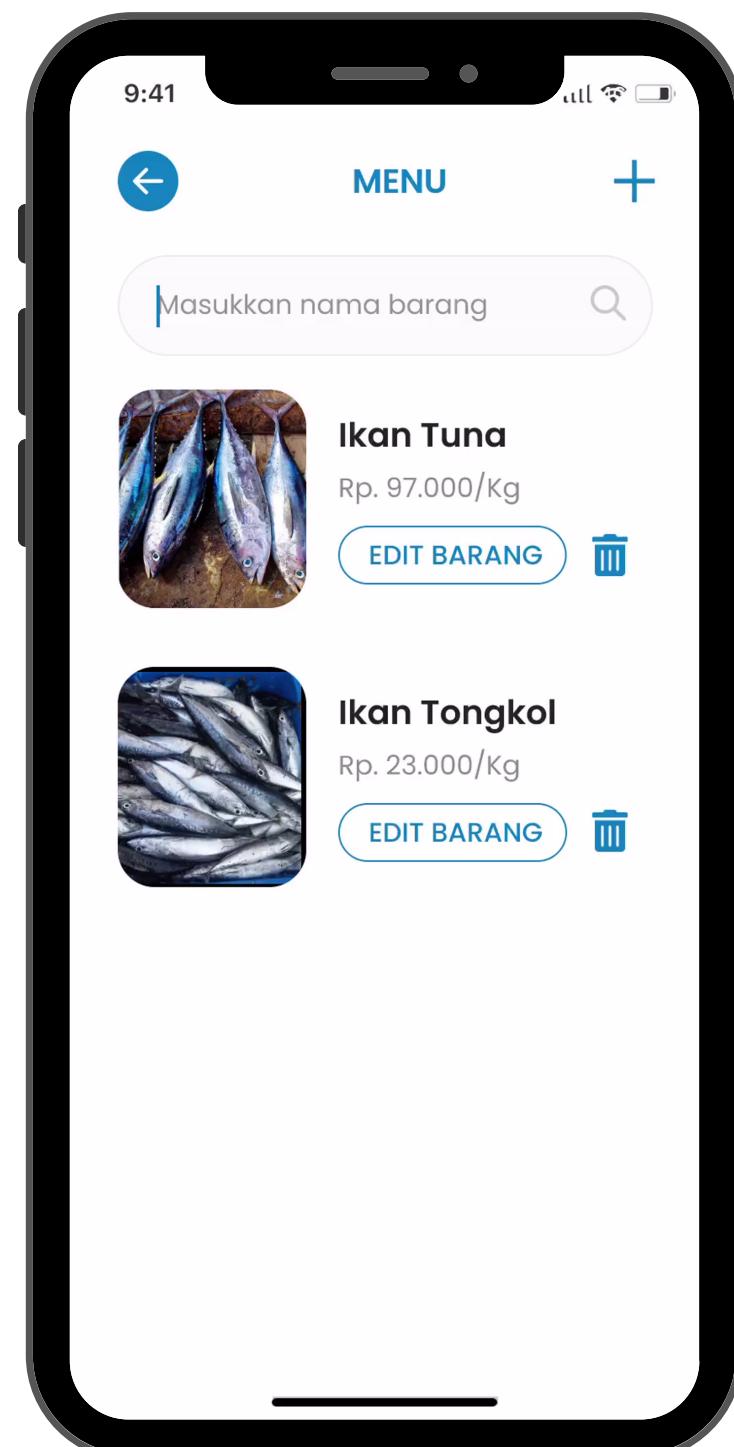
HOME PAGE

FISHERMAN

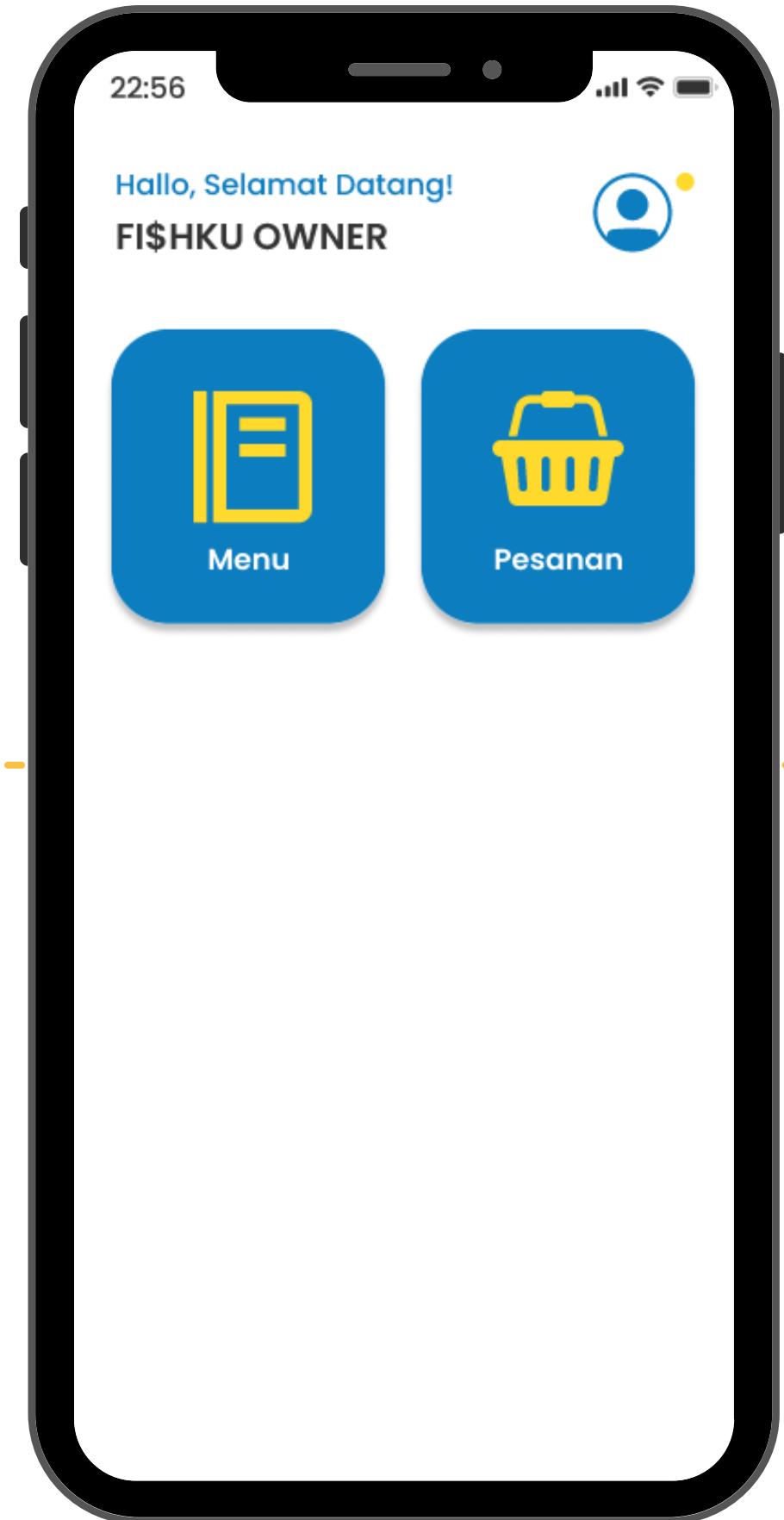
CUSTOMER



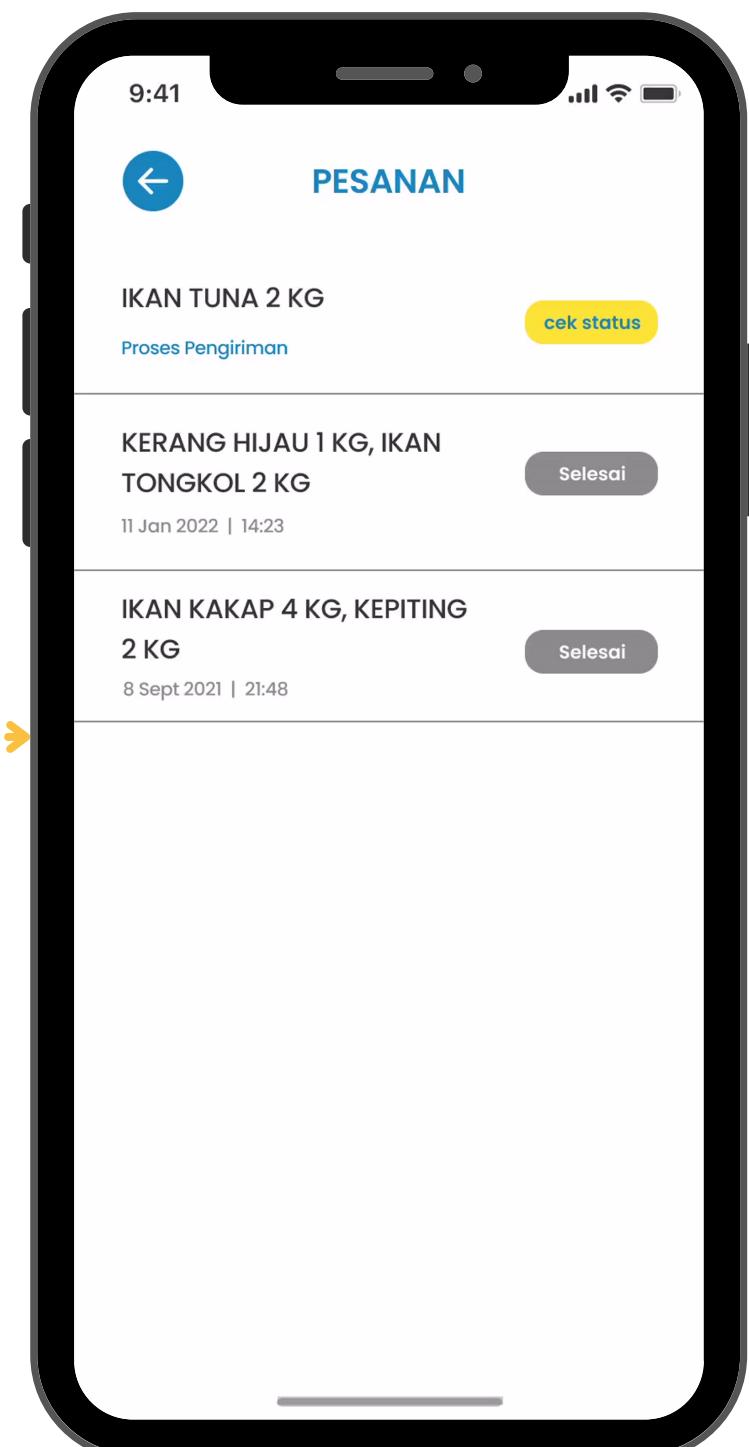
## Homepage



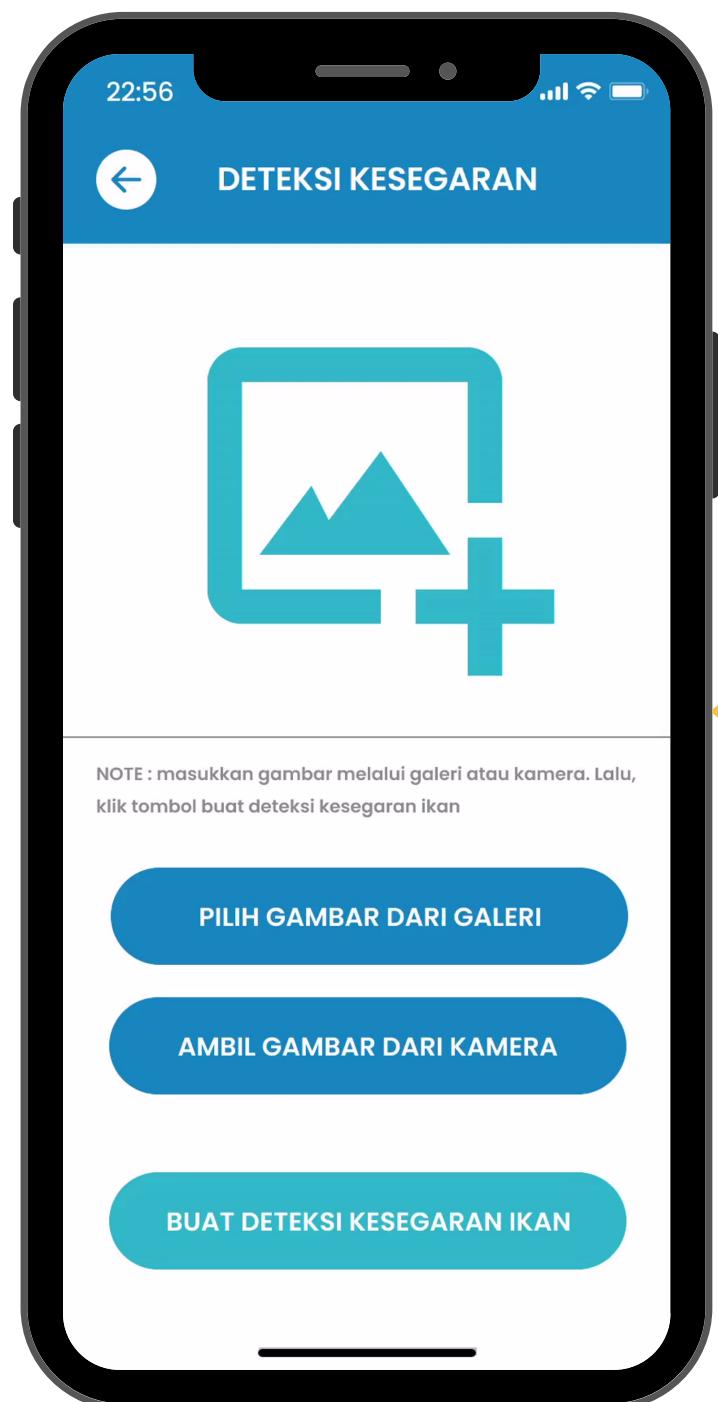
## FISHERMAN



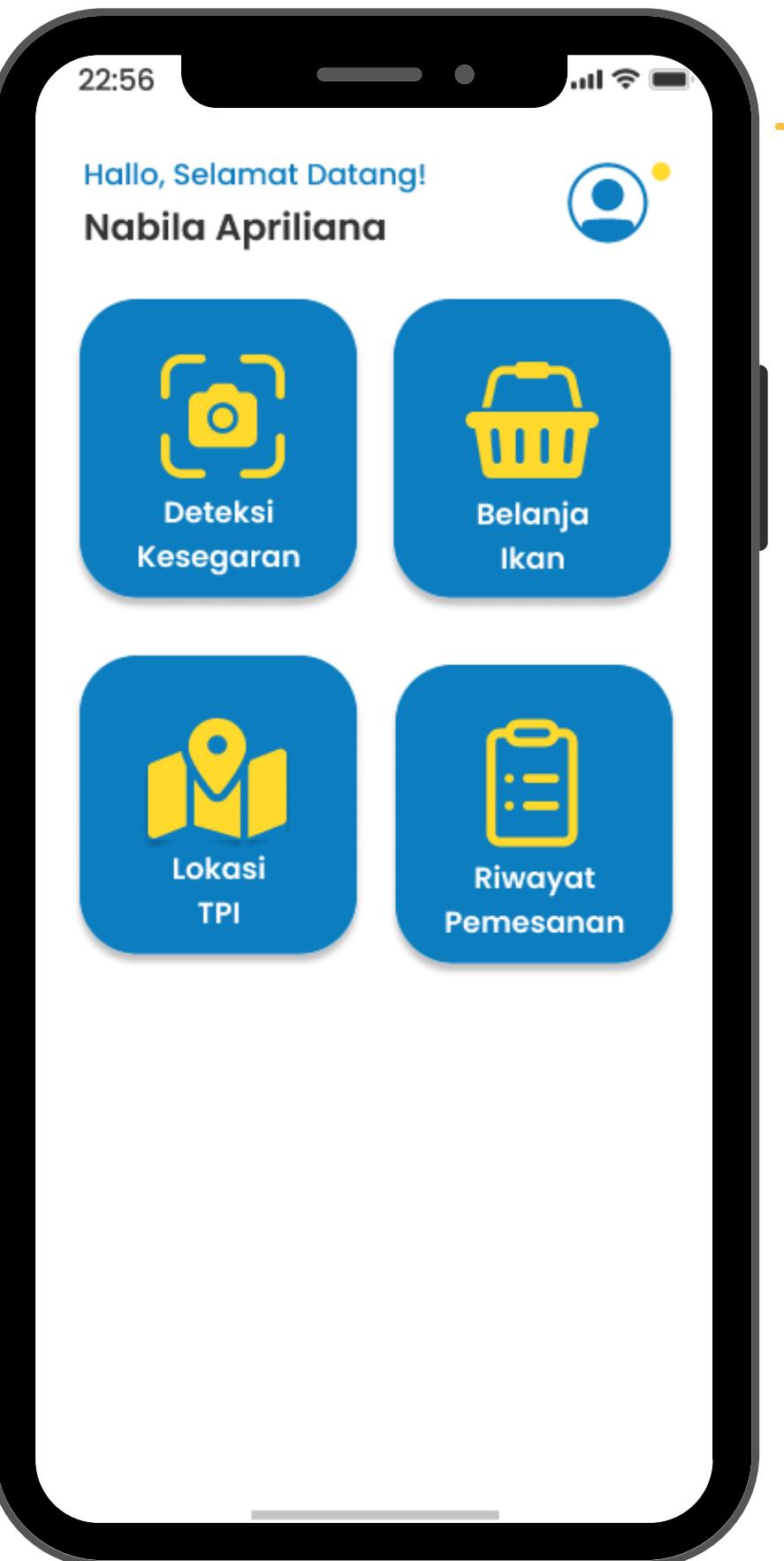
## CUSTOMER



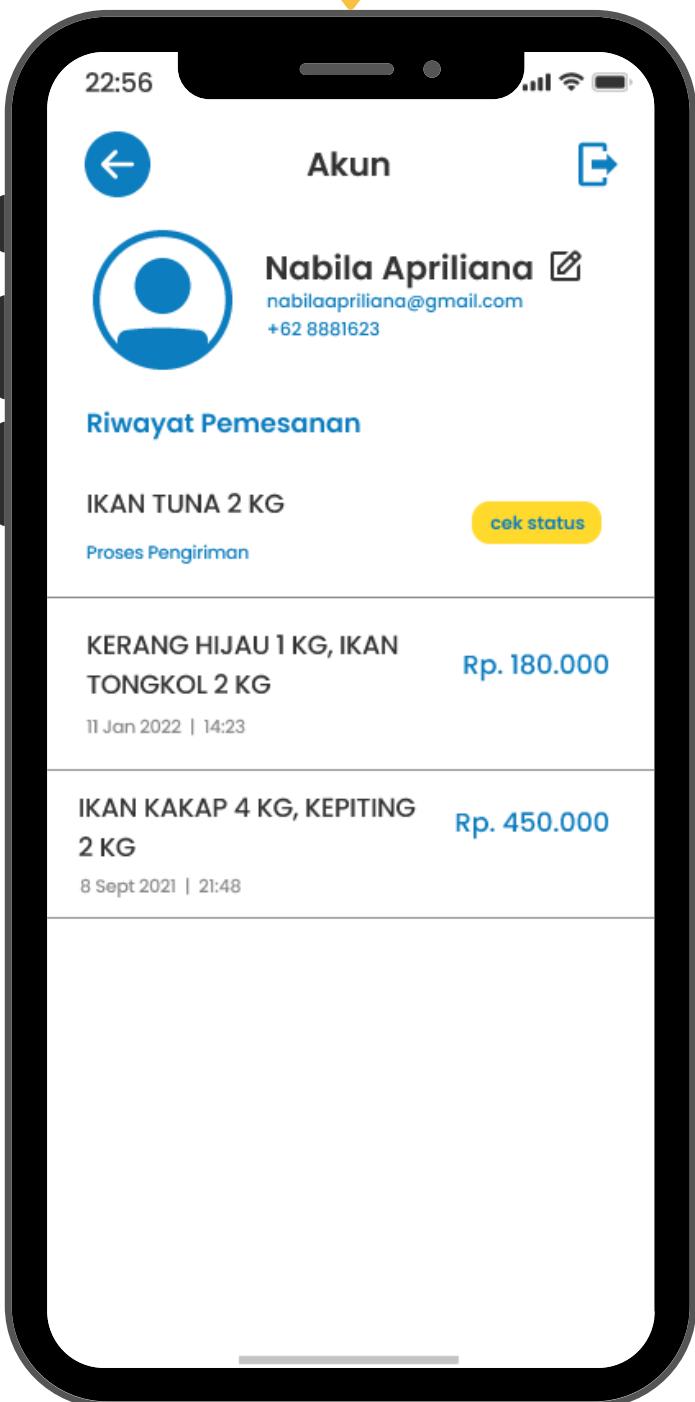
## Homepage

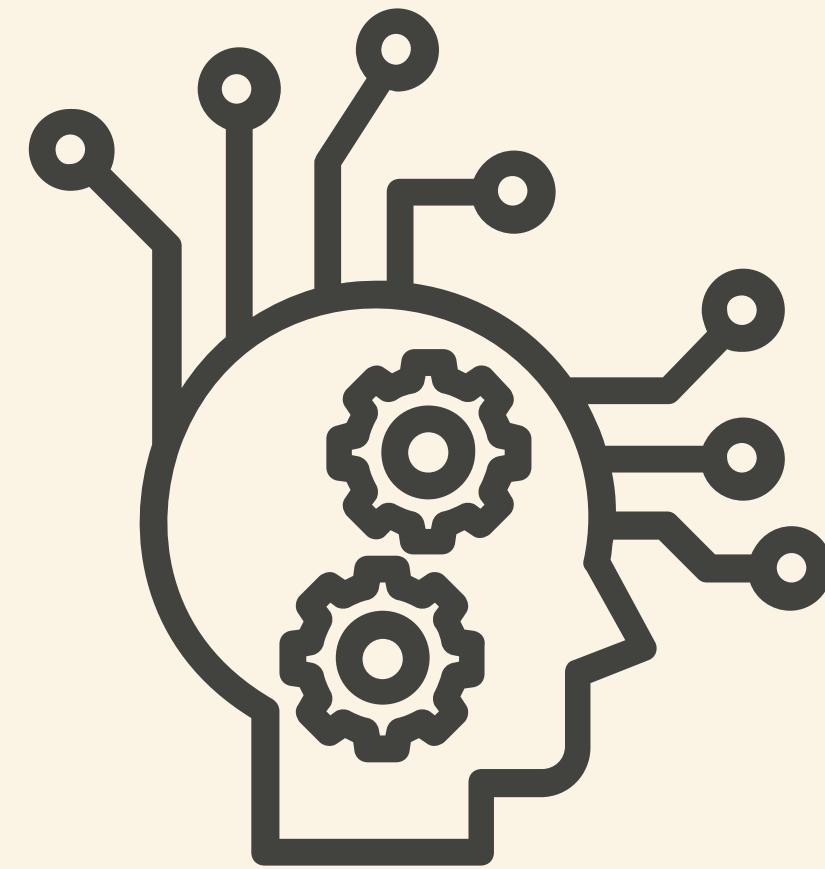


## FISHERMAN



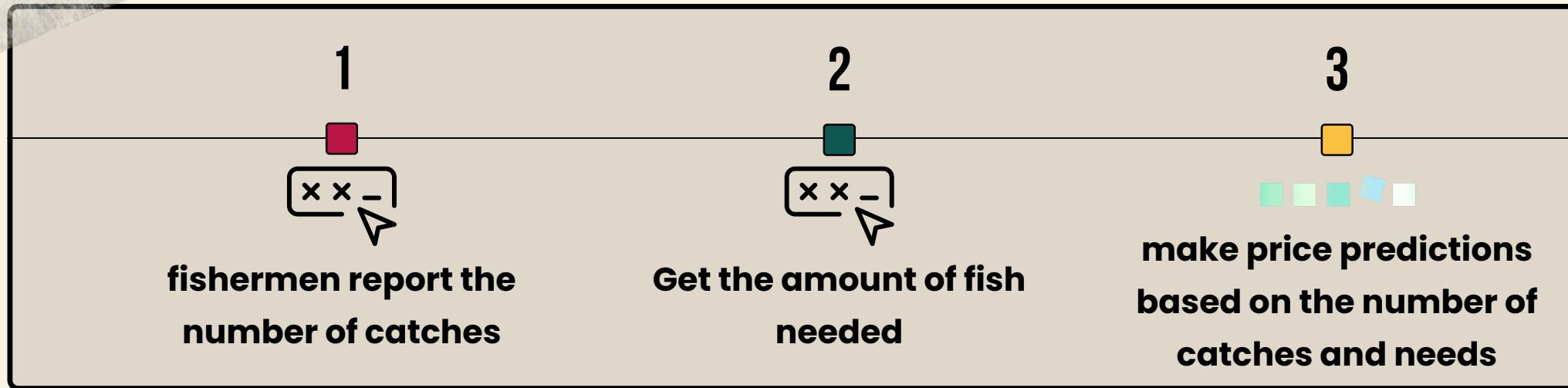
## CUSTOMER





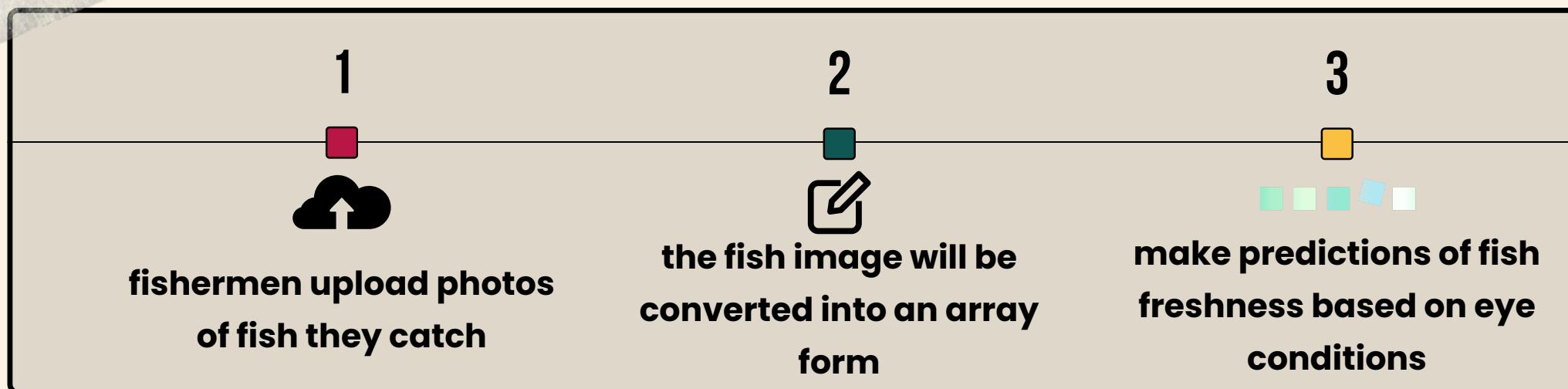
# *How* **MACHINE LEARNING WORKS**

## PRICE PREDICTION

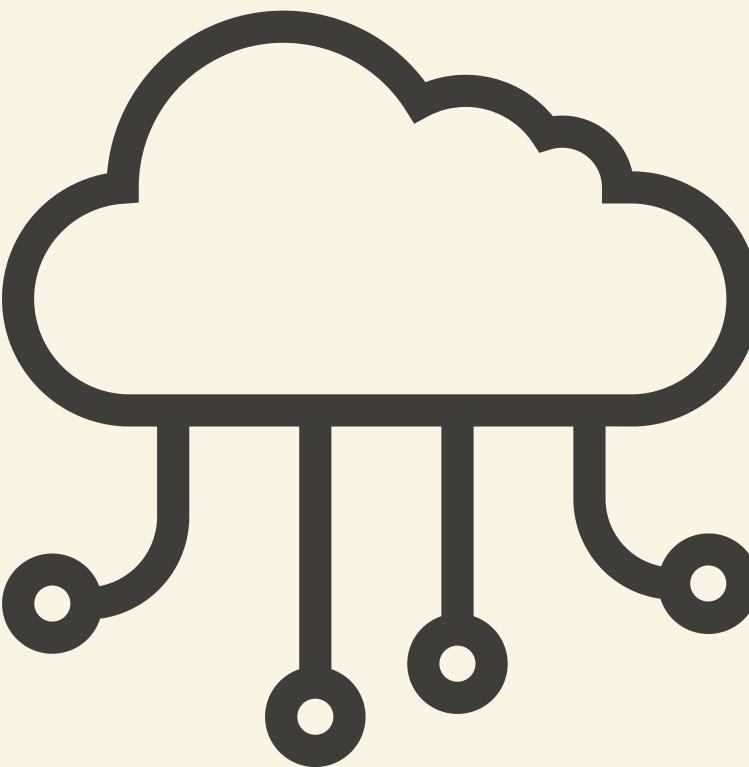


Calculate the final price based on the condition of the fish

## FRESHNESS PREDICTION



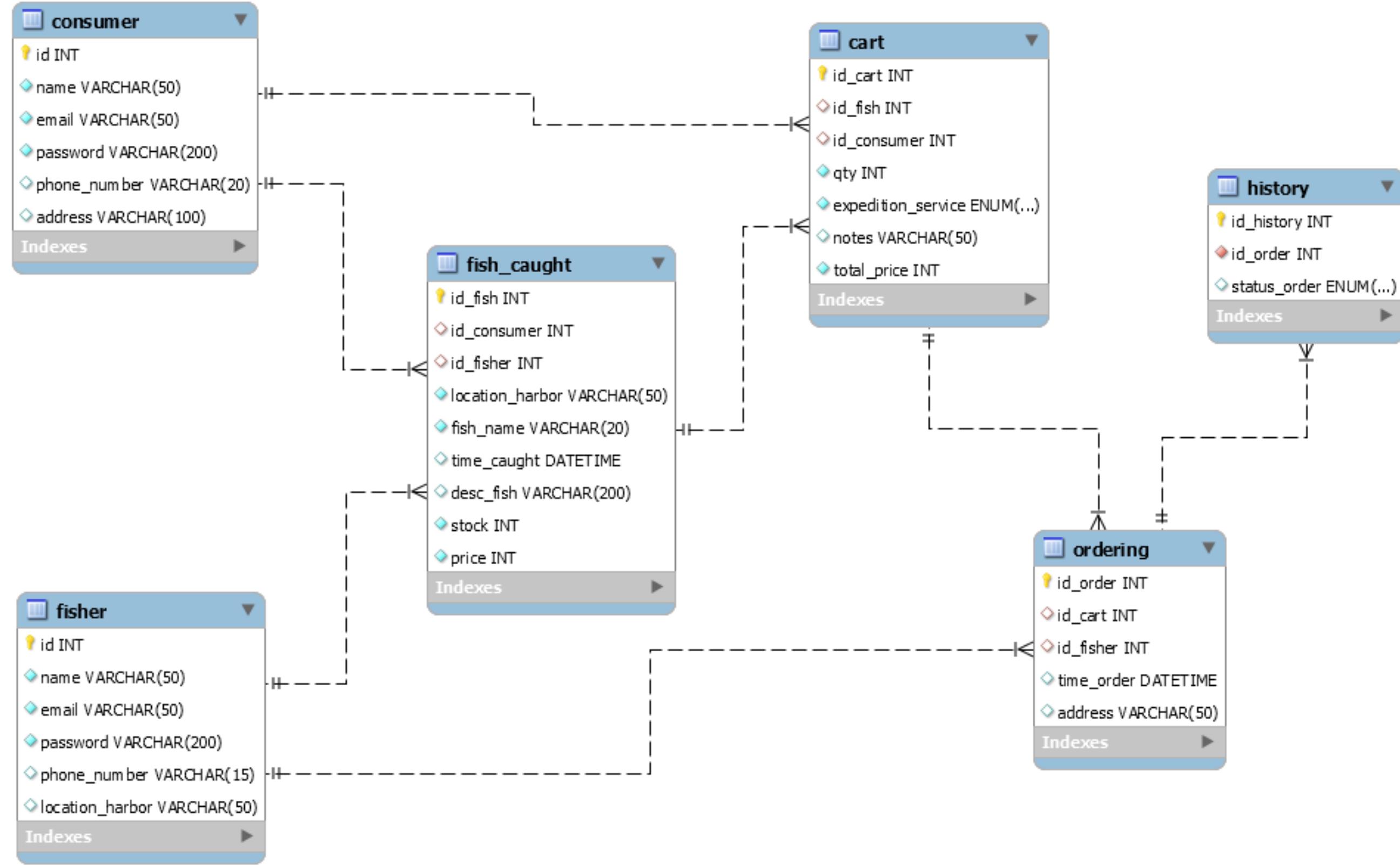
Model accuracy :  
>98%



# *How* **CLOUD COMPUTING WORKS**

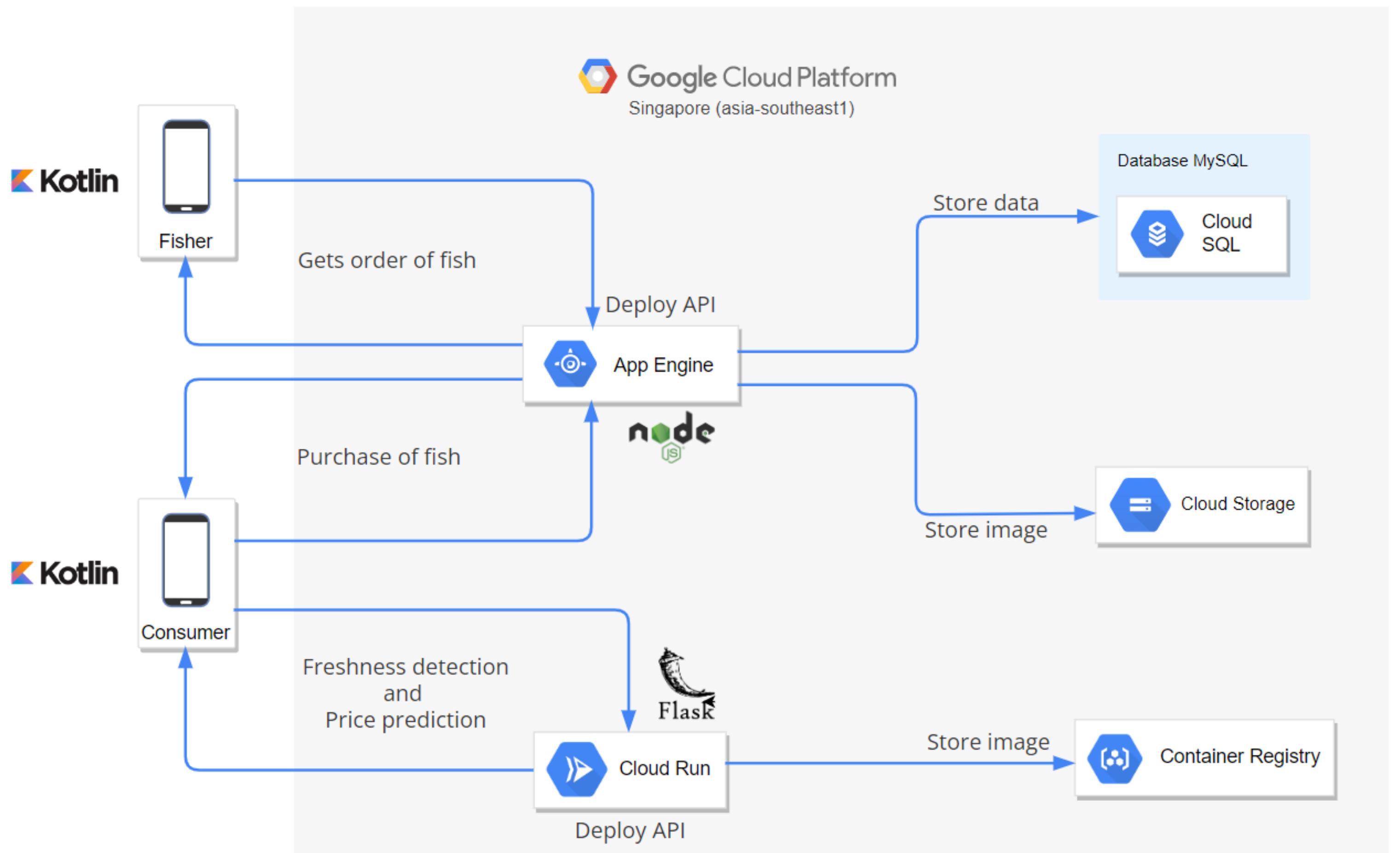
# DIAGRAM DATABASE TABLES

DATABASE DIAGRAM TABLES  
Fi\$hku Apps

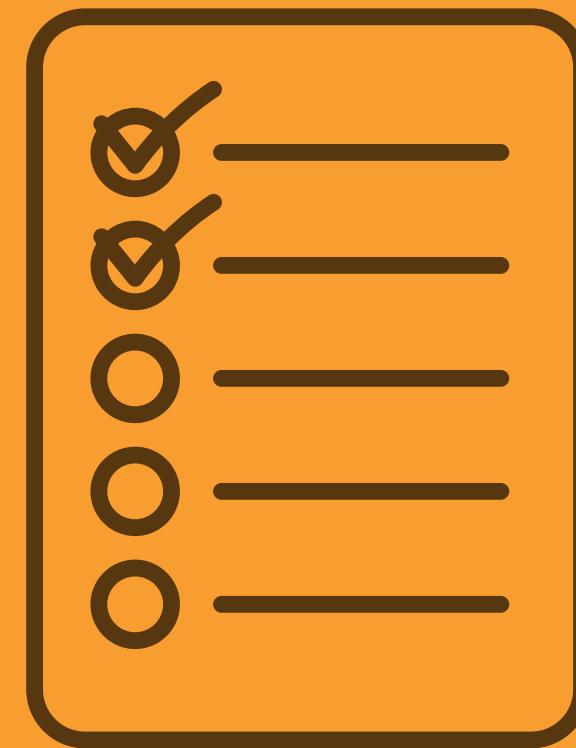


# ARCHITECTURE CLOUD DESIGN

## Fi\$hku Apps



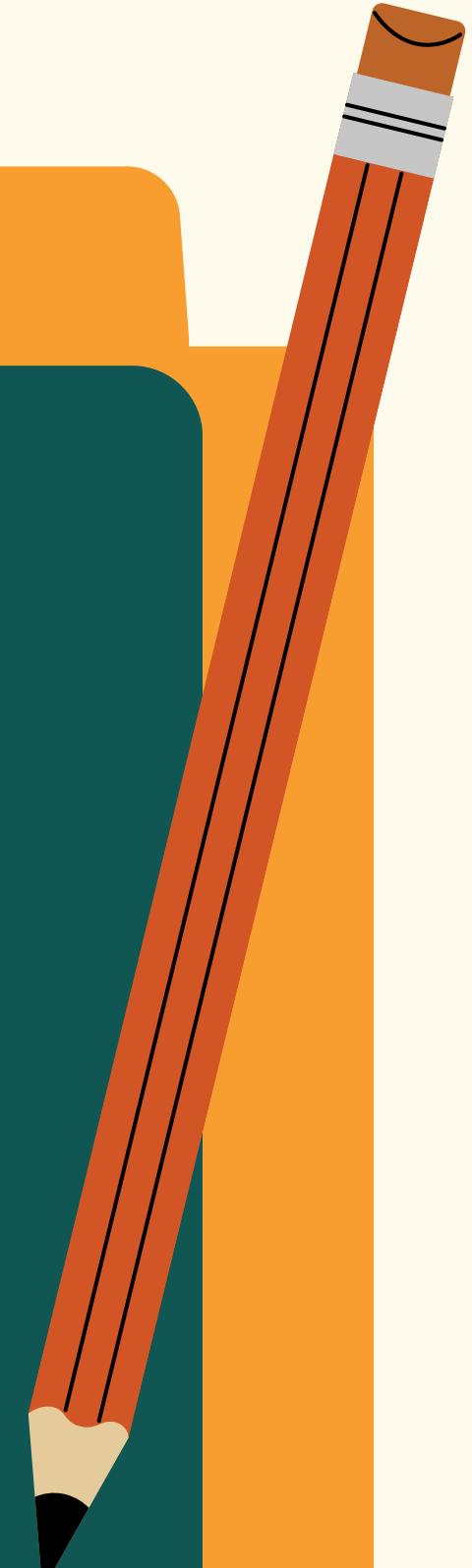
# OUR BUSSINESS PLANS



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## BUDGETING, RECURRING EXPENSES, & INCOME PLANS

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# BUDGETING-1 USD 5K / IDR 70M

| Recurring Expenses |                          |  |                           |                   |
|--------------------|--------------------------|--|---------------------------|-------------------|
| No.                | Variable Cost            | Unit                                     | Price per month in Rupiah | Total in Rupiah   |
| 1                  | App Engine               | 1 (expected 2 million request per month) | 540.182                   | IDR 540,182.00    |
| 2                  | Cloud Run                | 1 (expected 2 million request per month) | 669.913                   | IDR 669,913.34    |
| 3                  | Cloud Storage            | 1 (expected 500 GB per month)            | 992.732                   | IDR 992,732.00    |
| 4                  | Cloud SQL                | 1 (expected 100 GB per month)            | 431.648                   | IDR 431,648.00    |
| 5                  | Internet                 | 8  | 250000                    | IDR 1,750,000.00  |
| 6                  | Machine Learning Salary  | 2  | 4.000.000                 | IDR 8,000,000.00  |
| 7                  | Cloud Architect Salary   | 2  | 4.000.000                 | IDR 8,000,000.00  |
| 8                  | Android Developer Salary | 2  | 4.000.000                 | IDR 8,000,000.00  |
| 9                  | Marketing Budget         | 1  | 4.500.000                 | IDR 4,500,000.00  |
| 10                 | License App Store        | 1  | 117.527                   | IDR 117,572.00    |
| <b>Total</b>       |                          |  |                           | IDR 28,501,865.00 |

| One time expenses  |                           |          |                 |                   |                      |
|--------------------|---------------------------|----------|-----------------|-------------------|----------------------|
| No.                | Variable Cost             | Unit     | Price in Rupiah | Total in Rupiah   | Depreciation / month |
| 1                  | Laptop                    | 3        | 8.850.000       | 26.550.000        | IDR 442,500.00       |
| 2                  | Computers                 | 4        | 16.200.000      | 64.800.000        | IDR 1,080,000.00     |
| 3                  | Phones                    | 4        | 7.000.000       | 28.000.000        | IDR 466,666.00       |
| 4                  | Art Assets                | 1        | 200             | 200               | IDR 8,333.00         |
| 5                  | License Google Play Store | 1        | 356.143         | 356.143           | IDR -                |
| <b>Total</b>       |                           |          |                 | 119.706.143       | IDR 1,997,499.00     |
| Future Development |                           |          |                 |                   |                      |
| No.                | Variable Cost             | Unit     | Price total     | Total in Rupiah   |                      |
| 1                  | Estimated Research Cost   | 1        | 10,000,000.00   | IDR 10,000,000.00 |                      |
| 2                  | Estimated Production Cost | Per Unit | 700,000.00      | IDR 700,000.00    |                      |
| <b>Total</b>       |                           |          |                 | 10.700.000        |                      |

## BUDGETING-2 USD 10K / IRD 140M

| Category                                 | Proportions | Budget (max) in Rupiah |
|--|-------------|------------------------|
| All aspects covered in Budgeting - 1     | 50%         | Rp 70.000.000          |
| Additional Budget for Team Salary        | 15%         | Rp 21.000.000          |
| Additional Budget for Research/Ops       | 20%         | Rp 28.000.000          |
| Marketing and Sales                      | 20%         | Rp 28.000.000          |
| Market research and competitive analysis | 10%         | Rp 14.000.000          |
| Future Development / R&D                 | 20%         | Rp 28.000.000          |
| Other Expenses (taxes, reserves)         | 10%         | Rp 14.000.000          |

## SUSTAINABILITY

### SOURCES OF INCOME (IN RUPIAH)

SALES: 10 M

SUBSCRIPTION: 3 M

GRANTS: 70 M

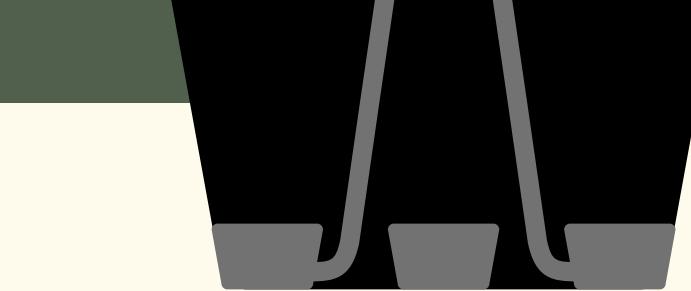
SOFT LOAN: 10 M

ROUNDS OF FUNDING: +- 90 M

### EFFICIENCY PRIORITY

1. GRANTS

2. FUNDING



**BASED ON THE 5K/10K USD BUDGETING,  
EXPECTATIONS ARE**

### 5K FUNDING

- EXPECTED RUNWAY: 6 MONTHS
- EXPECTED HEADCOUNT: 6 PEOPLE

#### ASSETS:

- 2 PATENT/COPYRIGHT
- 50 DATA
- 20 INVENTORY

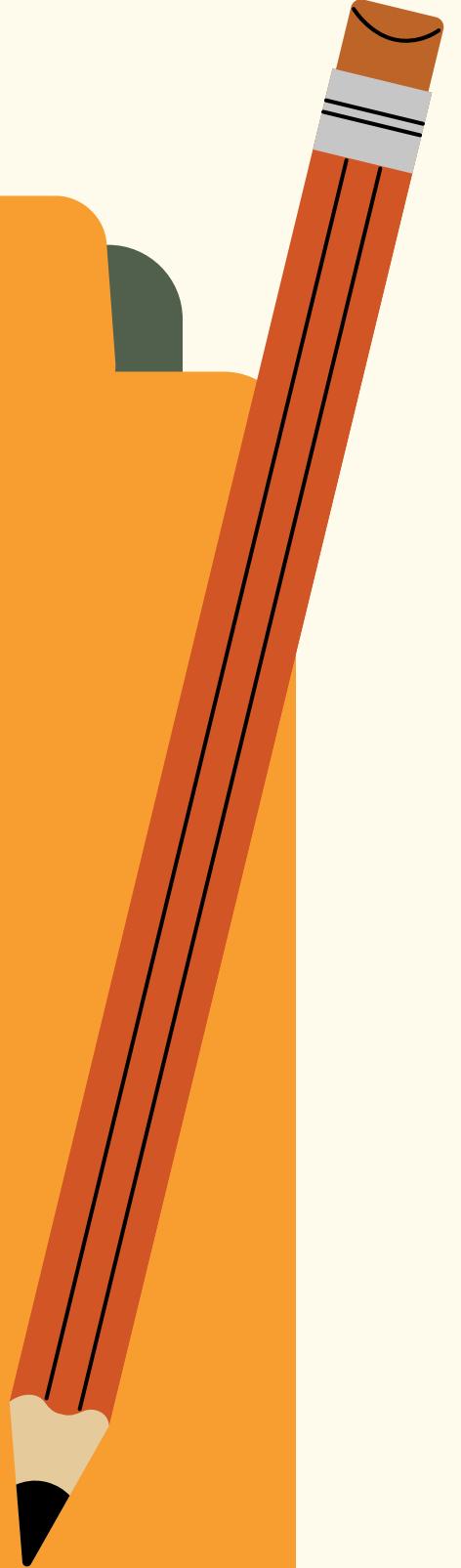
### 10K FUNDING

- EXPECTED RUNWAY: 1 YEAR
- EXPECTED HEADCOUNT: 12 PEOPLE
- MARKET POSITIONING: GO TO FISH MARKETPLACE APP

#### ASSETS:

- 2 KNOWLEDGE / TRAINED PERSONS
- 100 DATA
- 5 EXPERTISES

# TARGET MARKET

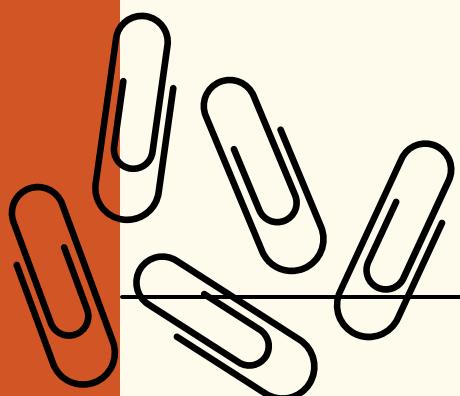


# CURRENT TARGET MARKET



## 1. Fishermen

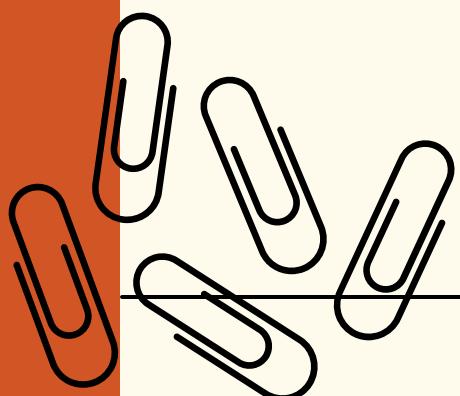
Fishermen are the main target market of our application because the main purpose of our application is to help them prosper. So hopefully this application can help them reach a wider range of consumers.



# CURRENT TARGET MARKET

## 2. Hotel, Restaurant, & Fish Seller

Hotels, restaurants, and fish sellers become our target market,. Because they are usually the main roles who buy directly at the harbor to get the lowest price



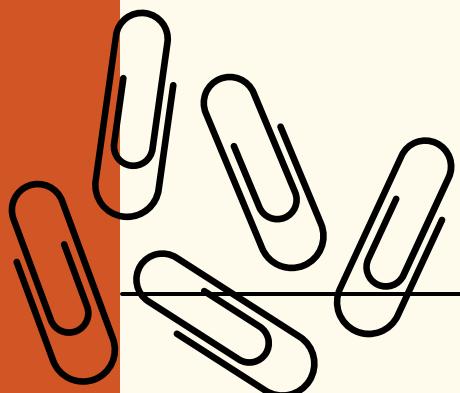
# FUTURE TARGET MARKET



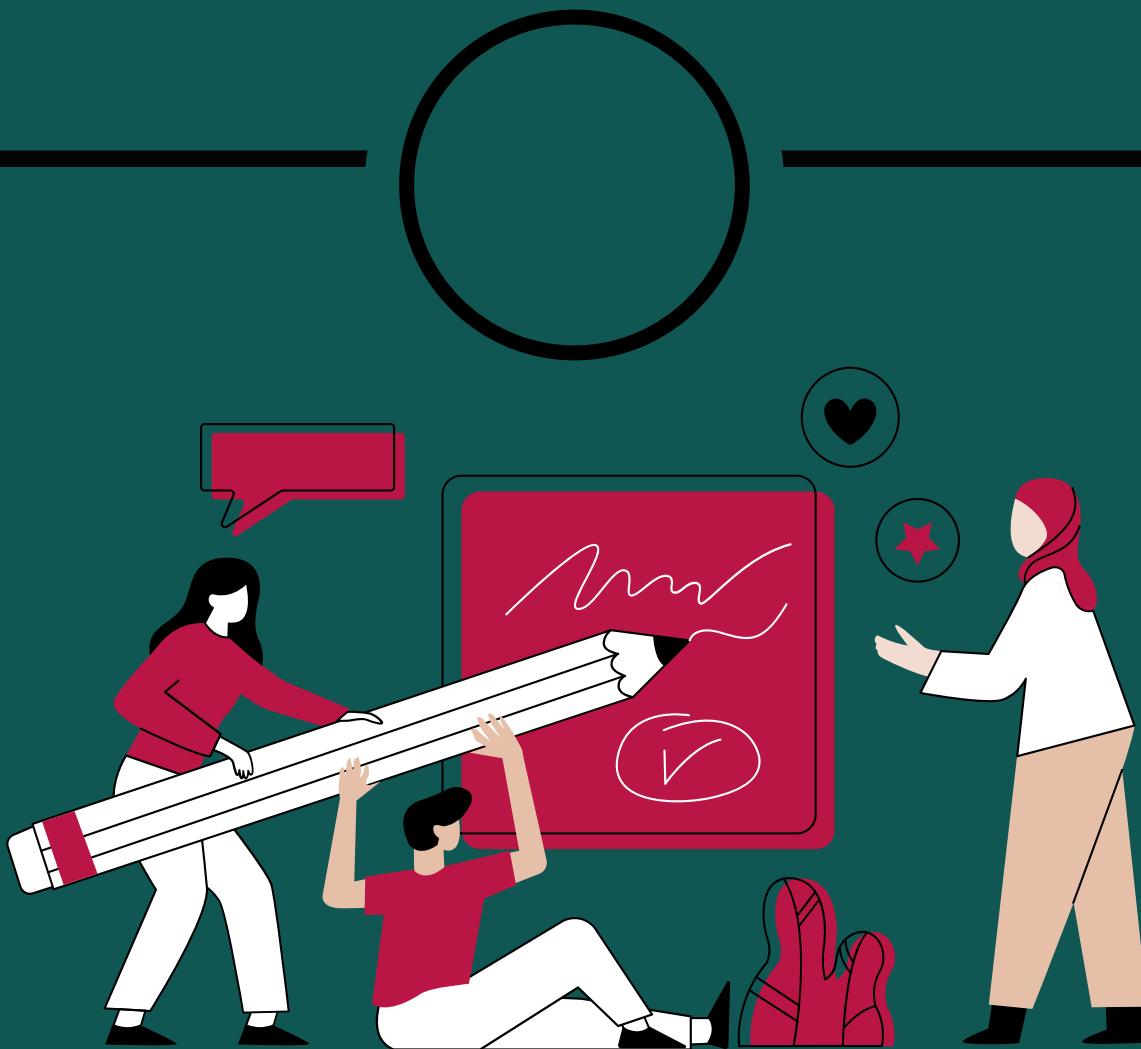
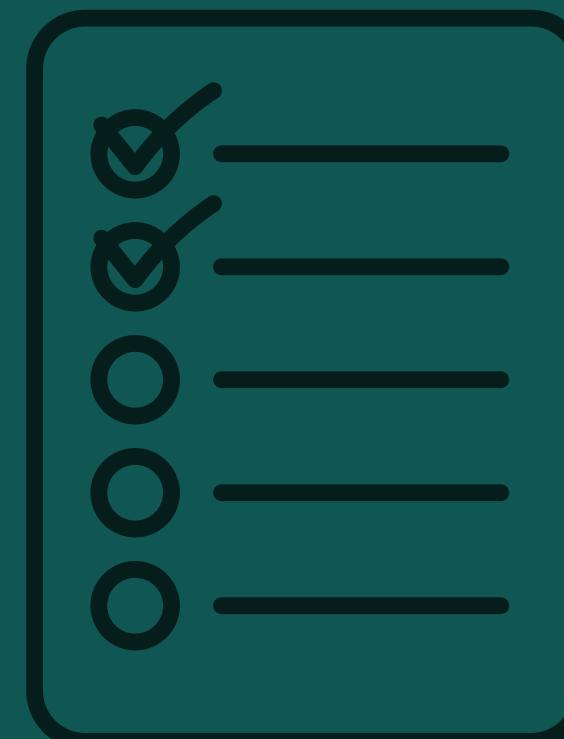
## Wide Community

They are the final target market because the ultimate goal of this application is to be able to make people buy fish easily and cheaply according to the fish quality.

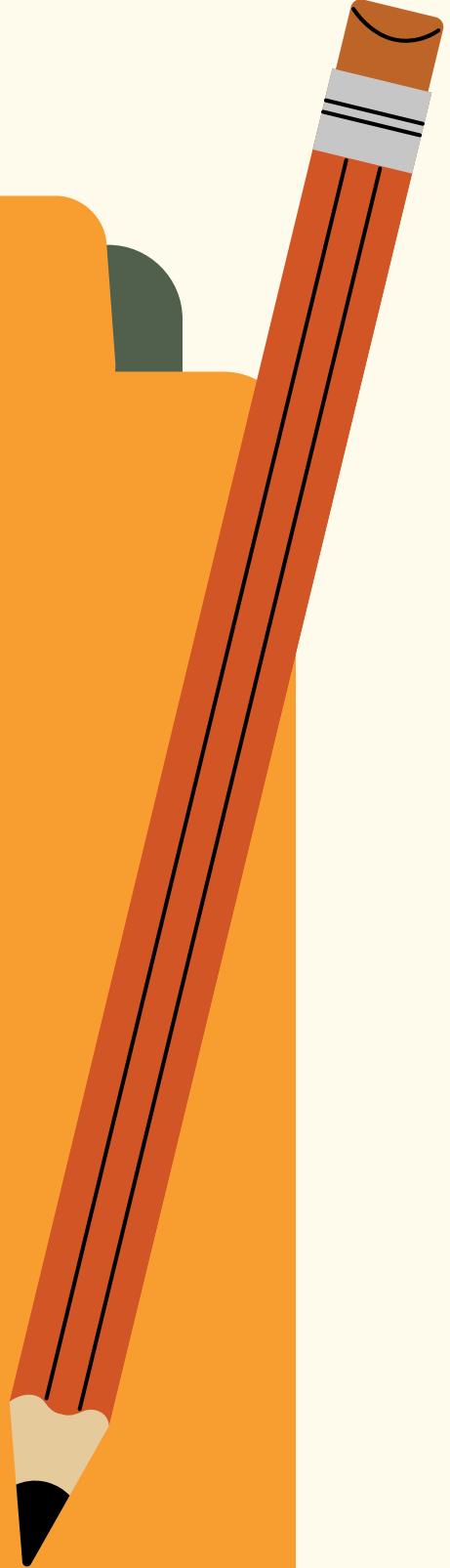
So, hopefully it can increase the number of fish consumption in Indonesia.



# OUR PROJECT PLAN

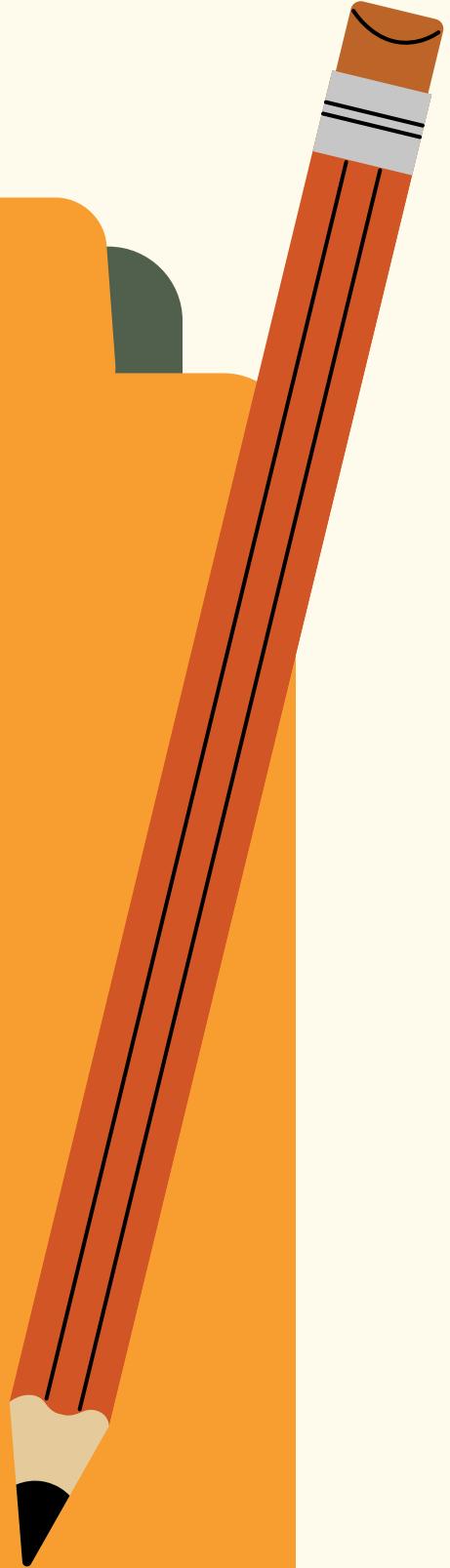


## COMPARISON TO SIMILAR APPS

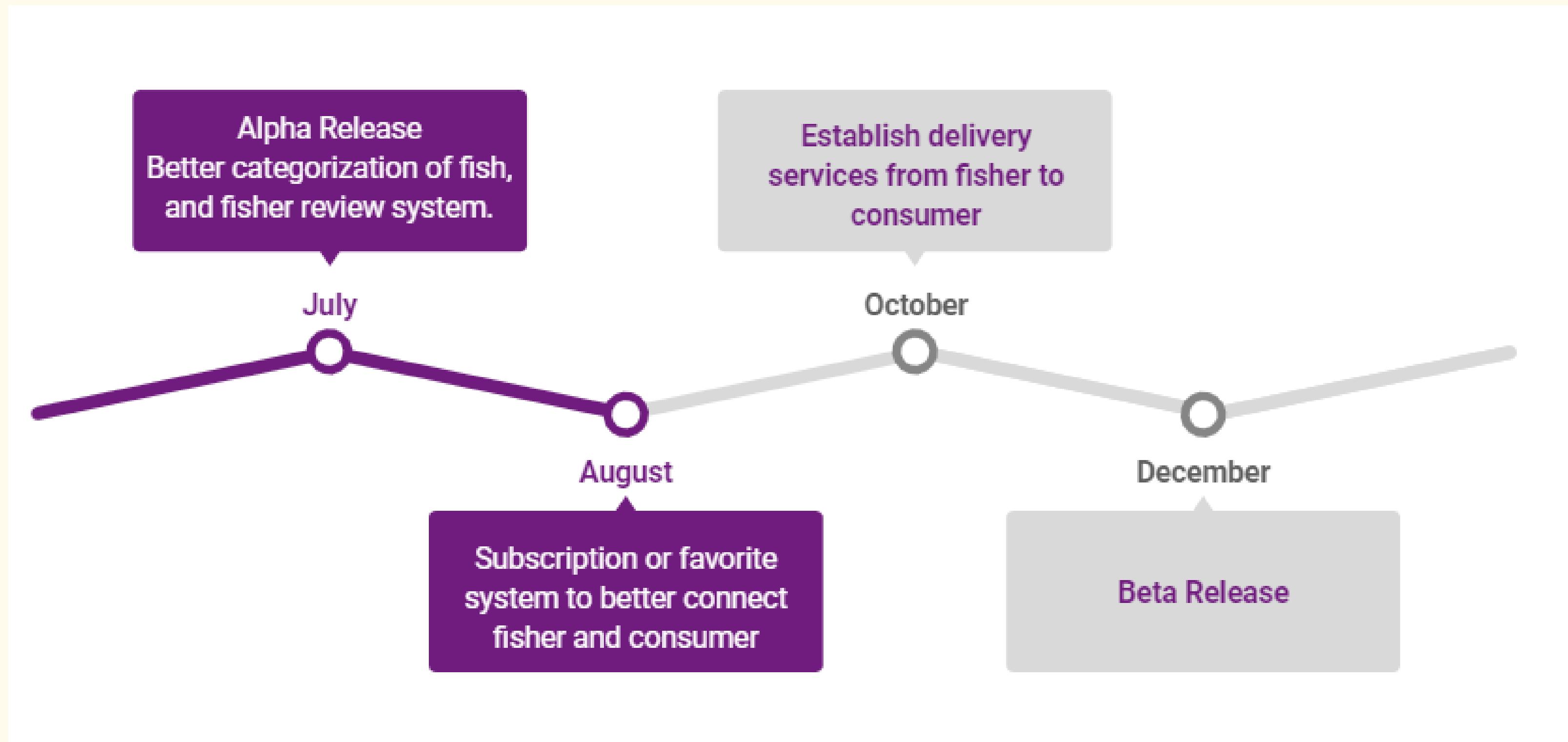


| <b>Comparison Point</b>      | <b>Fi\$hku</b> | <b>Laut Nusantara</b> | <b>Happy Fresh</b> |
|------------------------------|----------------|-----------------------|--------------------|
| Apps run well                | ✓              | ✓                     | ✓                  |
| Attractive UI/UX             | ✓              | ✗                     | ✓                  |
| Freshness detection feature  | ✓              | ✗                     | ✗                  |
| Fishery marketplace features | ✓              | ✗                     | ✓                  |
| Delivery services            | Future feature | ✗                     | ✓                  |
| Fisher Subscription          | Future feature | ✗                     | ✗                  |
| Fisher review system         | Future feature | ✗                     | ✗                  |

# PROJECT MILESTONE



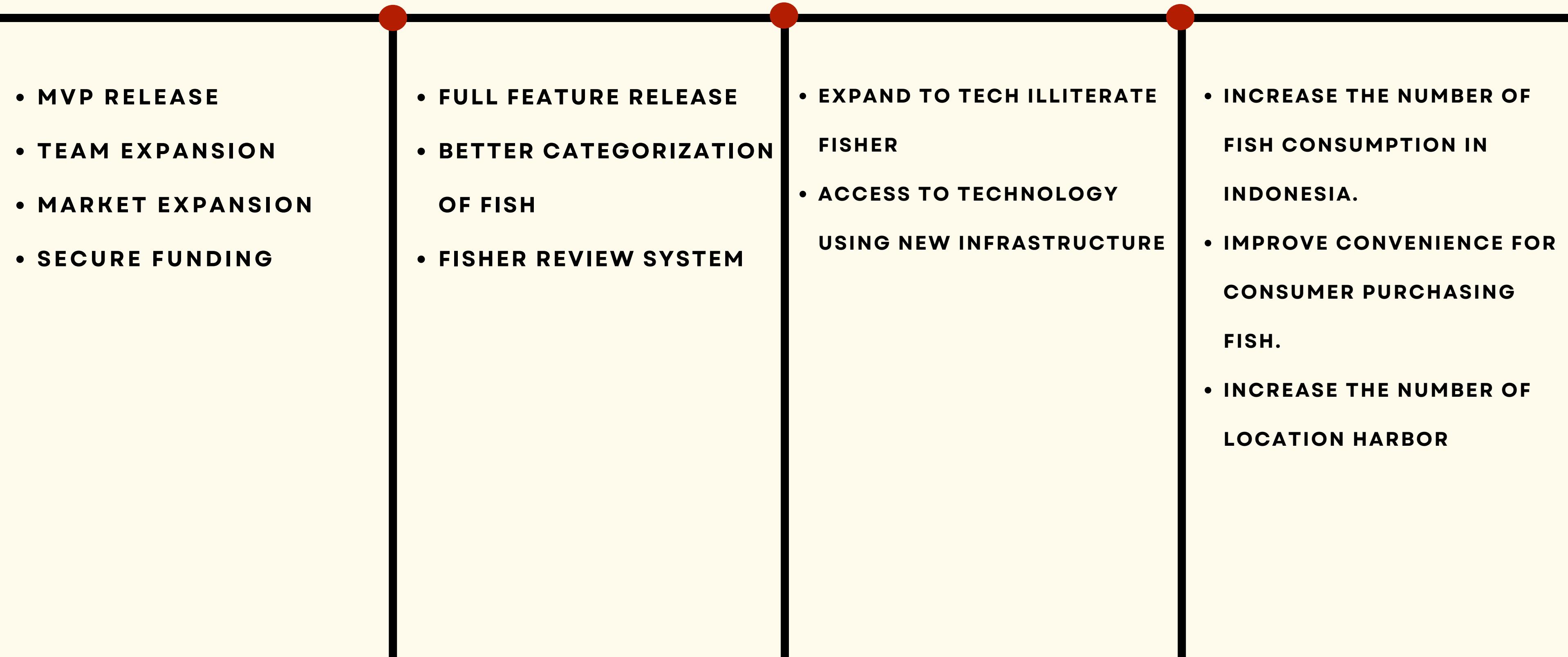
## PROJECT MILESTONES FOR 2022 (TO END OF YEAR)



## BUDGETING RESTRICTIONS & NEEDED ROLES

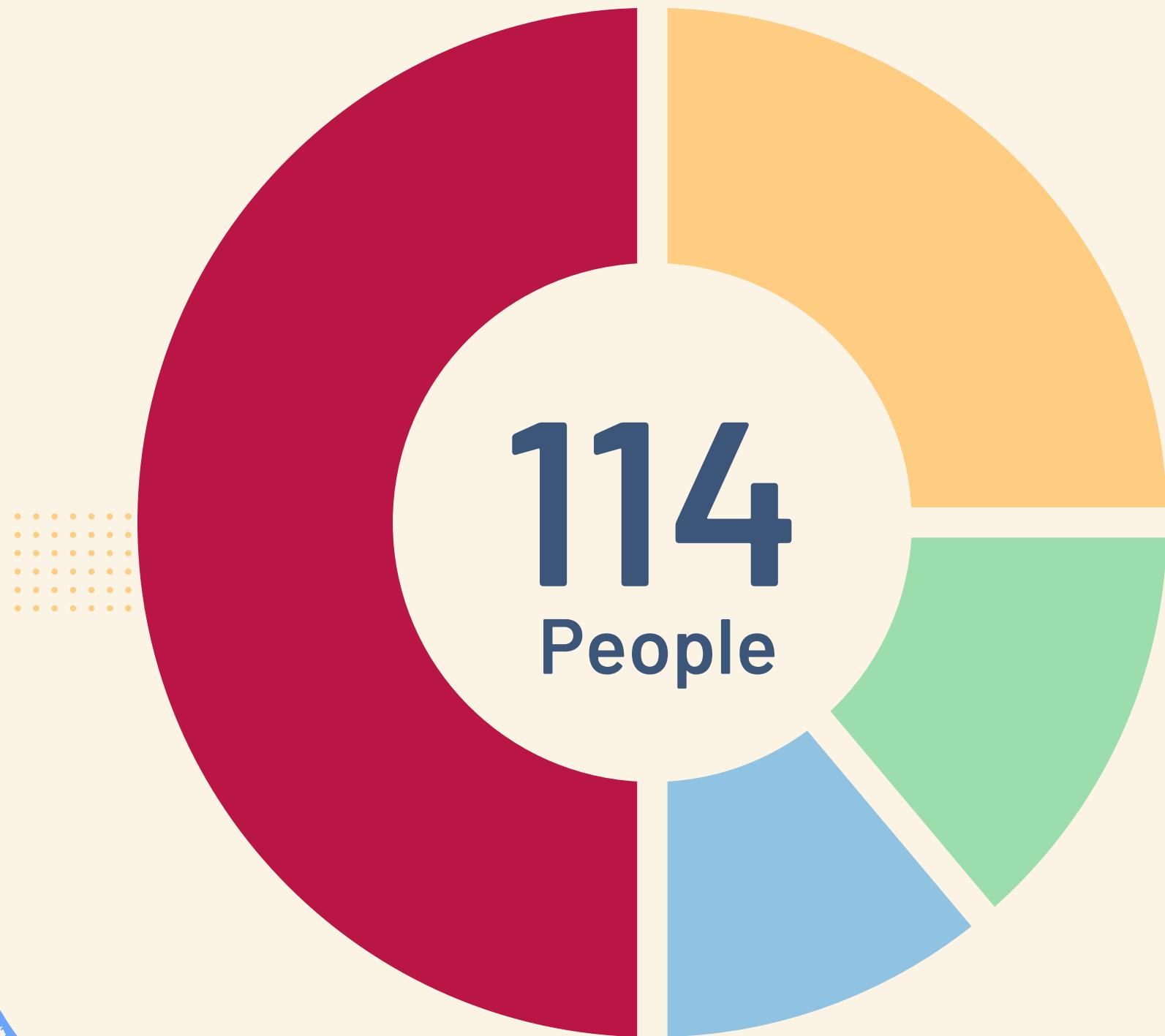
| Pilot                           | Timeline               | Budgeting Restrictions   | Needed Roles  |
|---------------------------------|------------------------|--|---|
| Alpha Release<br>(MVP Features) | July to August         | Salary for Developers and Marketer. May need upgrade for cloud service           | Project Lead, App Developers, Marketing, Budgeting.               |
| Beta Release                    | January/<br>Early 2023 | Salary for developers, marketers and finance. Cloud service upgrade is expected. | Project Lead, App Developers, Marketing, Budgeting, Tech Support. |

# THE ROADMAP





# TOTAL RESPONDENTS



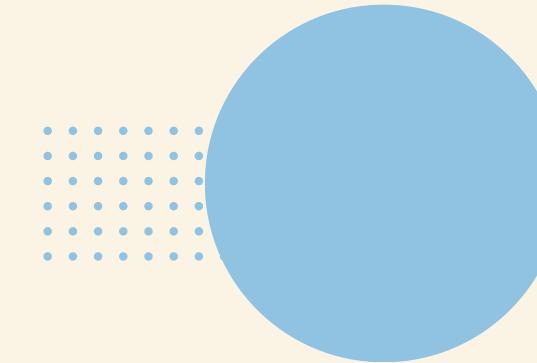
Fisherman



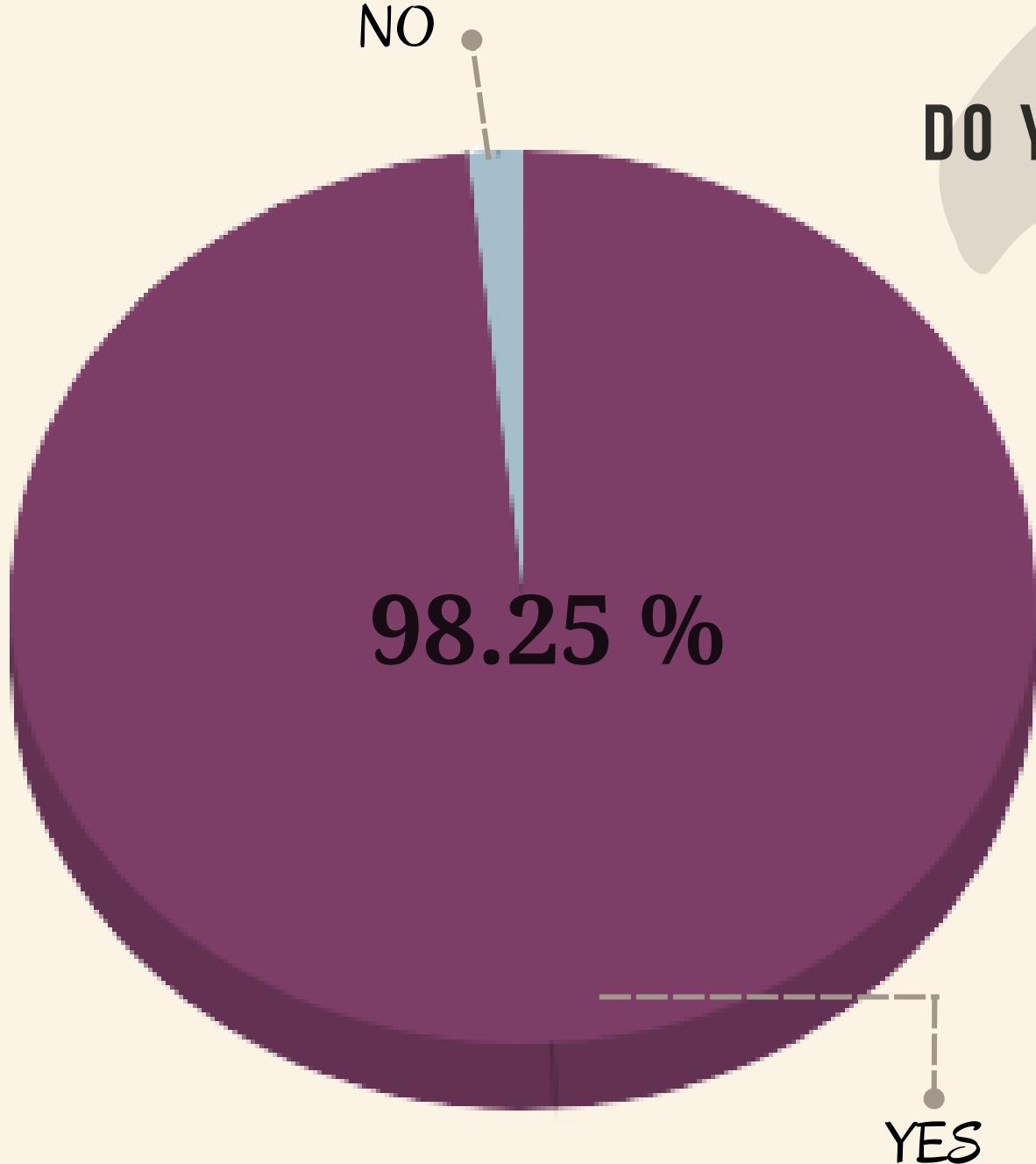
Business Stakeholder



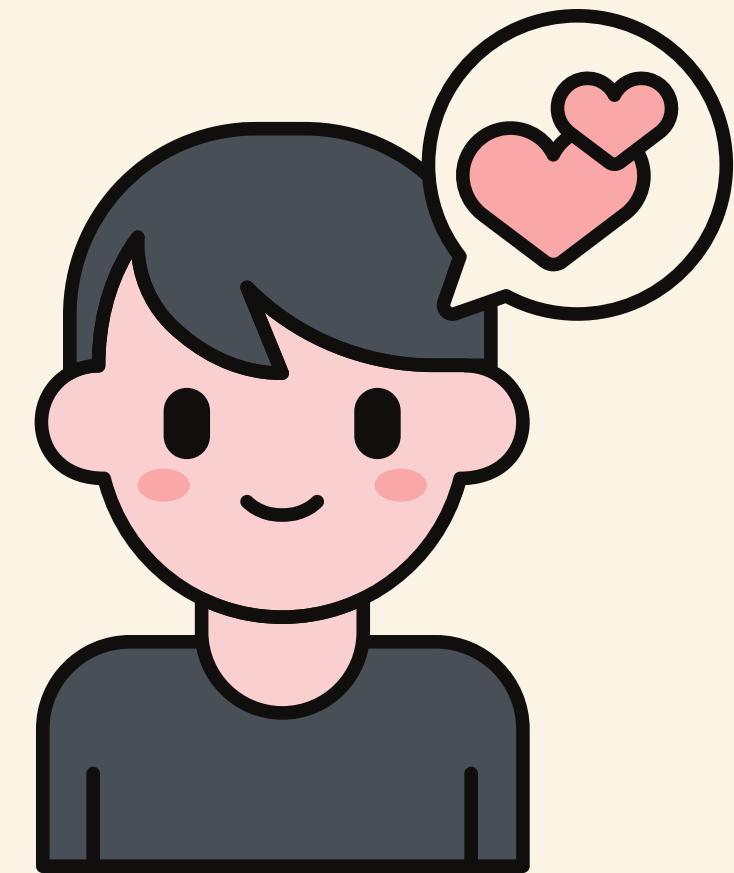
fishery student

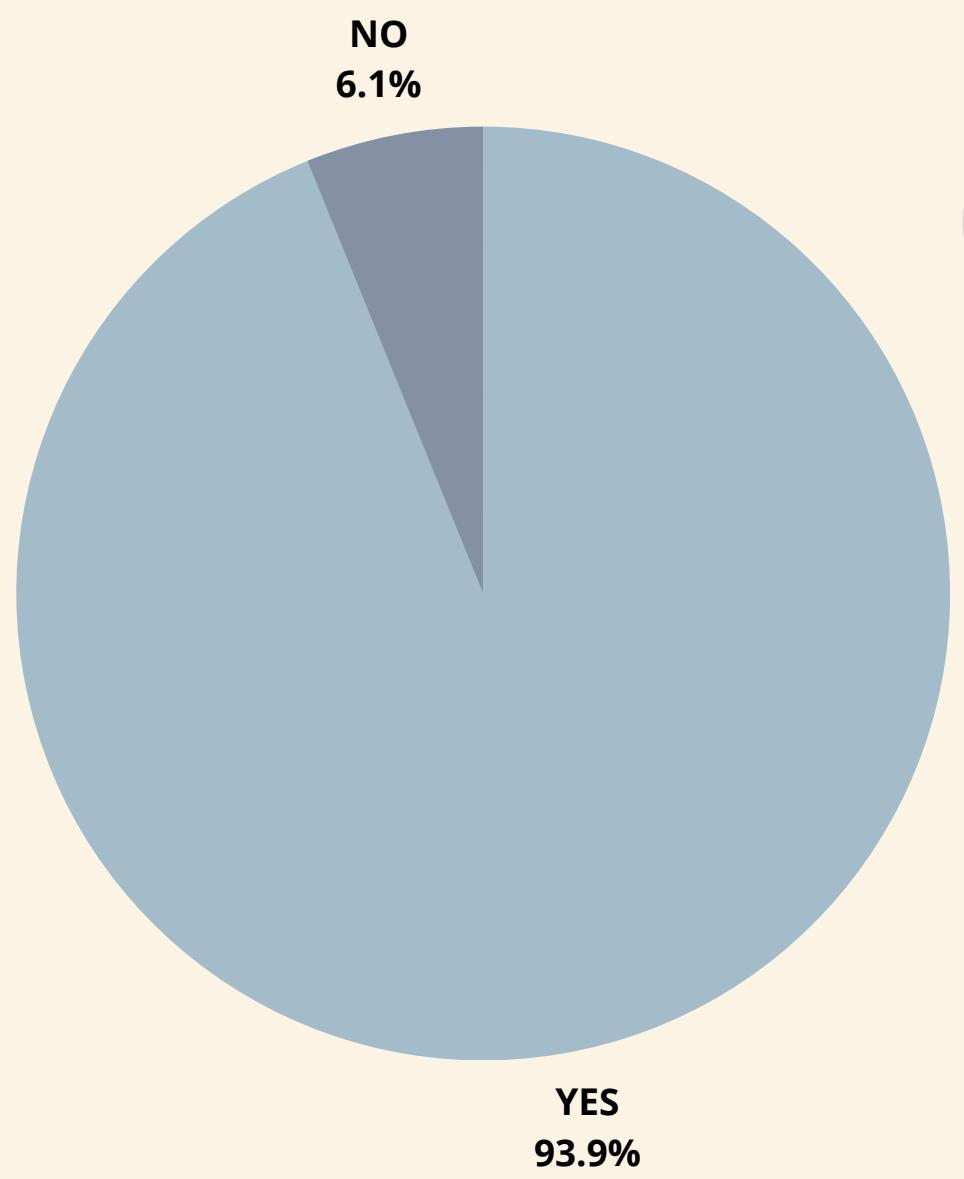


Etc



DO YOU THINK FISHKU APPLICATION IS  
INTERESTING?





IN GENERAL

# USEFULNESS

For buying and selling  
fish



- Makes it easy to buy fresh fish
- Makes it easy to buy the fish you want
- Help in finding the cheapest fish prices
- etc

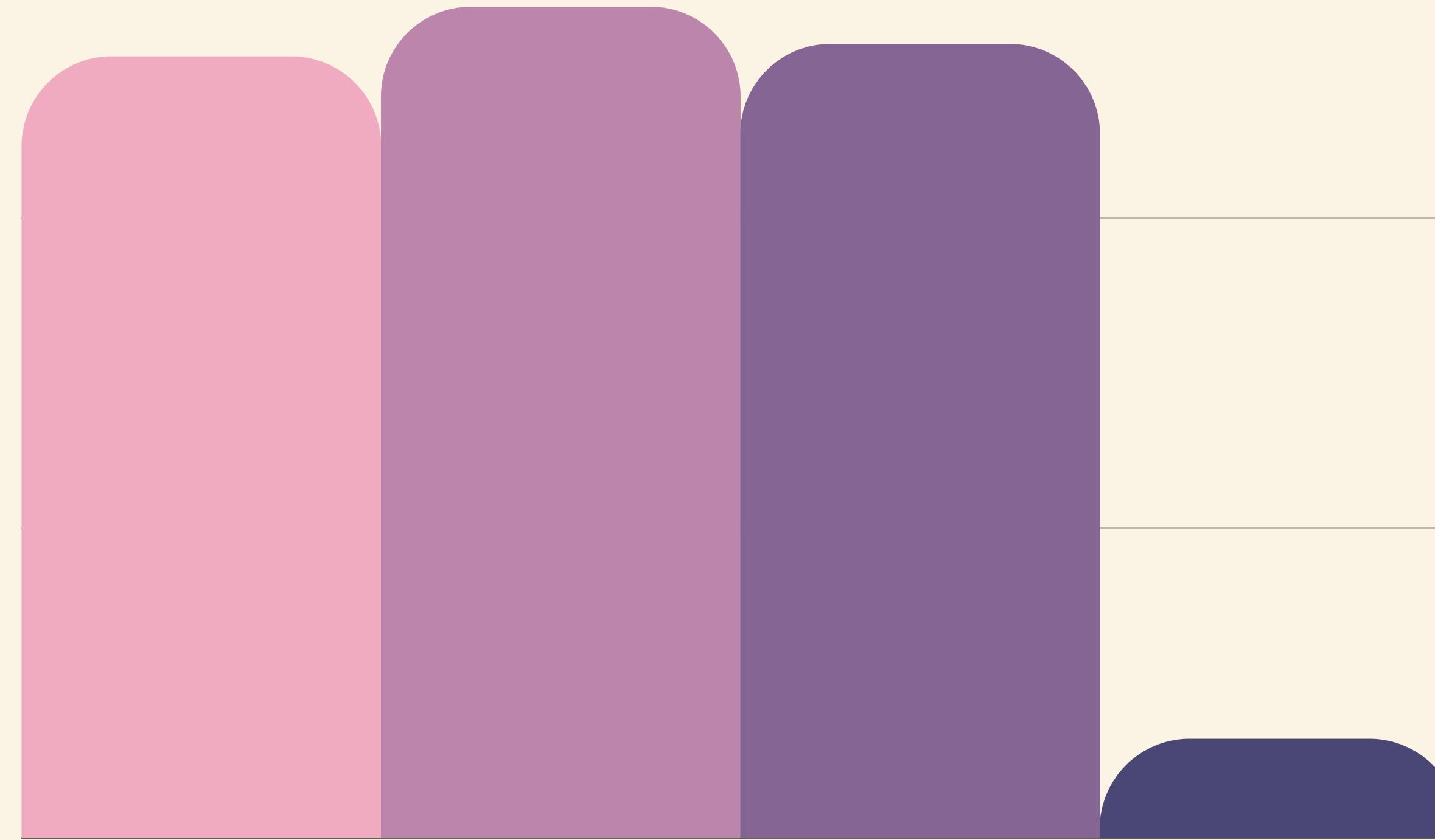
75

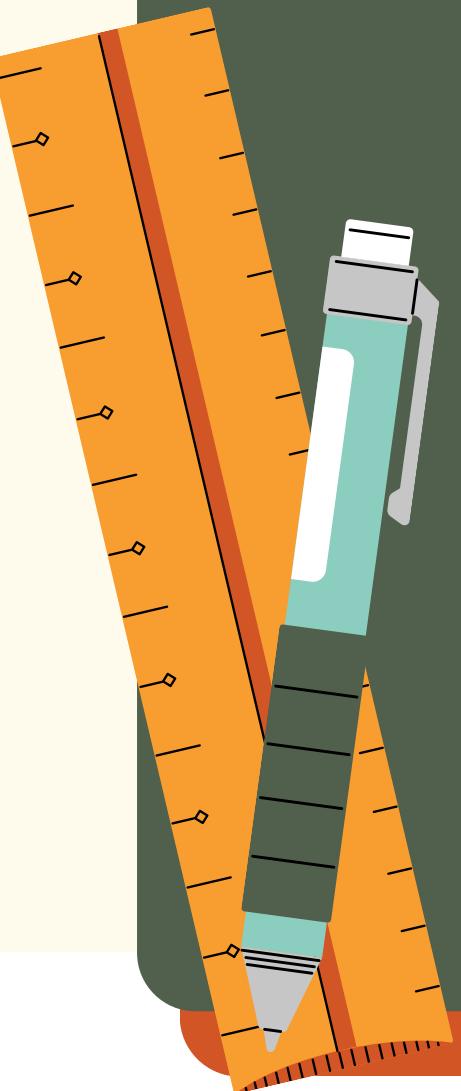
50

25

0

ARGUMENTS





**Fishku plans to create a workshop to  
help onboard our potential  
fishermen partners**

# NEXT FEATURES

In the future, we want to make it bigger by adding more useful features.



- reaching more ports and distributing freshwater fishes
- distributing freshwater fishes
- able to detect the freshness of fresh water fish

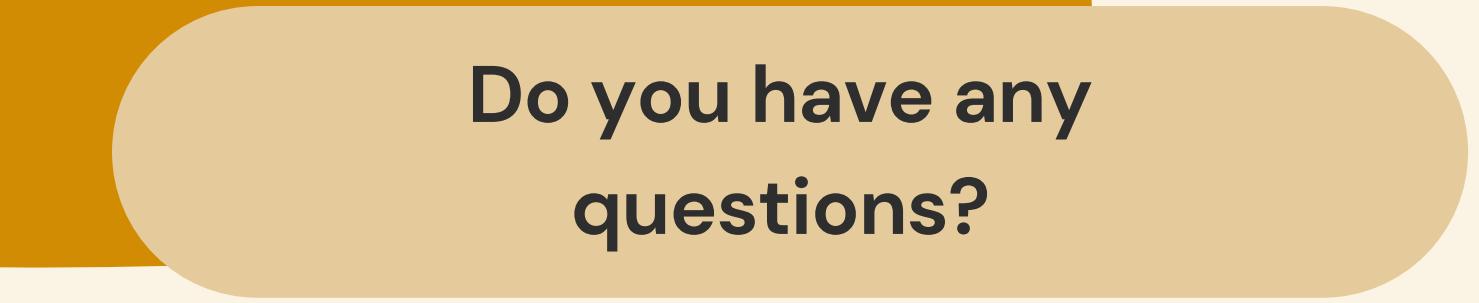


**That's all we can say for now. We are very excited to be able to realize this project. To help fishermen to have a better life while making it easier for you to buy fish online. And we hope that you too are excited to be a part of Fishku. To realize the fifth pancasila,"Keadilan sosial bagi seluruh rakyat Indonesia"**

# **QNA SESSION**



**Do you have any  
questions?**





**THANK YOU**  
*For the attention*



[bit.ly/VideoBangkitFishku](https://bit.ly/VideoBangkitFishku)



[bit.ly/FinalPPTFishku](https://bit.ly/FinalPPTFishku)