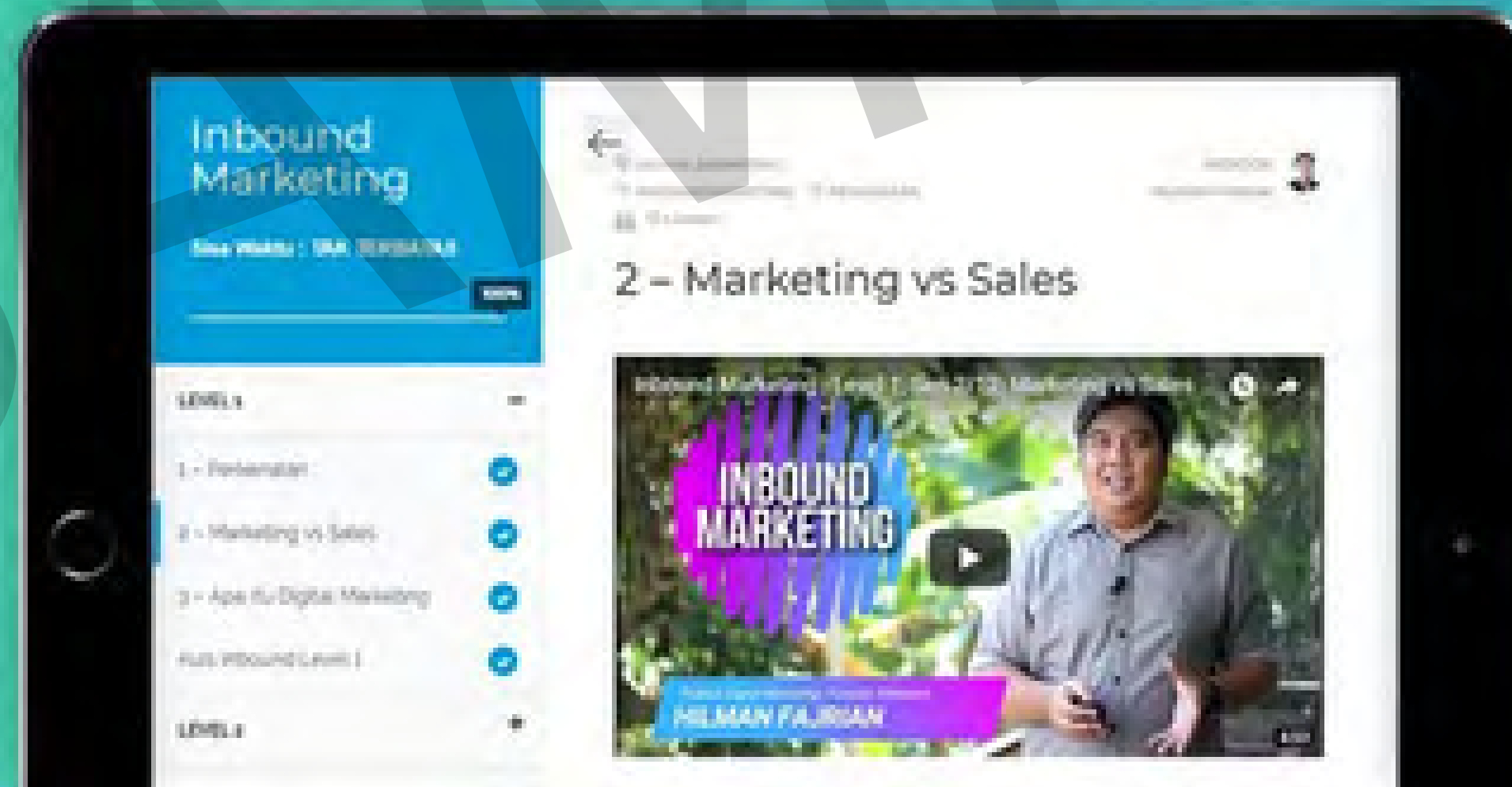


# INVESTMENT PROPOSAL 2018

Belajar keahlian secara online dari mentor praktisi  
kapan saja, dimana saja

DAFTAR, DAPAT GRATIS 6 KELAS



**CONFIDENTIAL**

# WHY WE ARE HERE

We believe human needs new approachment in learning to scale their quality of life and competitiveness.

# WHAT WE DO

We build product to augementing human intelligence through the most relevant approachment in continous learning by providing robust education technology.



# ARKADEMI.COM

is social online learning marketplace where anyone could teach and learn any skills that enriching lives. It has flexible business model, revenue model, tools, 3rd party support, practical orientation method, and in Bahasa.

Arkademi's mission is to democratize continuous learning to raise Indonesian value and competitiveness.

# WHY YOU

We choose our investor very carefully to make sure they share common vision and have relevant tangible-intangible capital to help us grow. Investors are part of us to actualize our big mission.

- Same vision to make Indonesia better by making impact through social tech-entrepreneurship.
- Embrace and support innovation.
- Experience, wisdom, and network in tech industry.
- Excellence experience in early stage investment.
- In-depth knowledge and broad access to talent, mentor, media, and market.
- Access and network to high net worth individual (HNWI) in tech and learning industry.
- Portfolio support.





# FOUNDER

## HILMAN FAJRIAN

Business strategist, tech developer, data engineer, startup coach.

Indonesia citizenship

University of Gadjah Mada (UGM) Yogyakarta, Faculty of Law  
Balikpapan, Kalimantan Timur

Former CEO/Founder, Social Lab

Former Chief of Digital/co-founder, Discover Borneo

Former Chief Business Development, Koran Kaltim Newspaper

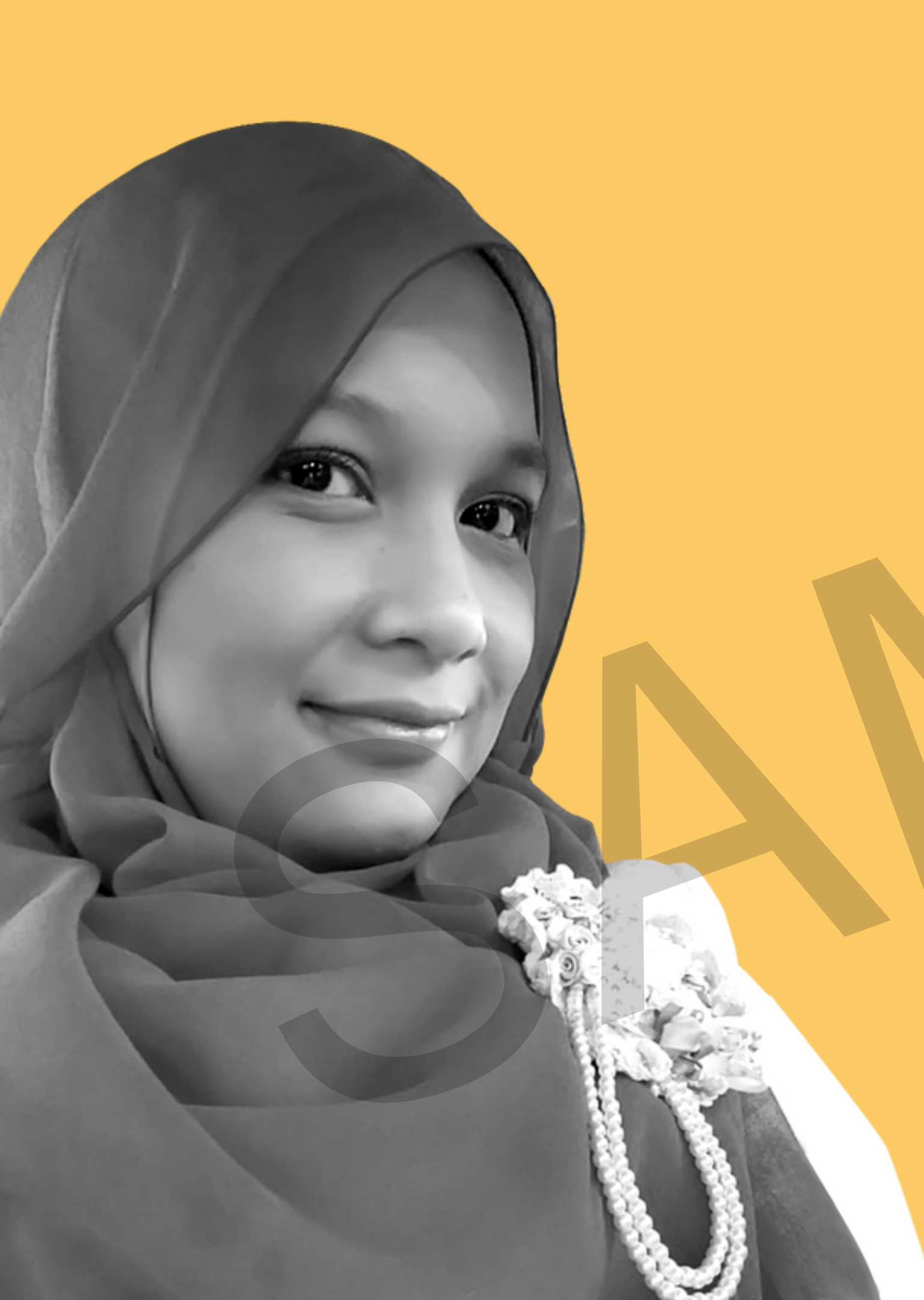
Former Chief Editor/co-founder, Koran Kaltim Newspaper

Former Head Software & Web Developer/co-founder, IDEA Digital

32 certifications on entrepreneurship, digital marketing, business  
strategy. 18 projects. 35 awards.

Linkedin: /hilmanfajrian

**Role: Chief Executive & Technology Officer**



# CO-FOUNDER

## RESSY DWI EVERNNY

Certified learning designer, Certified talent management, HCM certified & practioner, Corporate learning practioner

Indonesia citizenship  
University of Brawijaya Malang, Faculty of Law  
Jakarta

Expert HR Consultant at Indonesia Power  
Former Leadership Learning Deputy Manager at PLN Corpu  
Former HR Management module designer at PLN  
Former Talent Management designer at PLN  
Former Corporate Transformation team at PLN-McKinsey

2 certifications, 20 projects, 11 awards

**Role: Chief Learning Officer**

# PRODUCT LINES



ARKADEMI  
Masterclass



ARKADEMI  
Workplace



ARKADEMI  
*campus*



ARKADEMI  
*Studio*



# WHAT PROBLEM ARE WE SOLVING?



ARKADEMI  
Masterclass

Online social learning marketplace where anyone could teach and learn any skills that enriching lives and raise their competitiveness.

.....



## STUDENT

- On-demand learning to improve skill.
- Learn from others/peers.
- Continuous and collaborative learning to maximize outcome.
- Solve the real problem with real solution.



## MENTOR

- Limited opportunity to sell the expertise and experience as a mentor.
- Scalability and flexibility of mentoring.
- Flexibility on revenue model on selling class.
- Enriching content to maximize learning experience and outcome.



# WHAT PROBLEM ARE WE SOLVING?



ARKADEMI  
**Workplace**

Web-app based learning management platform to help corporate transform their organization through most relevant learning approachment in 21st century.

.....



## **EMPLOYEE**

- On-demand learning to improve skill and develop career.
- Providing availability to any learning content without space and time barrier.
- Reliable platform to deliver user-centric learning program and engagement.



## **CORPORATE**

- Scalability and availability on learning & development program on reliable platform.
- Cost efficiency with more optimal result.
- Deliver high quality learning content with most relevant approachment.
- Content privacy.

# WHAT PROBLEM ARE WE SOLVING?



ARKADEMI  
*campus*

Online ecosystem for higher education to provide most engaging learning content with relevant approachment to maximize education outcome.

.....



## STUDENT

- Availability to access subject materials anywhere and anytime.
- Space and time barrier to engage with lecturer and learning content.
- Relevant learning content and approachment to maximize education outcome.



## LECTURER

- Limitation channels to deliver subject materials and engage with students without barriers.
- Maximize student result by delivering engaging and relevant learning content.
- Smart tool to automate and iterate process.

# WHAT PROBLEM ARE WE SOLVING?



ARKADEMI  
*Studio*

Intelligence and creative service to help client to design and create relevant and engaging content on new media based on our special expertise and big data.

.....



## **CORPORATE - LECTURER - MENTOR**

- Ability to design and create learning content on new media.
- Resource availability to create engaging learning content.
- Insight and reference availability to create most relevant and engaging learning content that fits to student.

# OUR SOLUTION





# OUR SOLUTION



- The most reliable massive open online course in Indonesia.
- Online learning platform with robust and user centric technology.
- Deploy on enterprise grade platform with high-end security.
- Scaleable with unlimited flexibility.
- Stunning design with user experience centric.
- Platform that provides high quality learning experience through engagement and gamification.
- Game changer technology that democratize continuous learning.

# SOCIAL IMPACT

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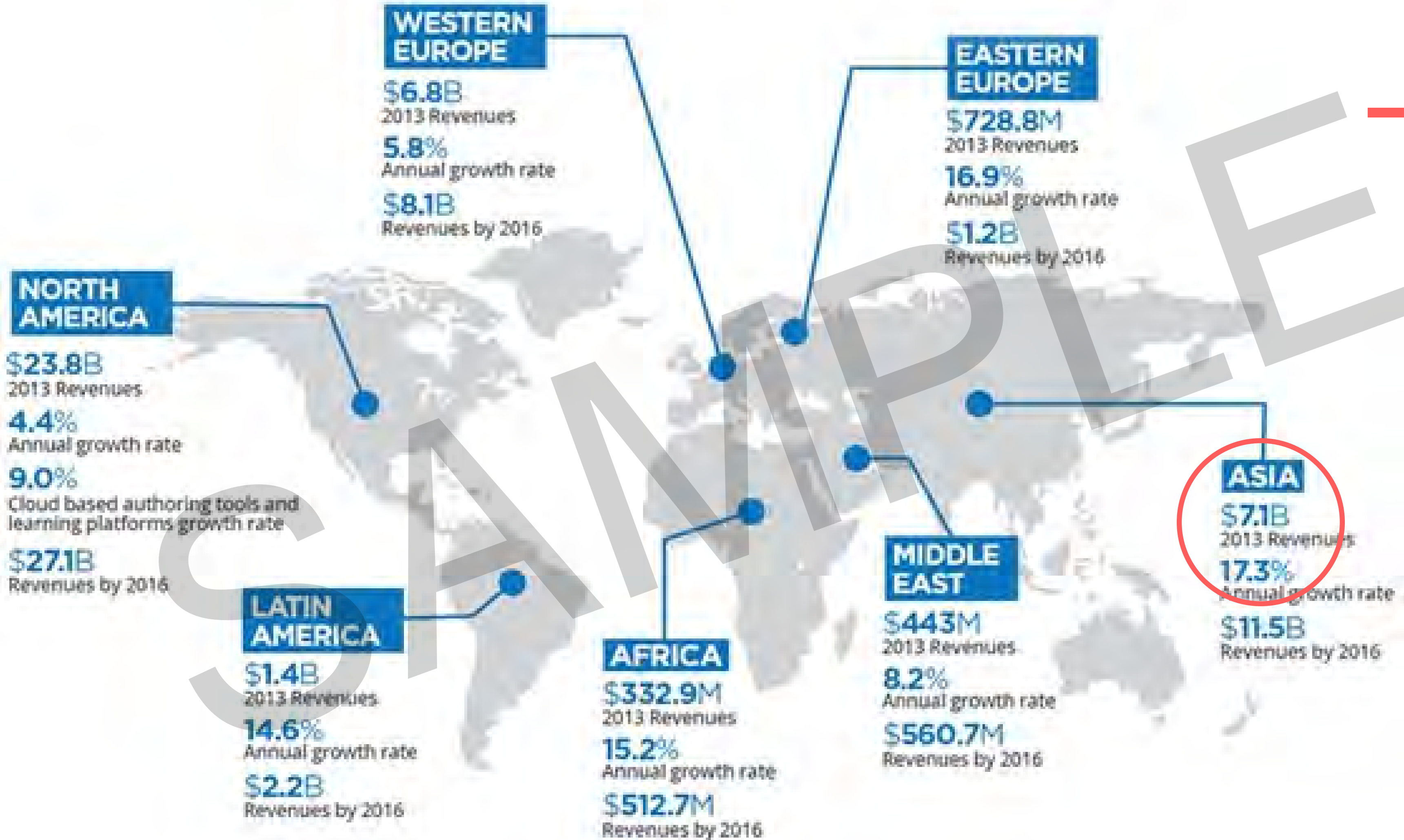
## TEORY OF CHANGE

Online social learning platform on skill improvement would drop learning cost, increase availability, raise competitiveness of society, and crate a new economic source to improve prosperity.

## IMPACT EVIDANCE

- National competitiveness index.
- National human development index.
- Entrepreneurship index.







Worldwide E-Learning Market by 2018



Annual worldwide growth rate over the period 2012-2018

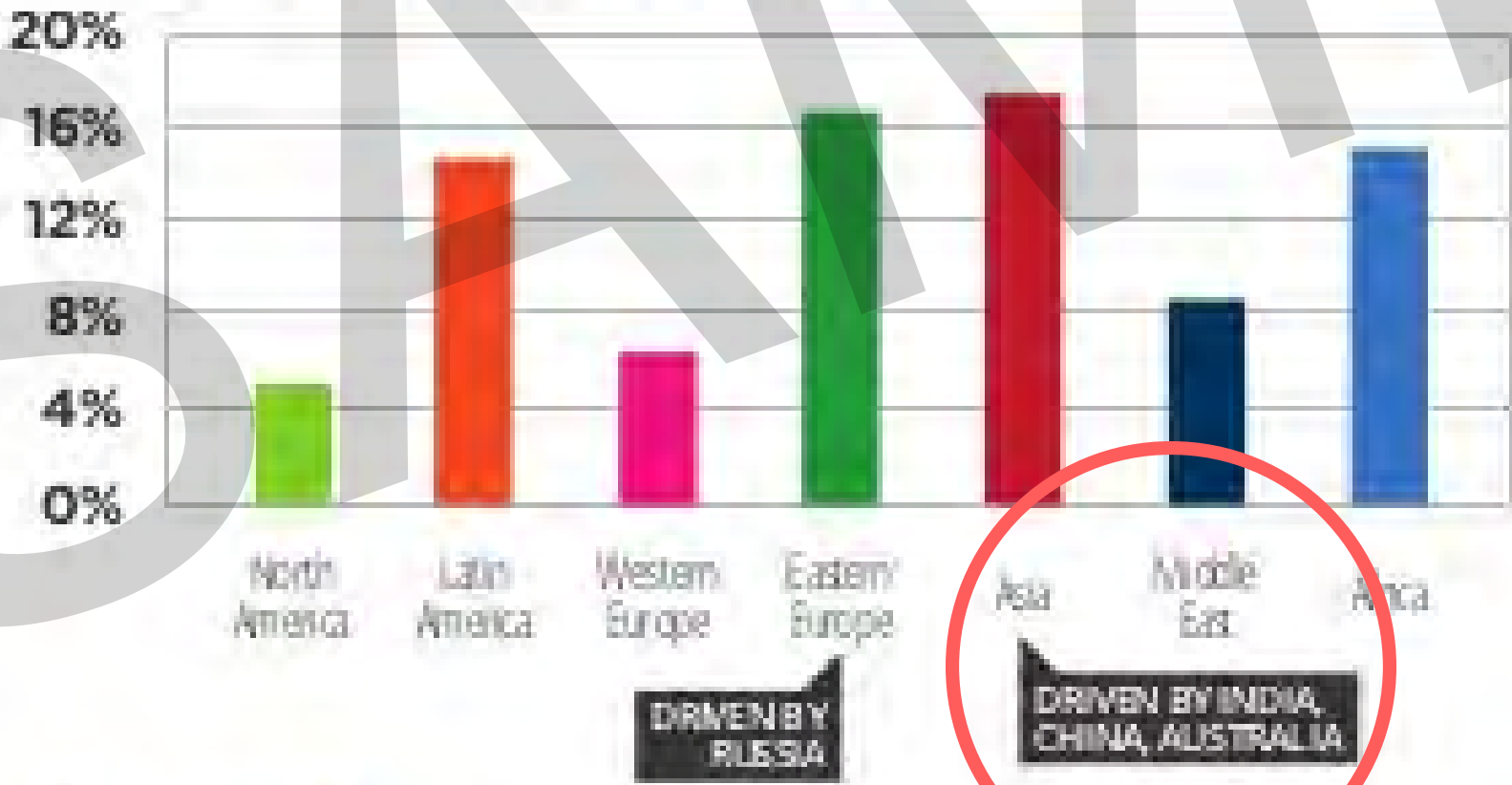


Percentage of online training delivered by Best Companies (Average is 38.5%)

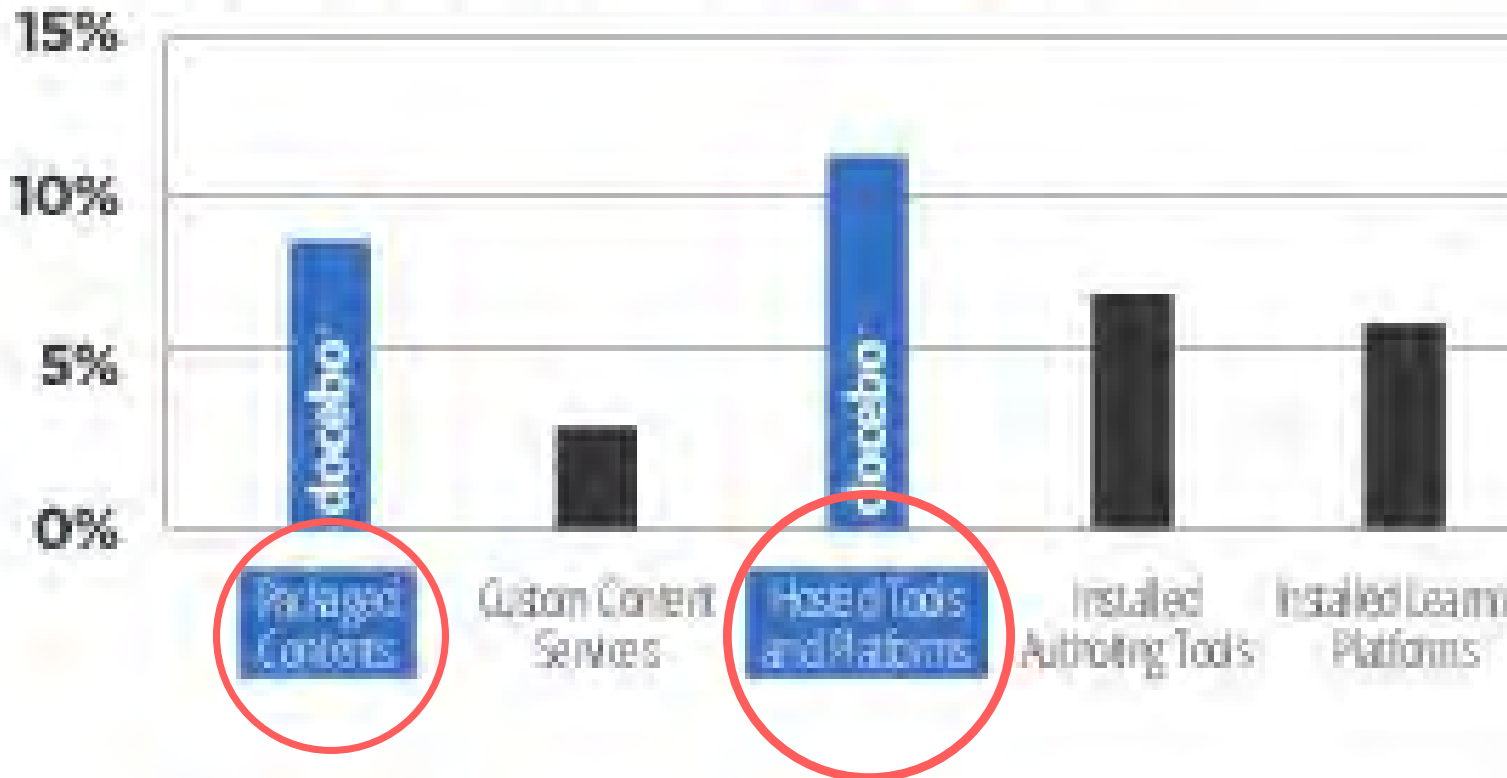


Learning hours used per Employee by Best Companies (Average is 38.5h)

Growth by region



What customers buy





# Why Indonesia?

## ASIA SUMMARY



\$7.1B  
2013 Revenues



17.3%  
Annual growth rate



\$11.5B  
Revenues by 2016



Literacy  
Development



Highest Growth  
Rate



Demand of  
Contents



Integration with  
Talent Management



Adoption of  
Mobile  
Technology



Strong  
Government  
Initiatives



## Top Buyers of Mobile Learning Products and Services

**In 2012:** US, Japan, South Korea, China, and India

**Expected by 2017:** China, US, Indonesia, India, and Brazil

## TOP 10 E-LEARNING GROWTH



### Opportunity for Indonesia:

- Top 10 E-Learning growth rate
- Top 10 E-Learning market by revenue
- Top 5 buyer of Mobile learning

# TARGET COSTUMER



## STUDENT

.....

- Working age population
- Digital native
- Continous learner
- College student



## MENTOR

.....

- Online and offline mentor/instructor
- Proven practioner and entrepreneur
- Peer leader
- Teacher



## CORPORATE

.....

- Private enterprise
- Public enterprise
- State-owned enterprise
- Startup
- Course business

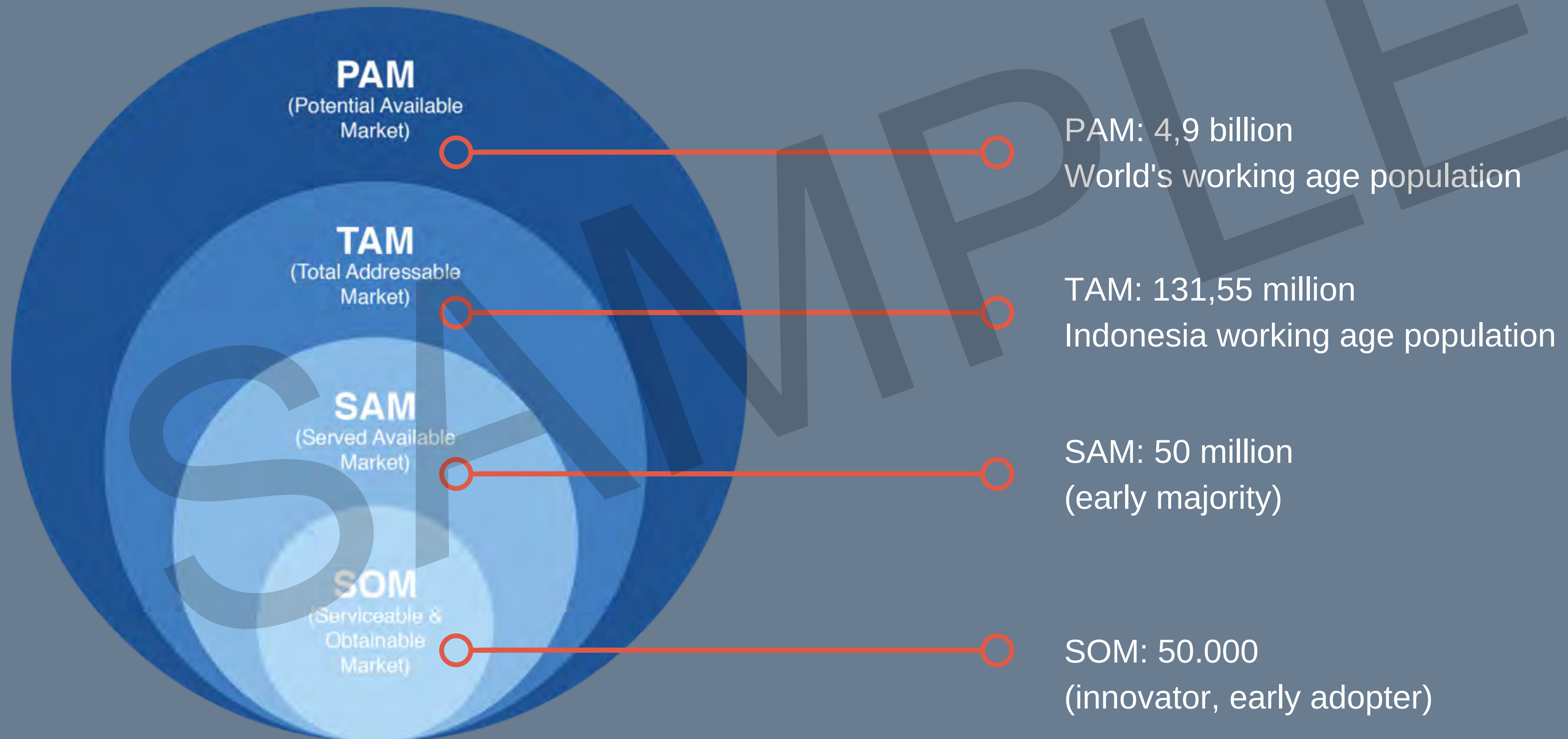


## HIGHER EDUCATION

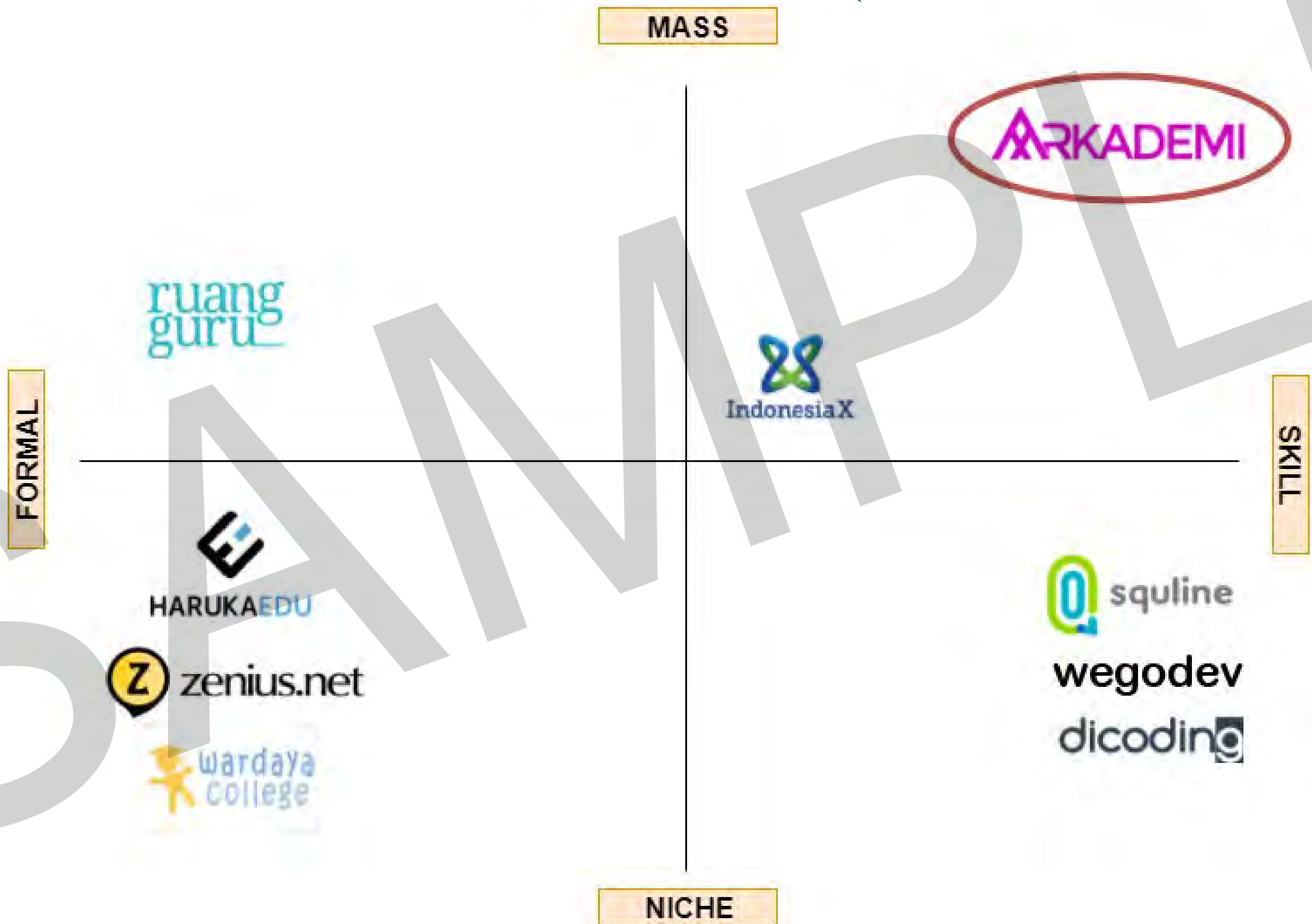
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- College
- University
- Academy

# MARKET SIZE



# MARKET POSITIONING





# MONETIZATION/BUSINESS MODEL



- Enrollment comission
- Hosted class (individual)
- Hosted clas (corporate)
- Sponsored class by brand
- Private mentoring comission
- Advertisement
- Store
- Arkademi Studio support



- Dedicated class - corporate learning
- Class quota
- Customization
- Integration
- Learning path
- Arkademi Studio support

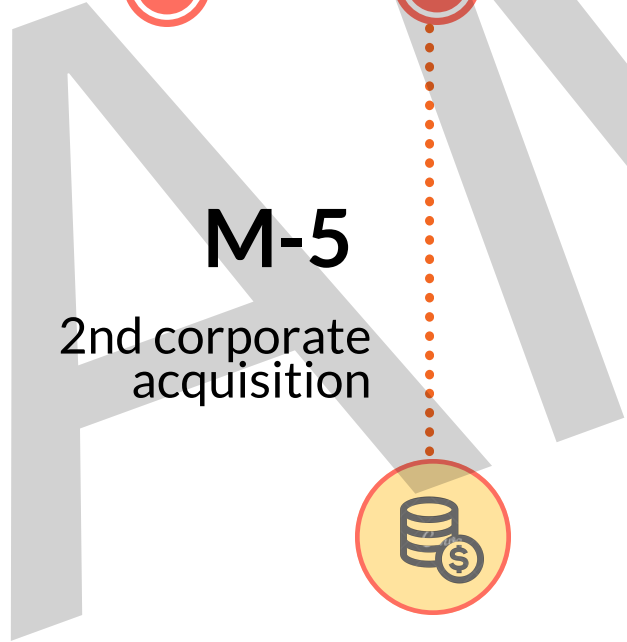


- Dedicated class - Campus Learning
- Dedicated class - Higher Education Online Degree
- Dedicated class - Public Learning
- Class quota
- Customization
- Integration
- Learning path
- Arkademi Studio support



- Learning design
- Content production

100



# MILESTONE BY FUNDING ROUND

## A ROUND

### M-0

Round A funding  
Rp 32 billion



### M-4

Arkademi Hub  
1 major city



### M-6

Mentor  
marketing  
tool



### M-10

Learning  
path  
activation



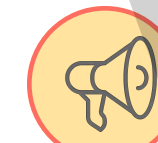
### M-14

Arkademi  
Hub  
3 major city



### M-16

Advertisement  
add-on



### M-24

Rp 500 B valuation  
GMV Rp 100 billion  
100 corporates  
30 universities  
400 mentors  
600 classes  
300.000 users



### M-2

Arkademi  
Campus



### M-5

Private  
mentoring  
activation



### M-8

Arkademi  
Studio V1  
Online tool



### M-12

Rp 70 B valuation  
GMV Rp 15 billion  
40 corporates  
10 universities  
200 mentors  
300 classes  
100.000 users



### M-15

TV  
On-demand  
integration



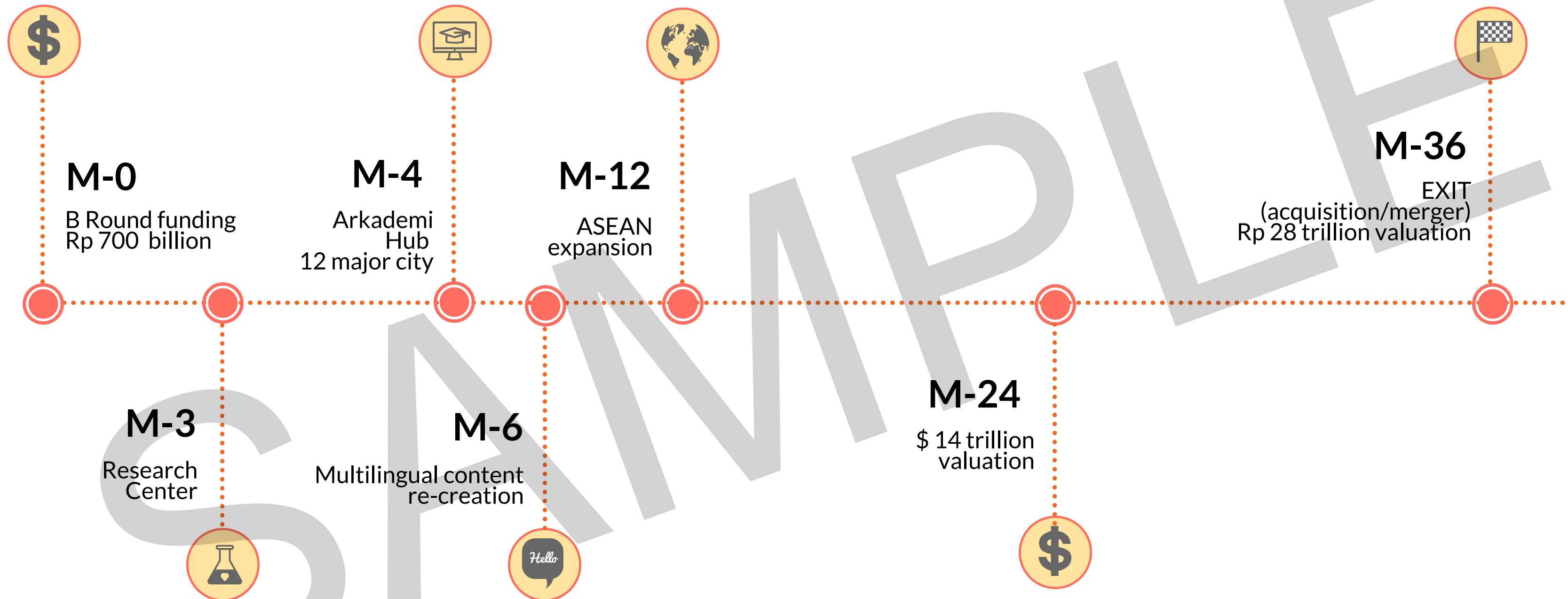
### M-18

Resource  
store &  
Project  
marketplace



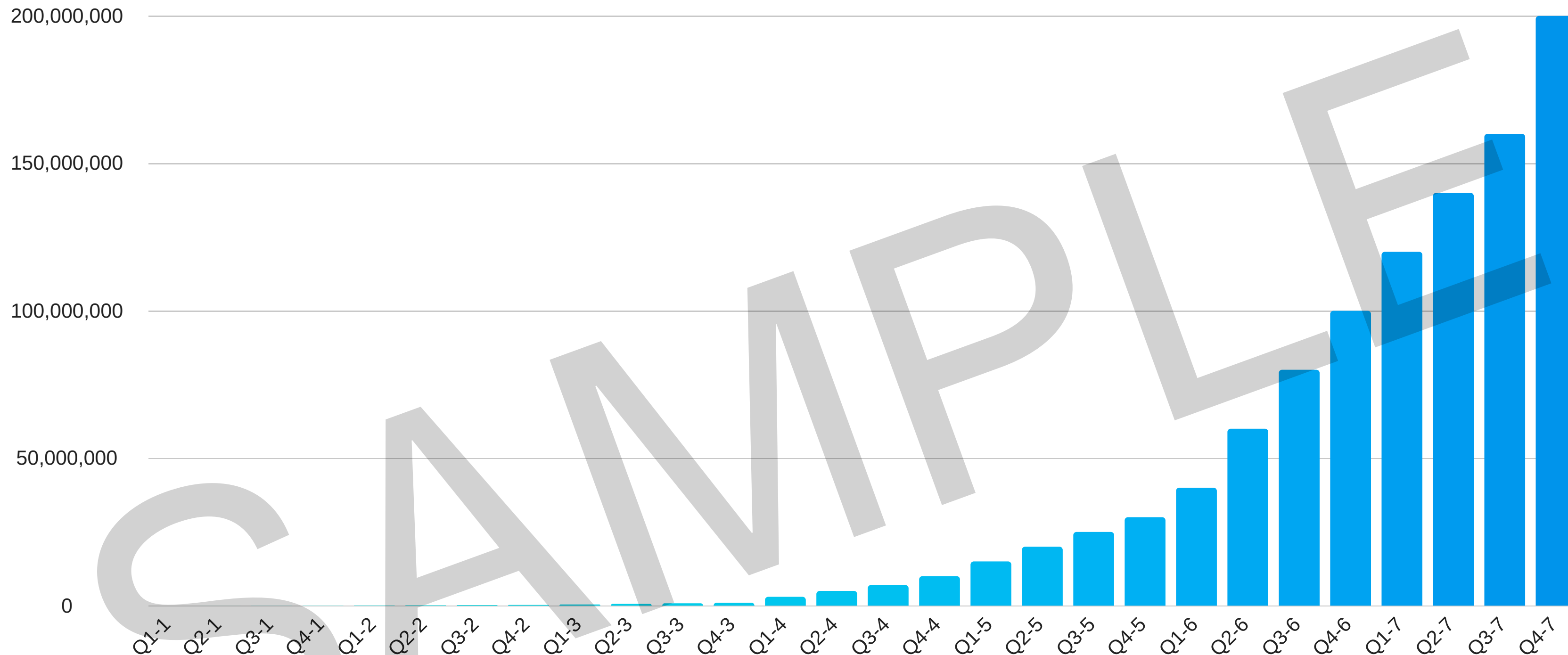
# STONE BY FUNDING ROUND

## B ROUND



# STONE BY FUNDING ROUND





USER TRACTIONS

# HISTORICAL PERFORMANCE

**JANUARY - AUGUST 2018**

Transaction (GMV) *(disembunyikan untuk siswa kelas online)*

Profit (gross) *(disembunyikan untuk siswa kelas online)*

User **2.651+**

Mentor **21**

Class **36**

# FUNDING ALLOCATION

**FUNDING NEEDS: Rp 500.000.000**

ROUND: SEED 1

INVESTMENT: STRIGHT EQUITY

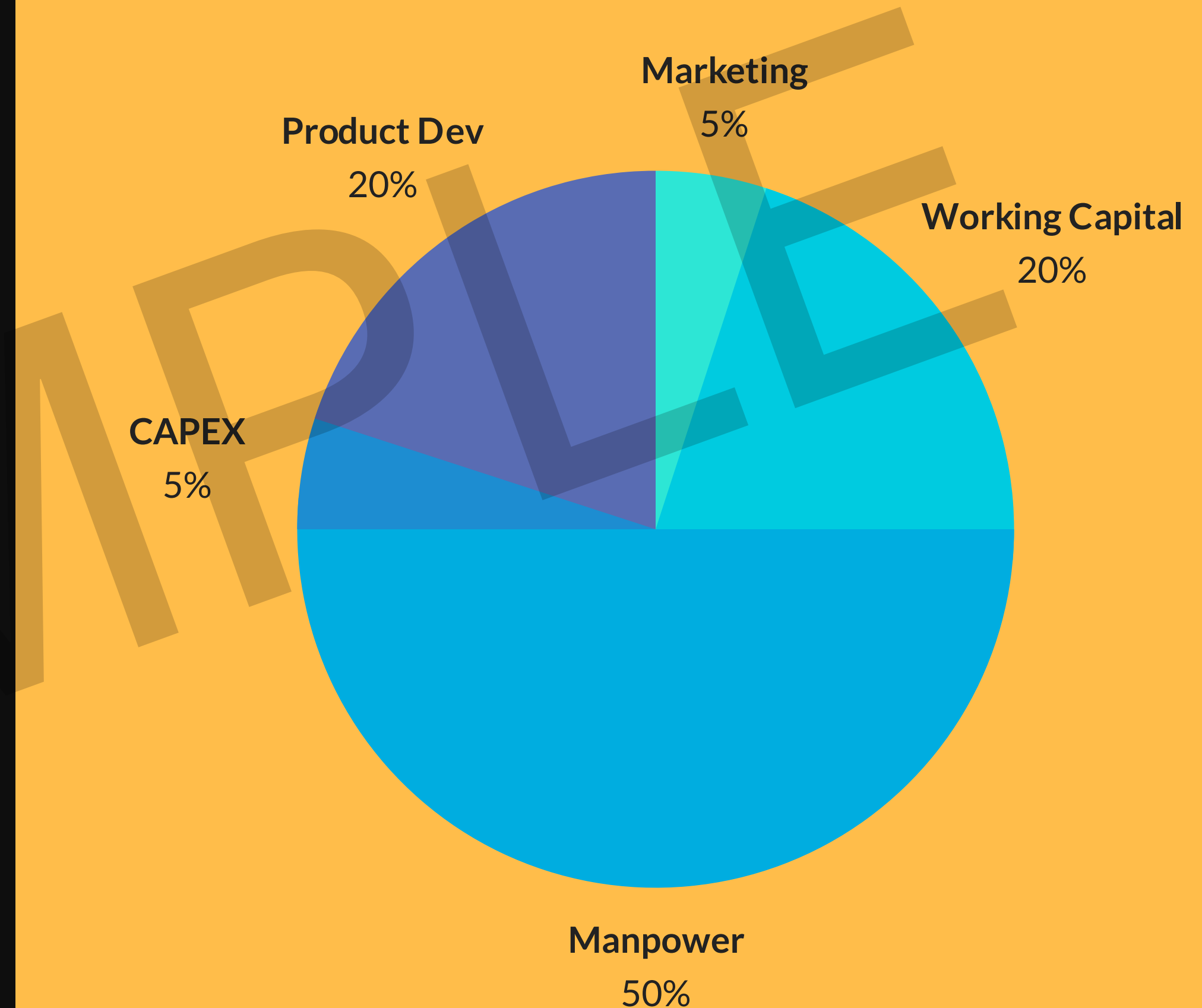
**EQUITY: 10%**

RUNWAY: 1 YEAR

NEXT ROUND: 8 MONTH

CURRENT BURNRATE: Rp 10.000.000/YEAR

FUTURE BURNRATE: Rp 40.000.000/MONTH



# INVESTMENT RETURN

Exit year	3
Sales multiple	5x
Enterprise value	\$ 5.000.000
Current investor's interest value	\$ 9.435
Internal rate of return	72,0%
Cash on cash return	94x

Your **investment of \$ 35,000 (Rp 508.000.000)** could **return \$ 330,257 (Rp 4,800.000.000) in 3 years**. This assumes that the company achieves \$ 1,000,000 in revenues and is acquired for \$ 5,000,000, or 5x revenues.

source & calculation by [100angels.com](http://100angels.com)



# WHAT WE NEED FROM SEED INVESTOR

Rp 500.000.000 finance capital

.....

Access to market

.....

Access to talent

.....

Access to follow-on investor

.....

Portfolio support

.....

Mentorsip

# GROWTH CASE

YEAR	2019	2020	2021	2022	2023
HIGH GROWTH					
GMV	Rp 1,000	Rp 5,000	Rp 25,000	Rp 125,000	Rp 625,000
PROFIT/LOSS	Rp 600	Rp 3,500	Rp 17,500	Rp 87,500	Rp 437,500
MEDIUM GROWTH					
GMV	Rp 700	Rp 2,500	Rp 12,500	Rp 62,500	Rp 312,500
PROFIT/LOSS	Rp 300	Rp 1,750	Rp 8,750	Rp 43,750	Rp 218,750
LOW GROWTH					
GMV	Rp 300	Rp 1,500	Rp 7,500	Rp 37,500	Rp 187,500
PROFIT/LOSS	Rp 210	Rp 1,050	Rp 5,250	Rp 26,250	Rp 131,250

\* in million rupiah

# RISK & MITIGATION (2019)

## RISK

Initial corporate client refusal for low budget reason.

Initial corporate client refusal for absence of social proof reason.

Initial corporate client refusal for realibility and privacy reason.

Initial corporate client refusal for absence of budget.

Integration to exsisting system.

Competitor entry.

Competitor protection to client.

Low user growth.

Growth does not reflect to financial achievement.

Platform or system failure

## MITIGATION

Offer discount to fit the budget.

Offer free demo class. Risk free.

Offer trial, service level agreement, and money back guarantee.

Offer free mini class until next fiscal year. Risk free.

Offer custom integration application (API).

Offer full customization to fit the needs, competitive pricing model, SLA, and money back guarantee.

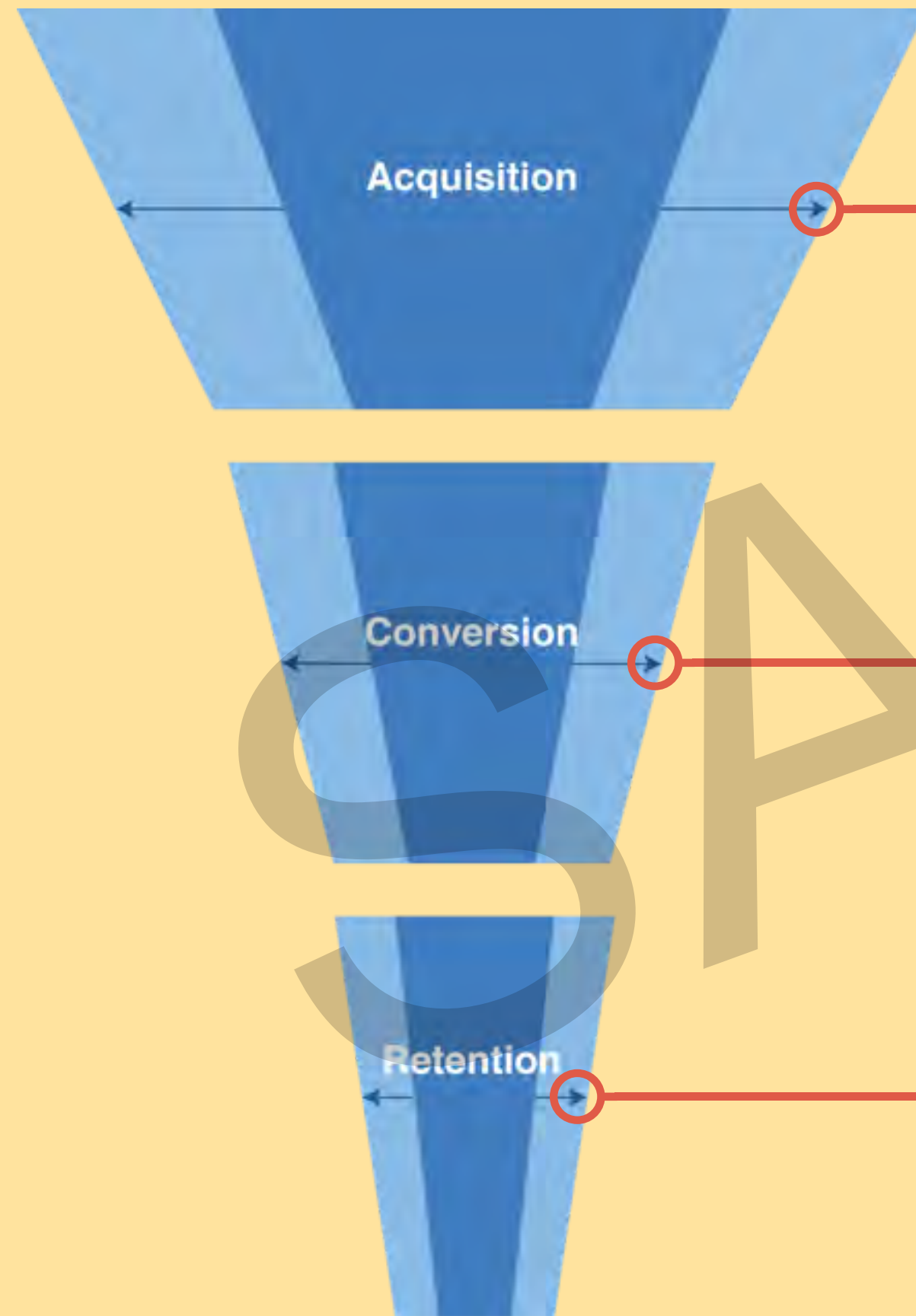
Asking assist from network or investor to access the higher level.

Acquire high profile mentor and offer different business model to attract user.

Allocate more budget on marketing/public relation, accelerate integration to 3rd party platform/service, and atract investor pool for next funding round.

Migration to more reliable cloud service, recruit additional dedicated developer, and hardening system

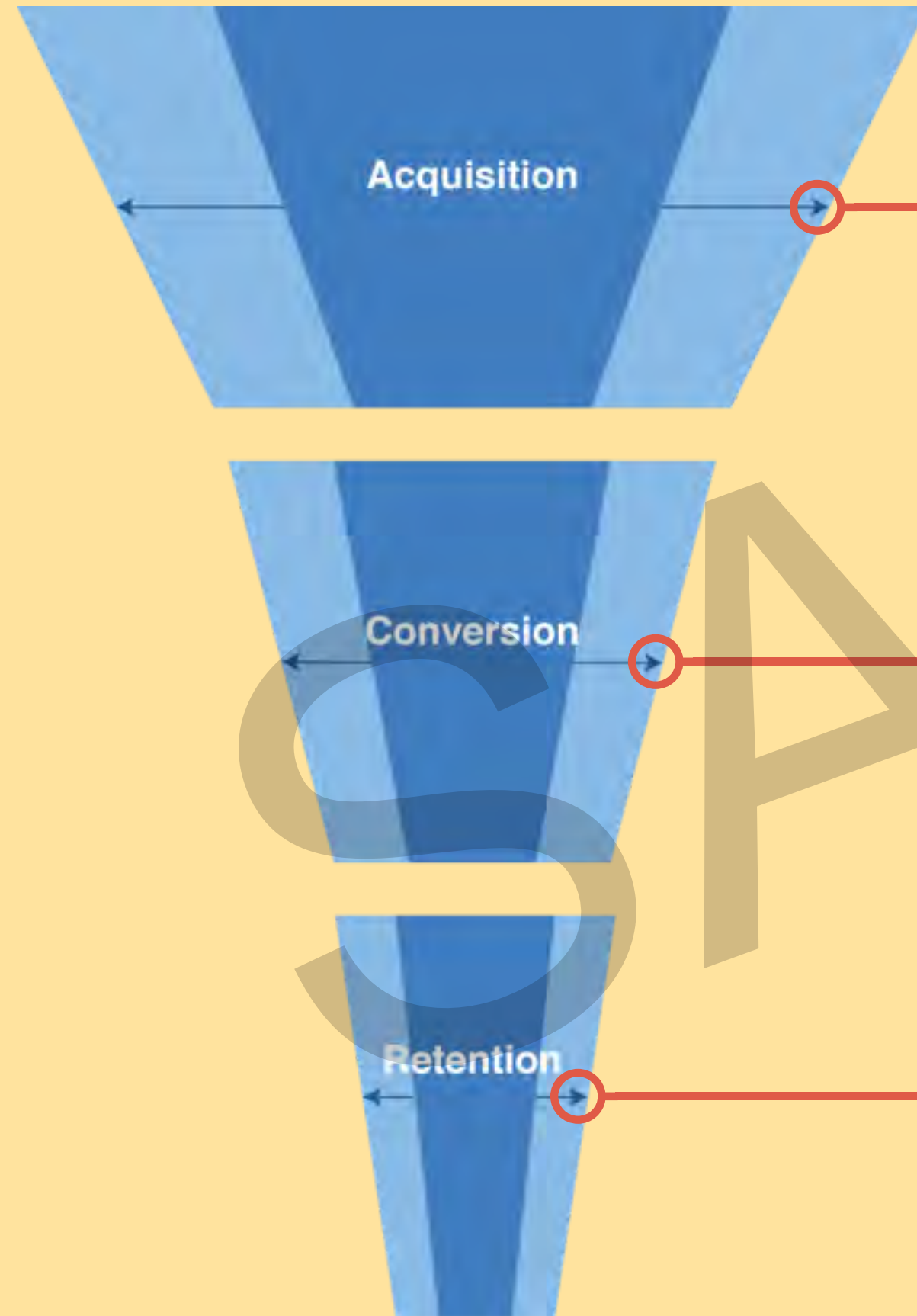
# MARKETING



- Demo class
  - High profile corporate acquisition
  - Social proof
  - Pitching
  - Public relation, event partnership
  - Event, competition
  - Chief/investor network
  - Demo video, company profile
  - Landing page
  - Targeted ads
  - Free L&D insight ebook (lead capture)
- 
- Free trial, demo.
  - Full customization
  - Fast execution
  - Arkademi studio support
  - Flexible pricing and revenue model
- 
- Annual contract
  - Addition class
  - Dynamic pricing based on class quota
  - Additional customization
  - Learning path feature



# MARKETING



- Demo class
- High profile university acquisition
- Social proof
- Pitching
- Public relation, event partnership
- Event, competition
- Chief/investor network
- Demo video, company profile
- Landing page
- Targeted ads
- Free higher education insight ebook (lead capture)

- Free trial, demo.
- Full customization
- Fast execution
- Arkademi studio support
- Flexible pricing and revenue model

- Annual contract
- Addition class
- Addition public class
- Dynamic pricing based on class quota
- Additional customization
- Learning path feature

# MARKETING



**MENTOR**

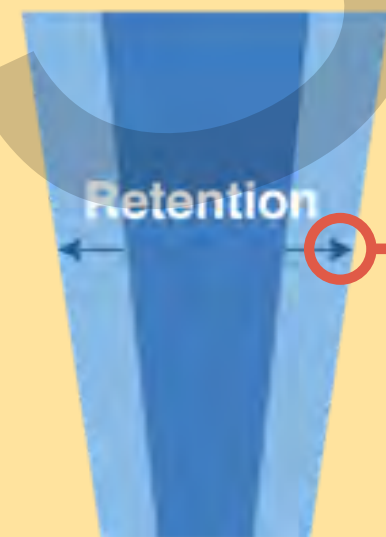


- Social proof
- High profile mentor or brand
- Mentor peer network
- Chief/investor network
- Public relation
- Social media
- Arkademi Studio

- SEO
- Blog
- Event partnership
- PPC, social ad



- Mentor refferal
- Flexible revenue model
- Arkademi Studio support
- Arkademi Hub
- Mentor marketing tool
- Arkademi Studio support
- Sale program

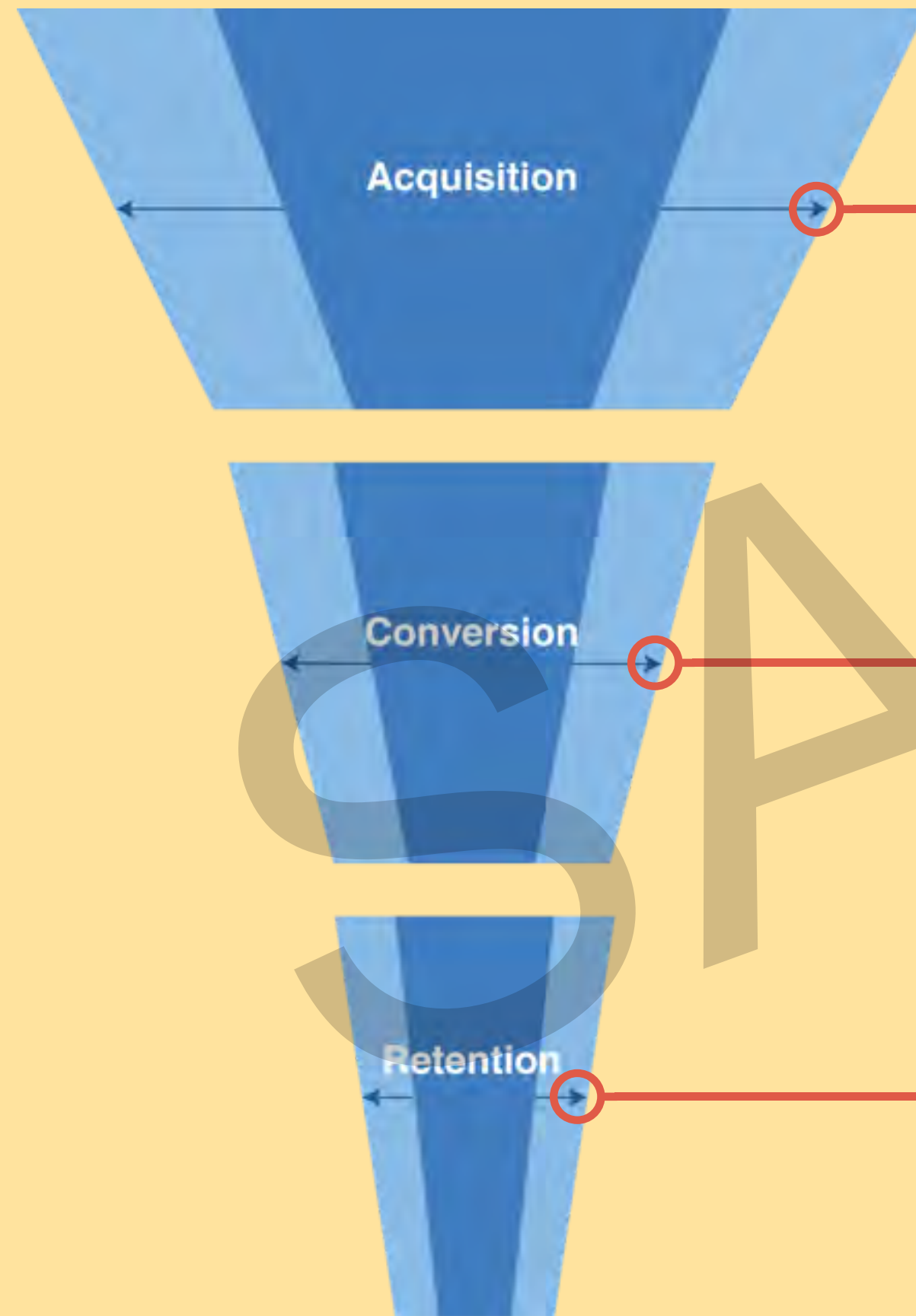


- Addition class
- Learning path
- Mentor bonus
- Resource store
- Multilanguage class
- Arkademi Hub

# MARKETING



**STUDENT**



- Free class
- Mobile app
- Social proof
- high profile mentor
- Mentor network/marketing
- Affiliate/refferal
- Public relation
- Social media

- Discount coupon
- New user coupon
- Affiliate/refferal
- Seat limitation
- Time limitation
- Money back guarantee

- Class variation
- Learning path
- Point (gamification)
- Discount
- Mobile engagement
- Resource/Project store

- SEO
- Blog
- Event partnership
- Community engagement
- PPC, social ad
- 3rd party platform integration
- Lead magnet



# WE CREATE THE FUTURE

Arkademi is not built only to take opportunity.

But to **create impact** to **build the better future** with **sustainable business model**.

We need you to walk with us to play our role in society to create big impact and fulfill noble mission.





**ARKADEMI.COM**

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Jakarta Selatan, DKI Jakarta, Indonesia