



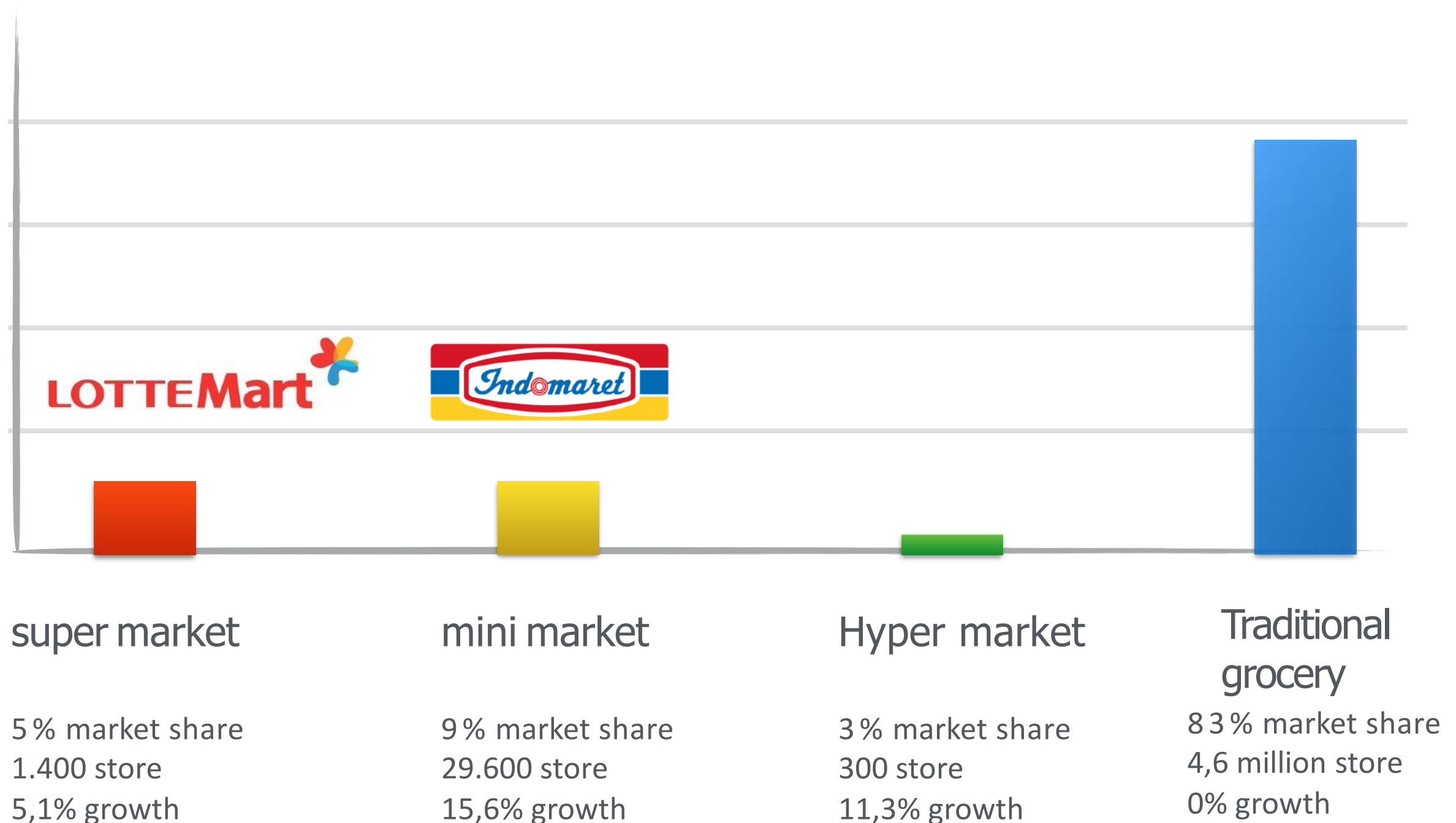
robowarung

Do you know what this  
number represent?

Rp 1,462.7 T in 2017

Growth 7.5% from 2012-2017

# Market size





At warung...





# Problems



companies  
don't know  
their customer



warung stuck to  
expand their  
business



Customer doesn't  
have the desired  
product and  
services

# Solution

what value we deliver to the customers.

**warung app**  
A mobile apps to help warung manage their business.



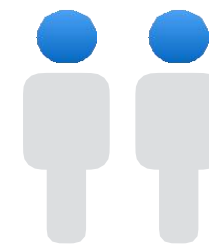
Warung



Robowarung inventory database



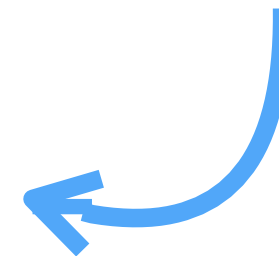
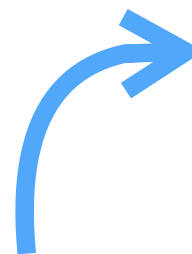
**company app**  
a dashboard to give company/producer informations of its products and customers



Customers



**customer app**  
A mobile apps to give customers products information



## Customer Profile



Companies that  
produce daily use  
product



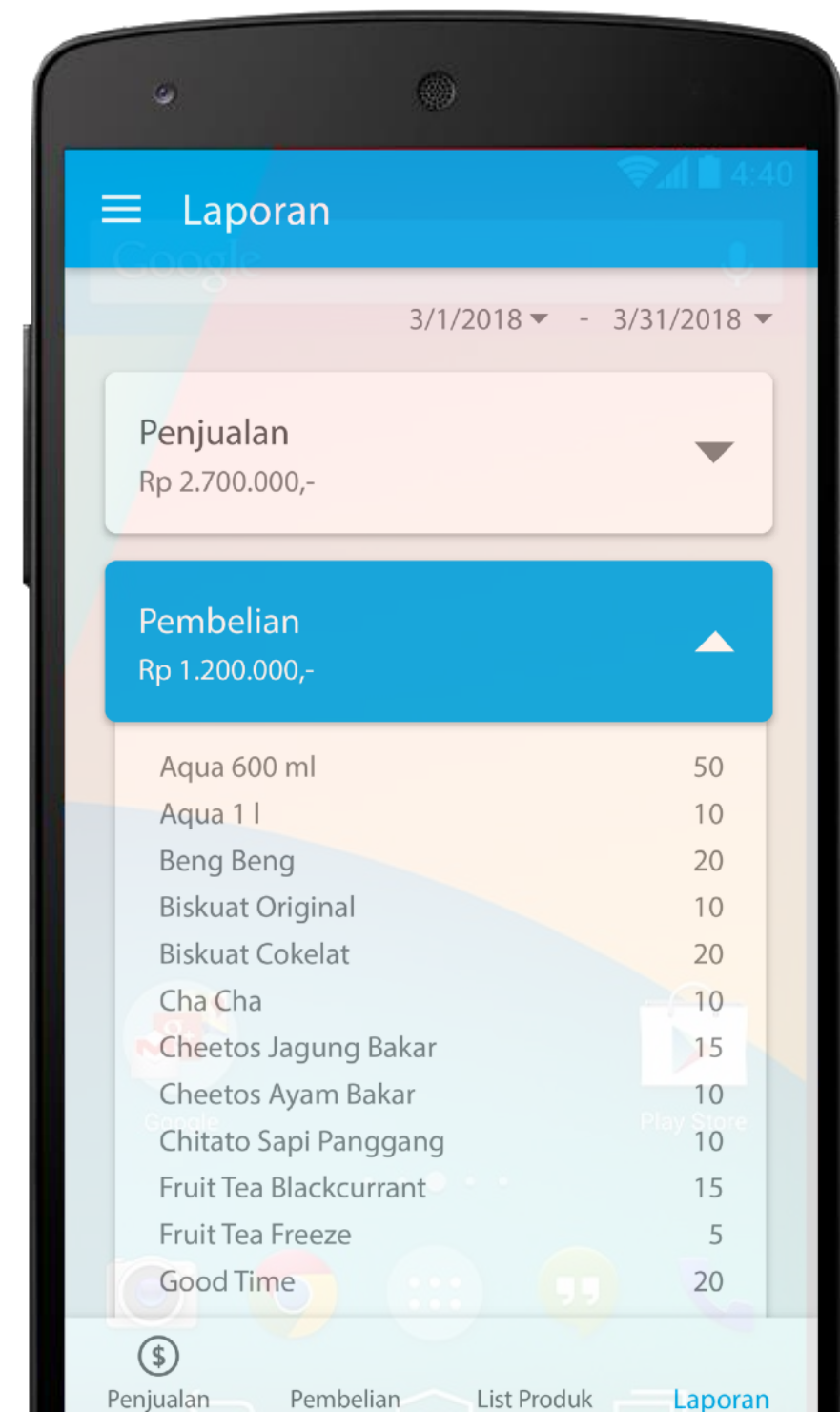
Smartphone Owner

# Warung app

an apps to help warung manage their business

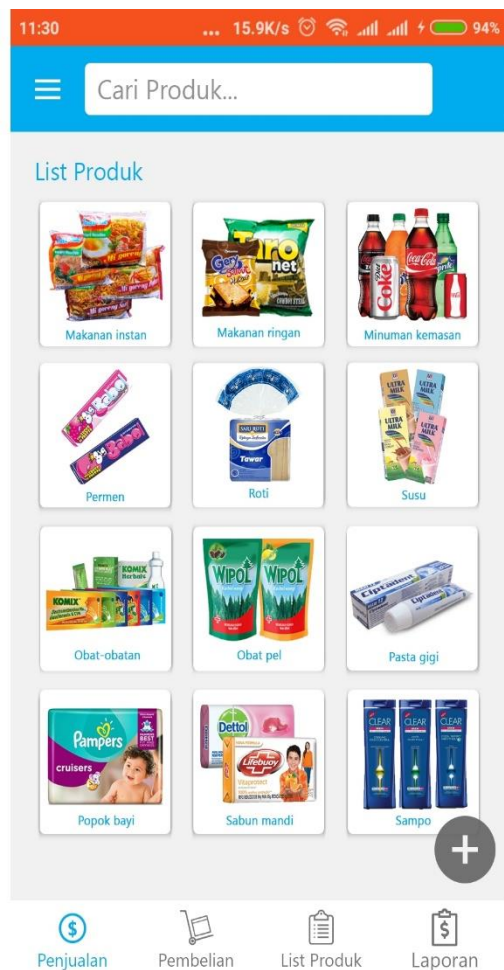
## Features:

- ✓ Transactions
- ✓ Inventories
- ✓ Reports
- ✓ Data insights
- ✓ Payment services

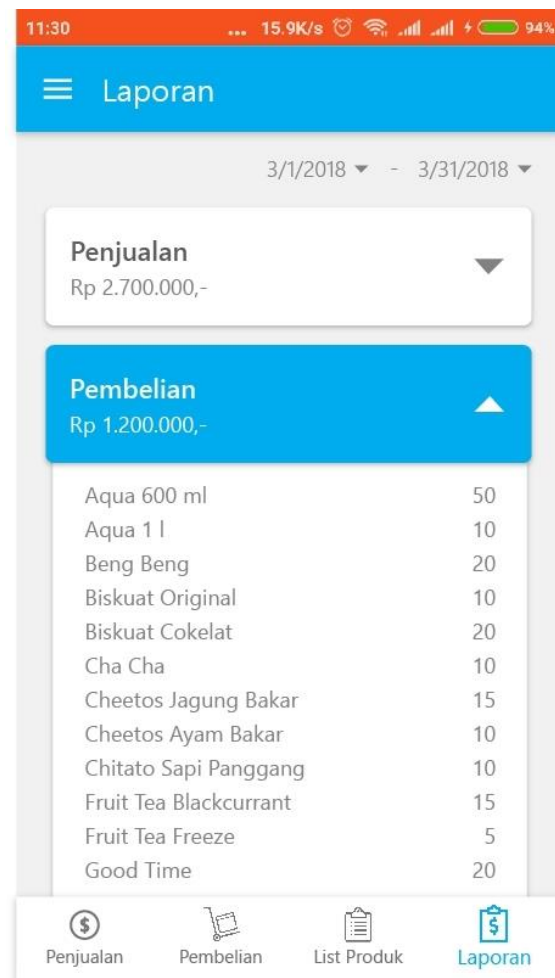




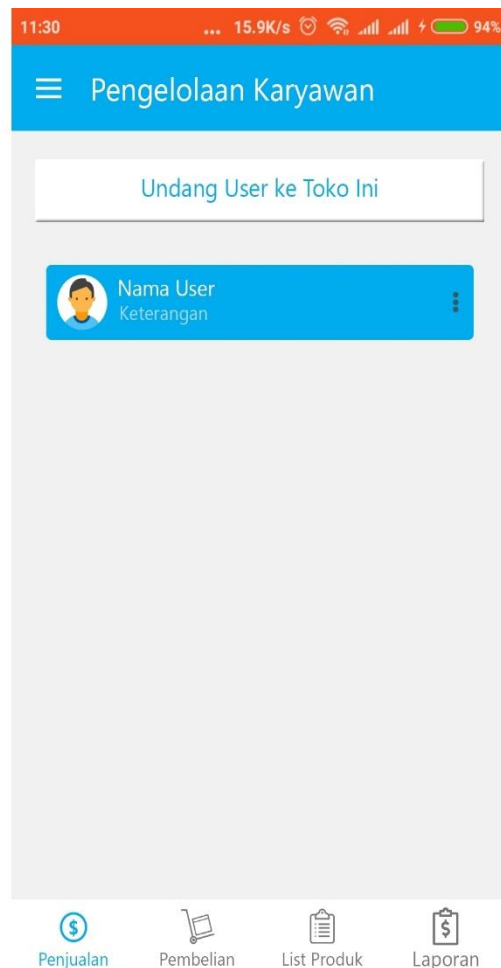
# Features



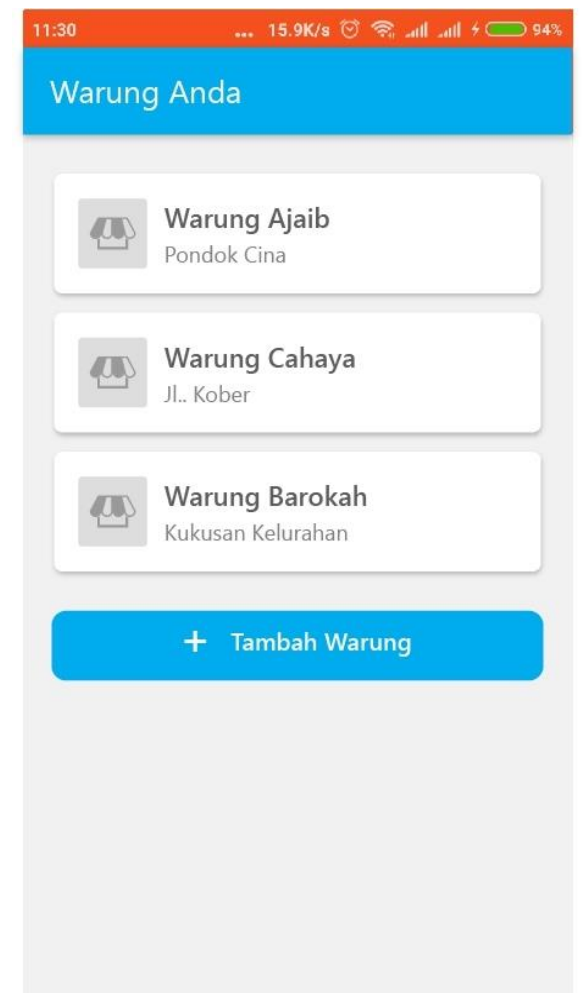
- Transaction



- Report



- User  
Managemnt



- Store  
Management

# Competitive Advantage

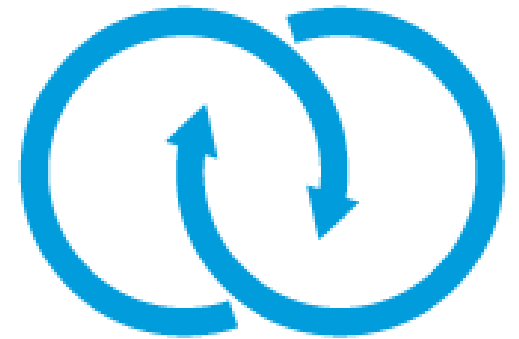
WARUNG APP



Free\*



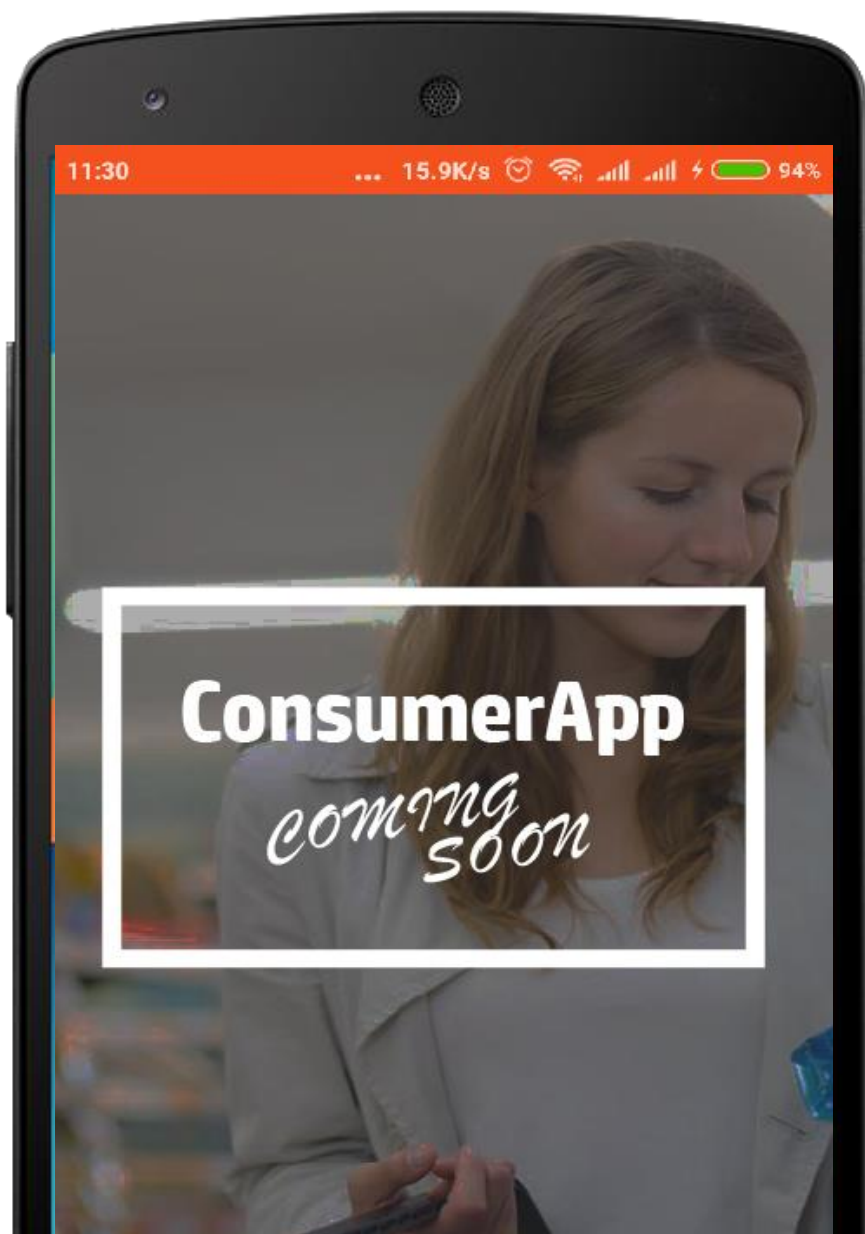
Targeted



Integrated

# Customer app

an apps to help companies to get information of its products and customers.



## Features:

- ✓ Online order Products
- ✓ subscription
- ✓ Virtual warung
- ✓ Fun Survey

# Competitive Advantage



Proximity



Cheaper



Personalize



# Company app

an apps to help companies to get information of its products and customers.

# Company app

an apps to help companies to get information of its products and customers.



Basket Analysis



Sales Performance



Consumer Reserach



Price Management

# Competitive Advantage



Flexible



Never out  
of date

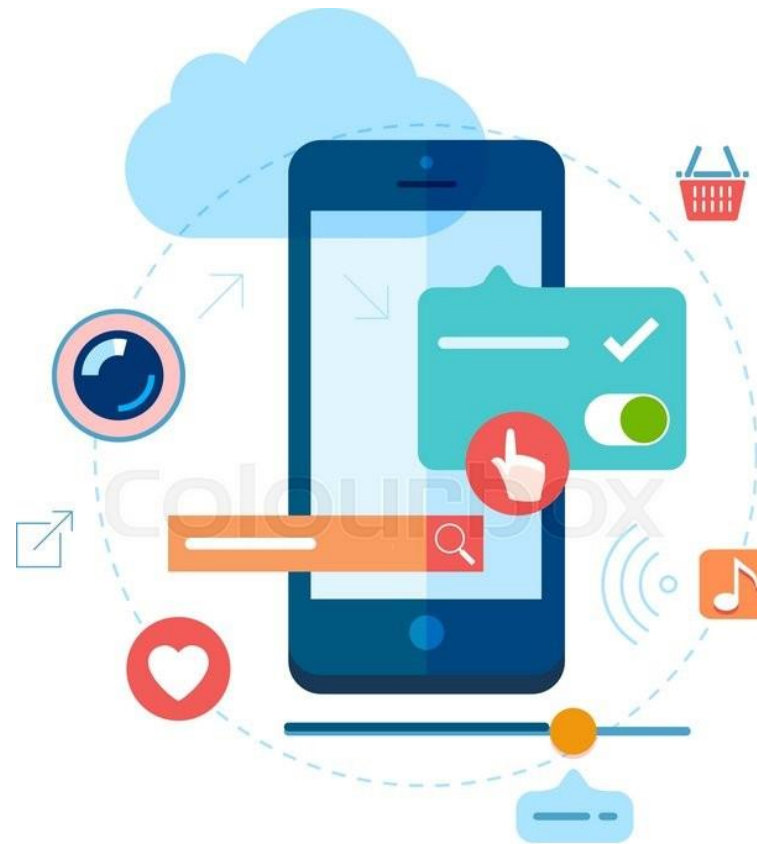


Grow  
overtime

# OPERATION PLAN



Built Infrastructure



Mobile App  
Development



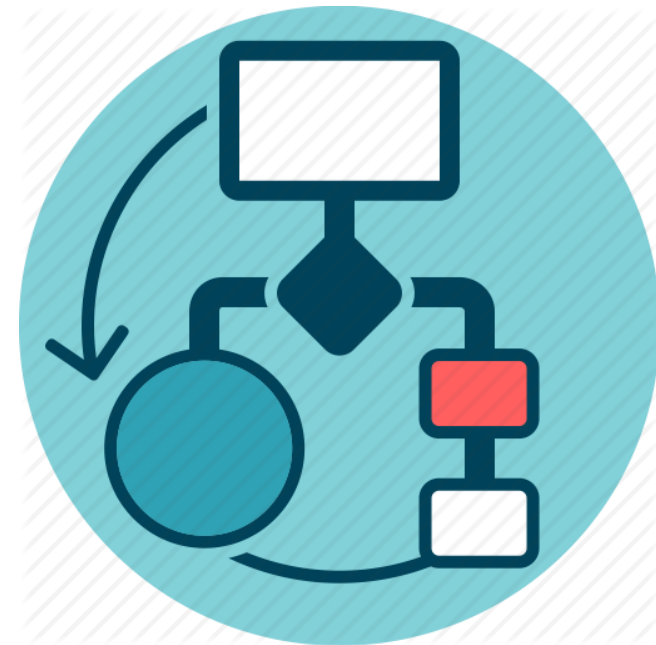
Launch!



# Built Infrastructure



Rent A Cloud



Built a Data Model

# Mobile App Development



Design

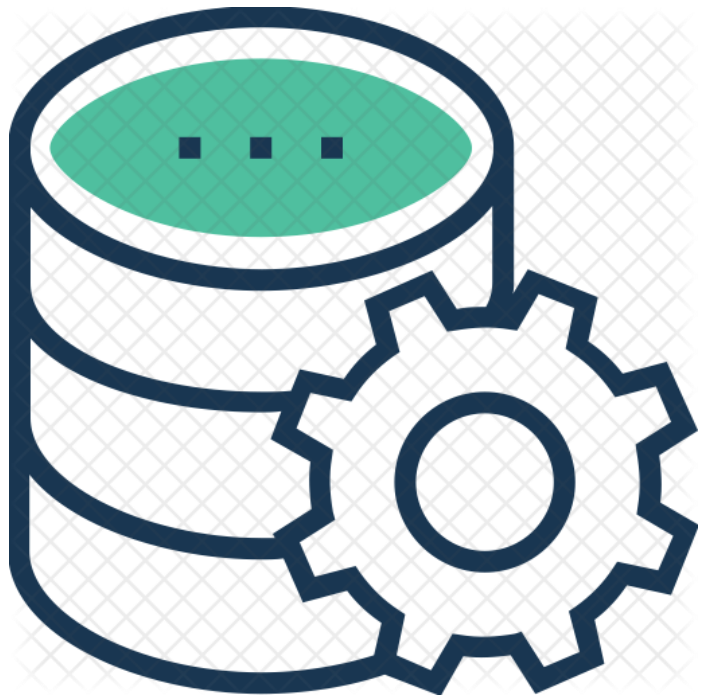


Built The Program



Validate

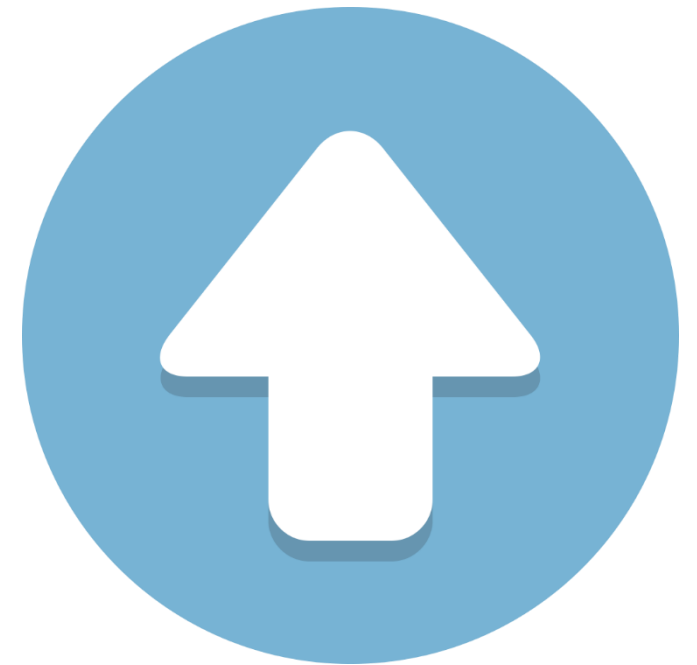
# Launch



Data  
Management



Launch



Update

# Marketing Plan

How We get to our Consumer



Market Test



Brand  
Awareness



Customer  
Retention



User Acquisition

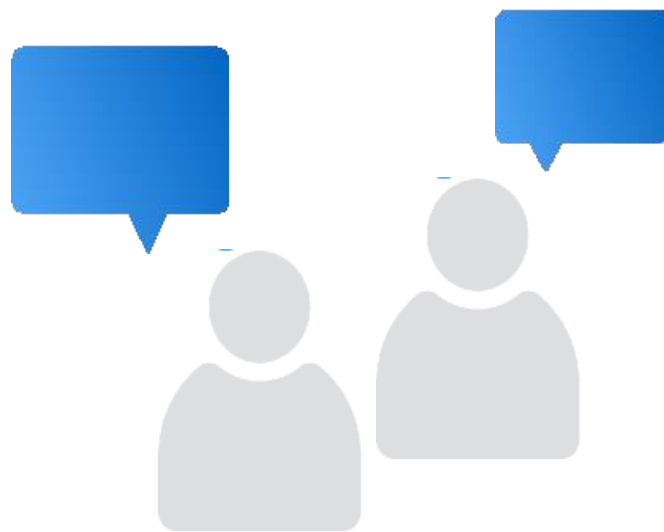


Traction  
Generator



# Market Test

We communicate to our  
Consumer directly

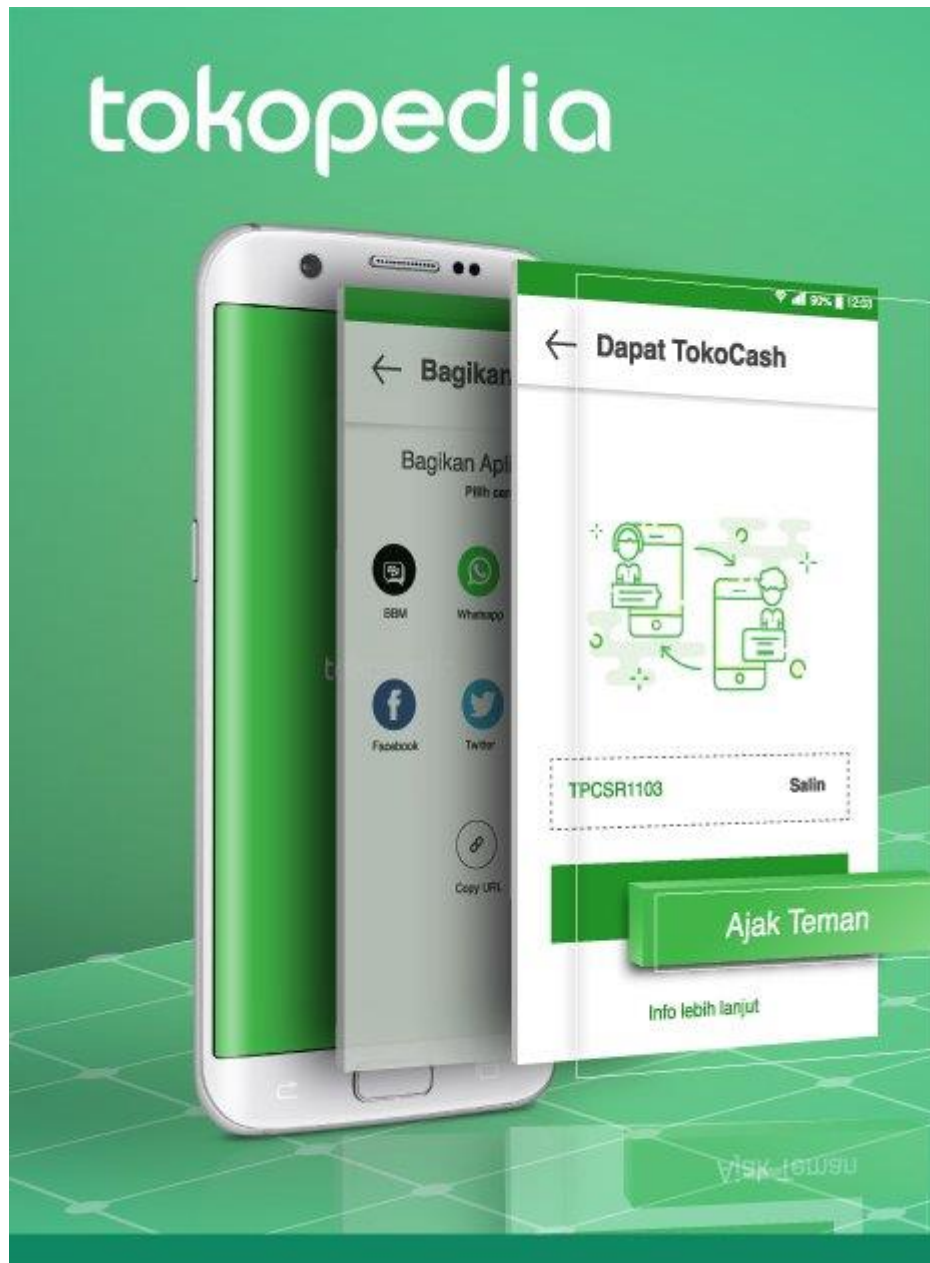


Door to Door



Personal Social Media Contact

# Advertisement Example



Penempatan iklan di game Paper Toss



# Brand Awareness



Sponsorship



Traditional  
Advertising

# Example Brand Awareness



LIVE EXCLUSIVE



GO-JEK TRAVELOKA  
**LIGA 1**  
MULAI  
23 MARET



# Traction Generator



Free Trial



Discount

# Consumer Retention



Customer Service



Social Media  
Communication

# Revenue stream

the sources of income we are capable to get.



warung



customer



company

- ✓ **freemium subscription**

option to choose premium  
for Rp30.000—Rp150.000  
per month

- ✓ **profit sharing**

150 per Transaction



**advertising**

tentative



**Targeted**

**Promotion**

Tentative



**Targeted**

**Survey**

tentative



**access to their  
desired data**

Tentative

Est 15000/warung

# Team

the main people who will run the company.



**M. Hanif Rizkiyana**  
CEO Robowarung



**Madina Rizkia**  
CMO



**Aditya Ridwan**  
CFO



**Angga Dwi A.**  
Product



**Krisna**  
Product

# Future Team



**Data Analyst**



**Human Resource**



**Financial Analyst**

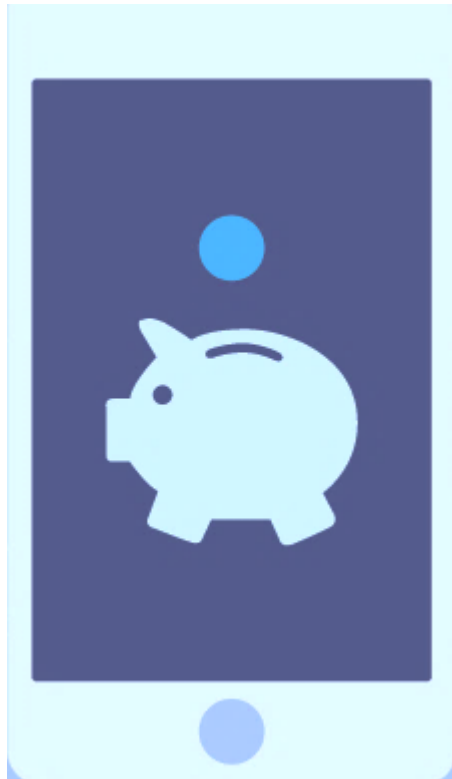


**Cyber Security**

THANKYOU, THAT'S  
ALL JUST THE START



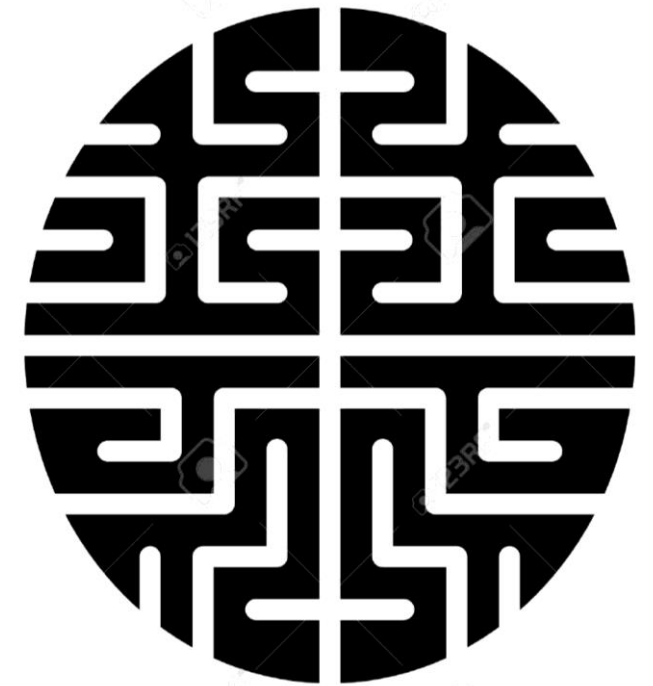
# Future Potential



**Fintech**



**Multi Business  
Partnership**



**Artificial  
Analyst**