BUSINESS PITCH

Sistem **Pelatihan** dan **Asesmen** Keterampilan **Kognitif**

Naufan Rusyda Faikar

Masalah

1

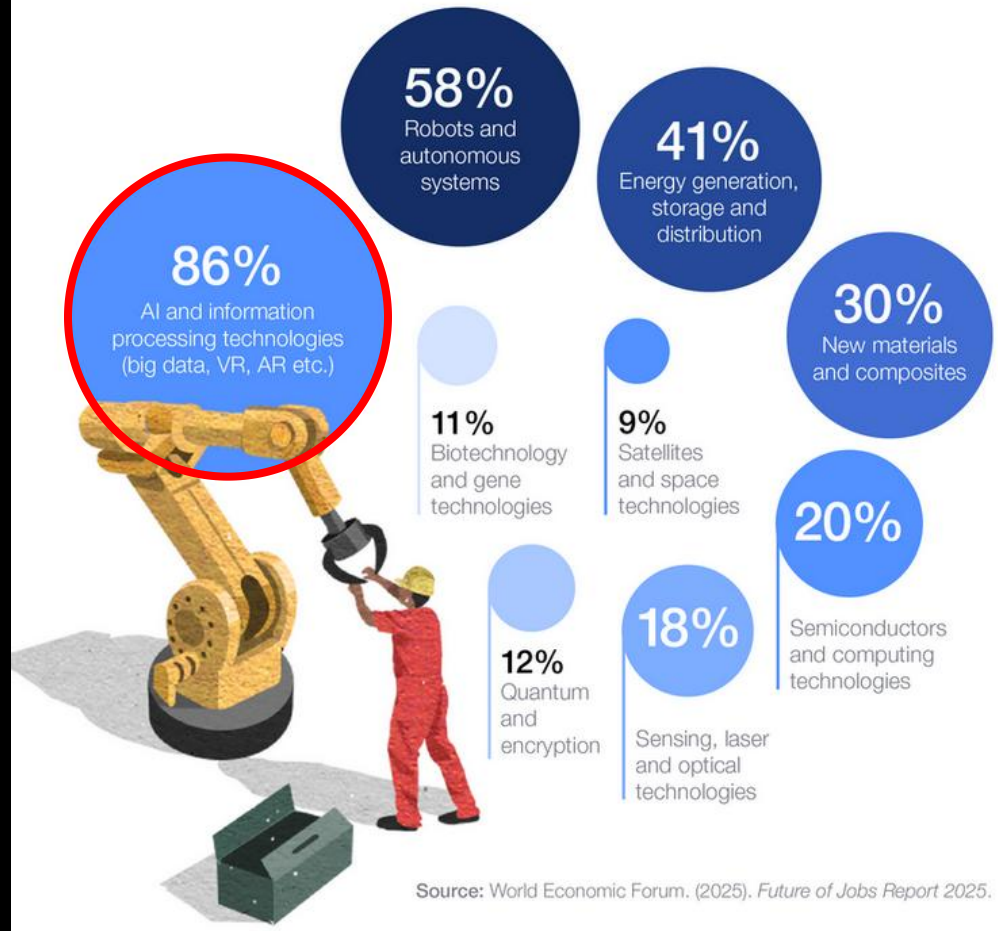
Teknologi AI semakin meluas dan banyak diadopsi,

Future of Jobs Report 2025

WORLD ECONOMIC FORUM

Trends in AI, robotics and energy technologies are most likely to drive business transformation

Share of employers expecting the technology to transform their organization



Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

menuntut para pekerja untuk

beradaptasi mengikuti tren.

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Human-machine frontier

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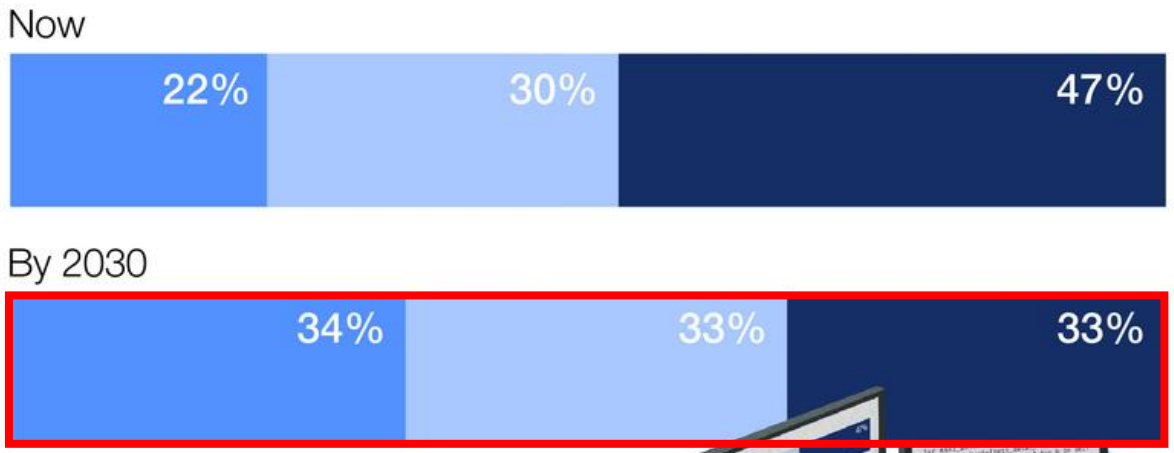
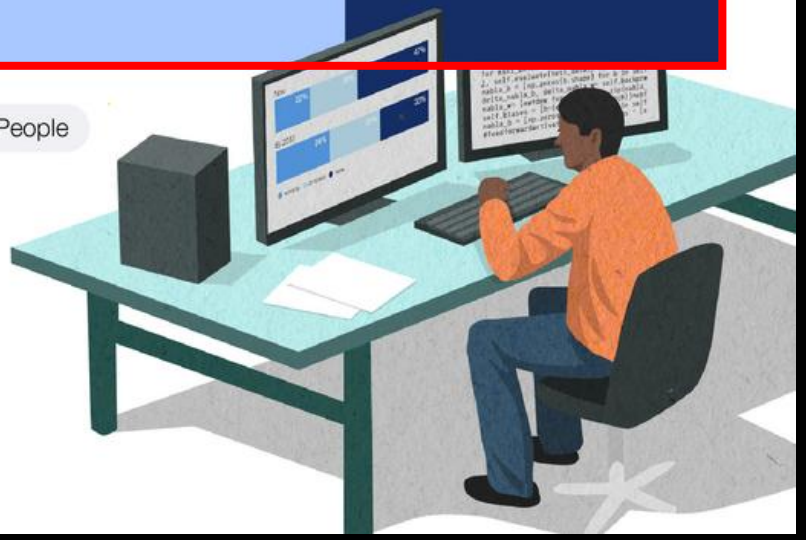
Proportion of tasks completed predominantly by technologies (machines, algorithms etc.), predominantly by people, or by a combination of the two





Source: World Economic Forum. (2025). *Future of Jobs Report 2025.*

2

Keterampilan kognitif menjadi kunci dalam proses adaptasi,

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Core skills in 2025

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1. Analytical thinking
2. Resilience, flexibility and agility
3. Leadership and social influence
4. Creative thinking
5. Motivation and self-awareness
6. Technological literacy
7. Empathy and active listening
8. Curiosity and lifelong learning
9. Talent management
10. Service orientation and customer service

Cognitive skills · Self-efficacy · Working with others · Management skills · Technology skills · Engagement skills

Note: The skills selected by surveyed organizations to be of greatest importance to workers at the time of the survey.
Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

membuat ***upskilling*** / ***reskilling***

pilihan menarik untuk diambil,

Future of Jobs Report 2025

Upskilling is the top workforce strategy for employers by 2030

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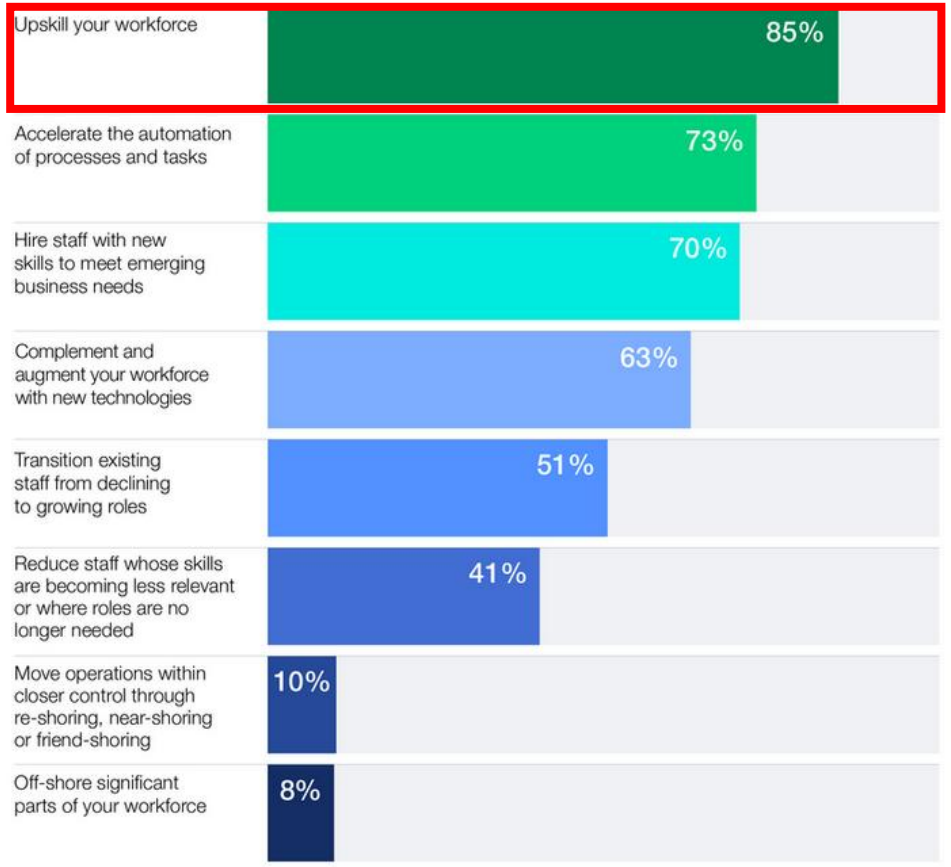
Share of employers planning to adopt these workforce strategies



Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

terutama untuk jabatan yang

tumbuh/mati dengan cepat.

Butuh keterampilan kognitif

Top fastest growing jobs	Top fastest declining jobs
1 Big data specialists	1 Postal service clerks
2 FinTech engineers	2 Bank tellers and related clerks
3 AI and machine learning specialists	3 Data entry clerks
4 Software and applications developers	4 Cashiers and ticket clerks
5 Security management specialists	5 Administrative assistants and executive secretaries
6 Data warehousing specialists	6 Printing and related trades workers
7 Autonomous and electric vehicle specialists	7 Accounting, bookkeeping and payroll clerks
8 UI and UX designers	8 Material-recording and stock-keeping clerks
9 Light truck or delivery services drivers	9 Transportation attendants and conductors
10 Internet of things specialists	10 Door-to-door sales workers, news and street vendors, and related workers
11 Data analysts and scientists	11 Graphic designers
12 Environmental engineers	12 Claims adjusters, examiners and investigators
13 Information security analysts	13 Legal officials
14 DevOps engineers	14 Legal secretaries

Tidak butuh keterampilan kognitif

3

Ada apa dengan tes *aptitude* dan tes psikometrik?

1) Tidak mencakup keterampilan berpikir kreatif, adaptasi, atau pengambilan keputusan dalam situasi yang kompleks.

2) Dilakukan dalam lingkungan yang terkontrol dan tidak mencerminkan dinamika dunia nyata.

4 pada akhirnya

Tujuan bagi *employer* itu

memberdayakan SDM;

fokus bagi *employee* itu

mengembangkan diri.

Solusi

Batasan

- Keterampilan analitis
- ~~Keterampilan kreatif~~ **Bukan fokus** pertama!

Halpern Critical Thinking Assessment (HCTA)

- Lebih relevan dengan dunia kerja
- Lebih lengkap dalam pengukuran

Alternatif HCTA

- *Watson-Glaser Critical Thinking Appraisal* (WGCTA)
- *KCritical Reasoning Test* (KCRT)

Unique Value Proposition

- Variasi soal bisa tidak terbatas
  - Hasil memberdayakan agen AI (ChatGPT, Gemini, dll)
- Dapat menyajikan simulasi keputusan
  - Sistem memberikan situasi berantai dan pertanyaan lanjutan ketika peserta ujian salah membuat keputusan

Unique Value Proposition

- Soal bisa lebih relevan dan praktis
  - Sesuai jabatan atau industri tiap peserta ujian
- Dapat menghadirkan informan virtual
  - Sistem mensimulasikan dunia kerja nyata di mana peserta bisa berkonsultasi dengan rekan kerja

A customer calls to complain about their internet connection speed, which they claim has been slow for the past three days. However, our system shows that the average download speed in their area is 40 Mbps, which meets the advertised minimum speed of 35 Mbps. The customer's router is also updated with the latest firmware, and there are no reported outages or maintenance activities in their area during the time period they experienced slow speeds.

However, upon further investigation, you discover that the customer has a device (a streaming media player) connected to their network, which uses about 10 Mbps of bandwidth. Moreover, this device is set to automatically update its software and content at peak hours, which could potentially cause congestion on the customer's internet connection.

Which one of the following explanations best addresses the customer's complaint?

A) The customer's internet speed meets the advertised minimum speed, so there's no issue.
B) The streaming media player is causing congestion on the customer's internet connection.
C) The customer should consider upgrading to a faster internet plan to accommodate their heavy usage.
D) We need to investigate further and check the physical connectivity between the router and modem.

Analysis:

This question requires analytical thinking as it involves:

1. Identifying relevant information (customer's complaint, system data, device usage)
2. Analyzing relationships between factors (device usage causing congestion)
3. Evaluating evidence and arguments (is the customer's internet speed really an issue?)
4. Making a decision or recommendation based on the analysis

This type of question assesses the candidate's ability to break down complex situations into manageable components, identify key information, and make informed decisions based on that analysis.

>>> what's the best answer for the question above?
Best Answer:

B) The streaming media player is causing congestion on the customer's internet connection.

Generated by Llama 3.1

Tantangan

- Jawaban, penjelasan, dan pendekatan tidak konsisten antar agen AI
  - Rawan mengandung bias dan halusinasi yang dihasilkan oleh agen AI
- Kecurangan penggunaan AI oleh peserta

Tantangan

- Terbatasnya akses terhadap studi kasus di dunia nyata
- Penggunaan AI yang kurang bijak dapat membuat pengeluaran membengkak

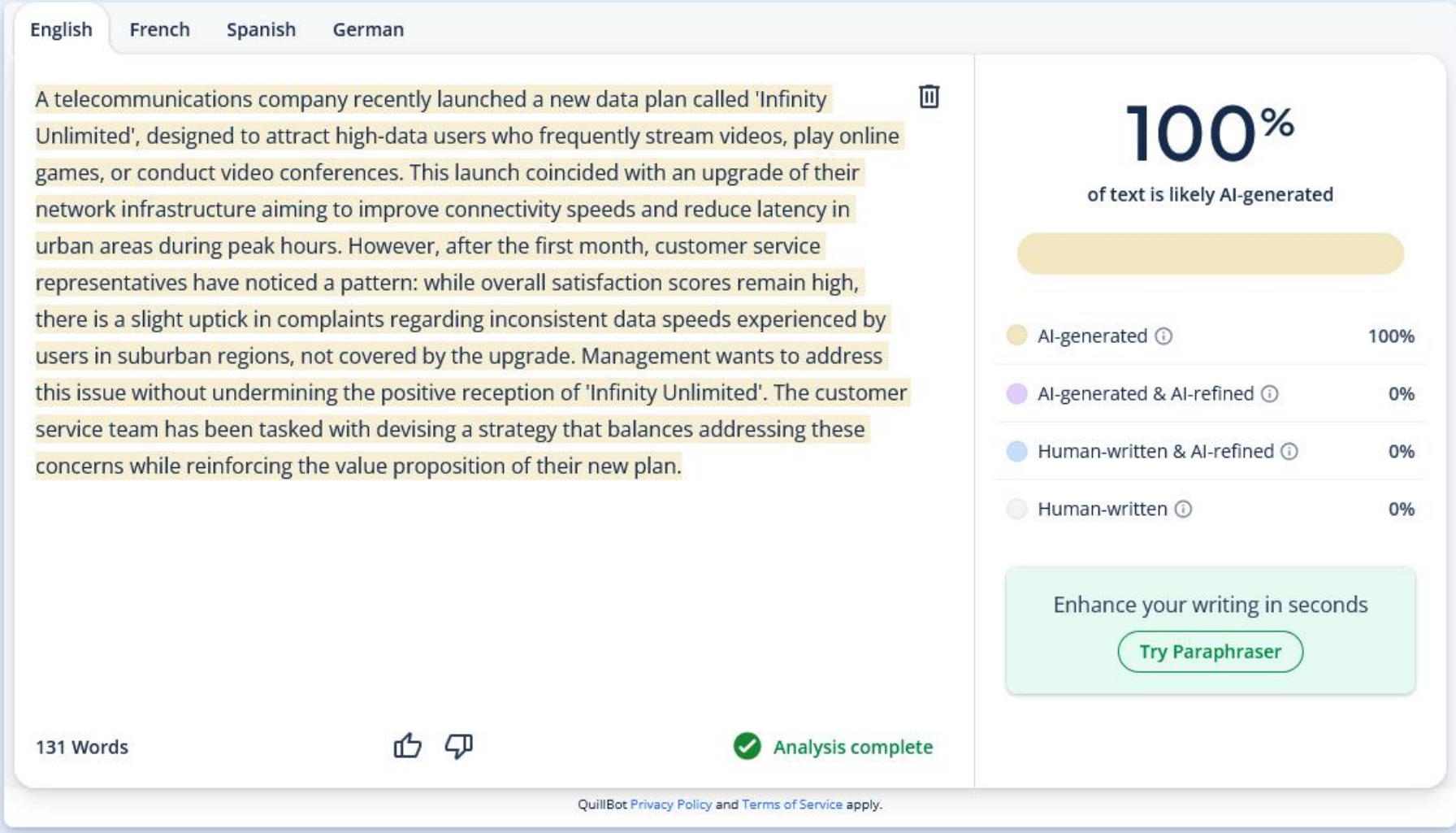
Pengumpulan Data

- Wawancara manajer, direktur, dan *expert* dari tiap industri
- Kontribusi individu dengan sistem insentif
- Pencarian web untuk artikel berita/penelitian
- Augmentasi data menggunakan agen AI

Hasil parafrasa agen AI terdeteksi 100% sebagai konten hasil AI.

Free AI Detector

Identify AI-generated content, including ChatGPT and Copilot, with Scribbr's free AI detector



Konsekuensinya adalah integritas bisnis menurun bahkan hilang.

Peluang

- Mengembangkan *all-in-one solution*
  - Namun tetap fokus pada keterampilan analitis/kreatif
  - (Tapi siapa yang tahu jika ternyata harus *pivoting*)
- Mengembangkan *online employment marketplace*

Peluang

- Ikut menyediakan tes *aptitude*, tes psikometrik, dan tes-tes semacam lainnya
  - (Kita akan melihat alasannya di bagian Analisis Pasar)
- Membangun basis data penelitian global

“Being different is better than being better”

Target Pasar

Segmen

- *Upper-middle management*
- Perusahaan/korporasi (B2B)
- Karyawan aktif/calon karyawan
- ~~Pelajar sekolah~~ **Bukan fokus** utama!

Geografi

Interest by region

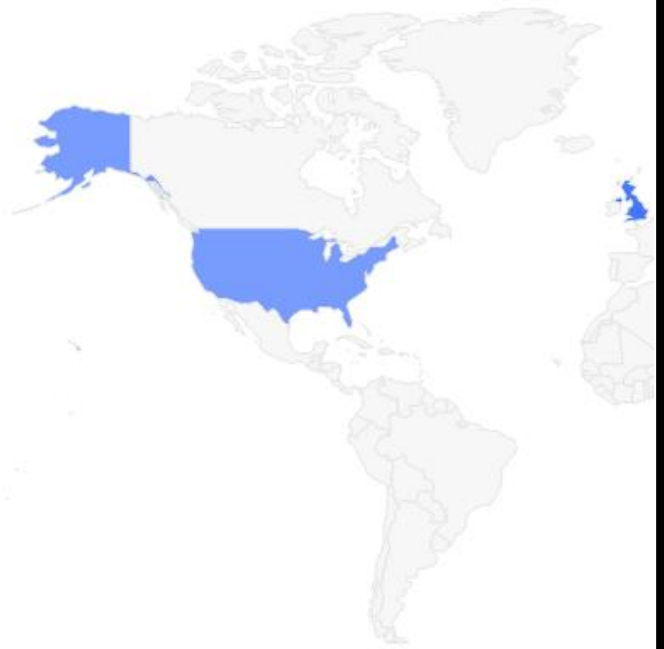
Region

1	Philippines	100
2	Pakistan	42
3	Zimbabwe	30
4	Nigeria	25
5	Ethiopia	23

Showing 1–5 of 55 regions

Include low search volume regions

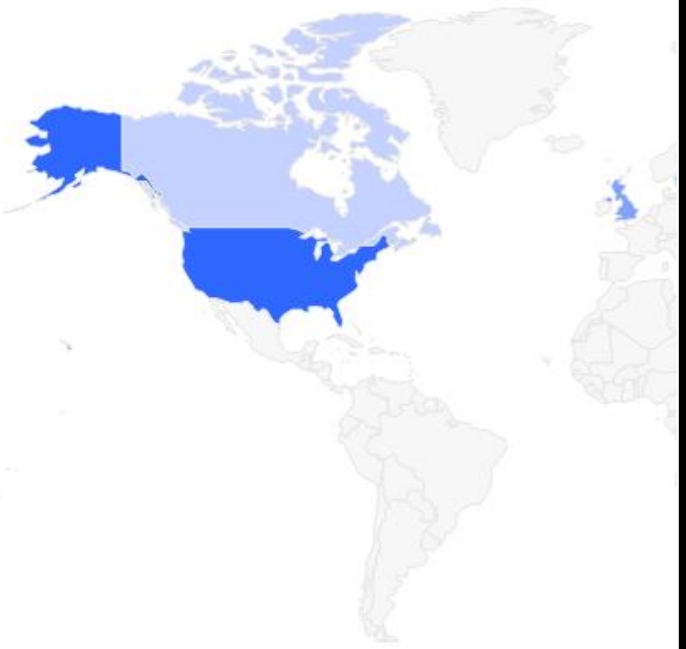
practiceaptitudetests.com



Search...

	Country (84)	Traffic Share	Change
1	United Kingdom	15.91%	↓ 34.30%
2	India	11.41%	↓ 47.83%
3	United States	10.83%	↑ 7.99%
4	Australia	5.74%	↑ 5.49%
5	Philippines	5.72%	↓ 25.73%

jobtestprep.co.uk



Search...

	Country (88)	Traffic Share	Change
1	United States	26.97%	↑ 13.31%
2	United Kingdom	14.85%	↓ 38.31%
3	India	7.40%	↓ 17.50%
4	Sweden	6.01%	↑ 15.42%
5	Canada	4.80%	↑ 2.01%

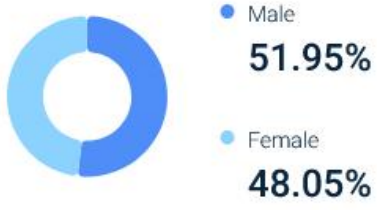
Geografi

- **Asia**: India, Filipina
- **Eropa**: Amerika, Inggris, Kanada

Demografi

Gender Distribution

Export Excel

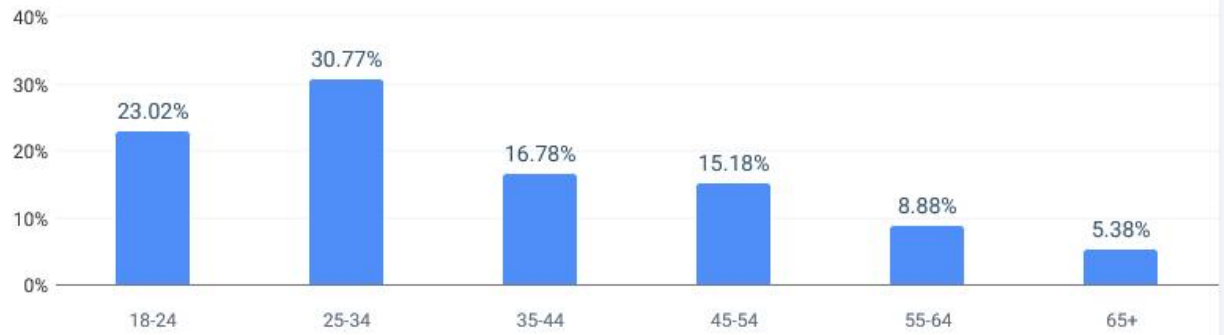


Male
51.95%

Female
48.05%

Age Distribution

Export Excel



Traffic and Engagement by Audience

Export Excel

Female | 18-24

Domain	Competitive Share	Audience Share	Visit Duration	Pages/Visit	Bounce Rate
practiceaptitudetest...	100%	10.4%	00:07:02	5.46	46.02%

Demografi

- **Gender**: inklusif
- **Usia**: 25-34 (31%), 18-24 (23%), ~~35-44 (17%)~~

Analisis Pasar

psychometric tests
Search term
psychological test
Search term
employee assess ...
Search term
talent assessment
Search term
Worldwide
Past 5 years
All categories
Web Search
Interest over time
100
75
50
25
Note
Average
19 Jan 2020
10 Oct 2021
2 Jul 2023

Compared breakdown by region

Region

psychometric tests · psychological test · employee assessment · talent assessment

Colour intensity represents percentage of searches LEARN MORE

Include low search volume regions

Sort: Interest for employee assessment

1	Ethiopia	
2	St Helena	
3	United Kingdom	
4	Qatar	
5	Botswana	

Showing 1–5 of 68 regions

Search Query

performance assessment, self assessment, risk assessment, employee training, needs assessment.

Sumber: trends.google.com

Search Query

- *why is human assessment critical to the responsible use of generative ai?*
- *what is one thing current generative ai applications cannot do?*

Web Traffic (Dec. 24)

	Total Visits	Bounce Rate	Qualified Visits
jobtestprep.co.uk	344.654	45,56%	187.629
practiceaptitudetests.com	332.861	43,28%	188.798
assessmentday.com	74.667	44,33%	41.567
aptitude-test.com	192.373	43,69%	108.325
testgorilla.com	1.725.000	40,99%	1.017.922
hirevue.com	1.119.000	51,20%	546.072
vervoe.com	74.486	47,06%	39.432

Sumber: similarweb.com

Online Market Size (Dec. 24)

	Qualified Visits	Product Price*	Approx. Revenue**/Month
jobtestprep.co.uk	187.629	£59	Rp9.373.607.175
practiceaptitudetests.com	188.798	$4	Rp615.869.162
assessmentday.com	41.567	£20	Rp703.937.145
aptitude-test.com	108.325	$6,5	Rp574.224.255
testgorilla.com	1.017.922	$83	Rp27.560.846.657
hirevue.com	546.072	$35	Rp6.243.996.412
vervoe.com	39.432	$450	Rp5.796.881.766

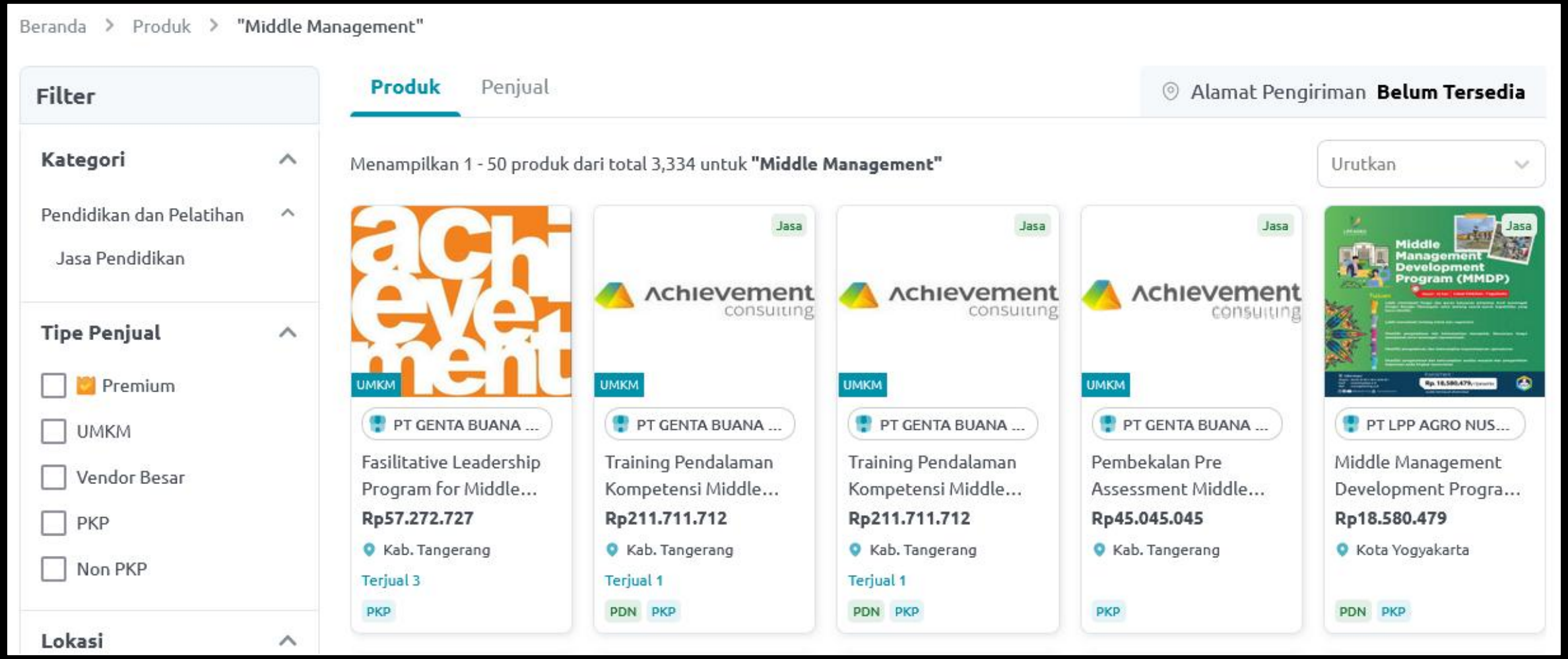
**Product price* diambil dari rekomendasi web (atau asumsi pengunjung). Langganan tahunan telah distandarisasi menjadi bulanan.

**Approx. revenue dihitung dari *qualified visits* x 5% (*conversion rate*) x *product price*. Pengecualian untuk testgorilla, hirevue, dan vervoe yang mana menggunakan 2% *conversion rate*, sebab model bisnisnya B2B.

Blue Ocean?

Halpern Critical Th...
Search term
Watson-Glaser Cr ...
Search term
KCritical Reasonin ...
Search term
Add comparison
Worldwide
Past 5 years
All categories
Web Search
Interest over time
100
75
50
25
Note
Average
19 Jan 2020
10 Oct 2021
2 Jul 2023
Halpern Critical Thinking Assessment
Watson-Glaser Critical Thinking Appraisal
KCritical Reasoning Test
Hmm, your search doesn't have enough data to show here.
Please make sure everything is spelled correctly, or try a more general term.

Offline Market Value (B2B)



Model Bisnis

Monetisasi

- *Freemium* untuk studi kasus *easy-medium*, langganan bulanan untuk lainnya
- Kerja sama dengan penyedia latihan/tes
- Kerja sama dengan lembaga penelitian

Monetisasi

- Kerja sama dengan *employement marketplace*
- Layanan integrasi dengan sistem HR

Kompetisi

Purple ocean? *[Not sure]*

Yang pasti menghindar sejauh mungkin dari strategi *red ocean.*

Tapi juga menghindari sepenuhnya tenggelam dalam strategi *blue ocean*.

Fokusnya yaitu memulai tanpa perlu **modal** dan **energi** yang terlalu besar.

Pemasaran

Akuisisi Pelanggan

- Penyebaran proposal melalui surel
- Penyebaran iklan melalui platform digital
- Penyebaran promo melalui kemitraan
- Pembangunan *awareness* melalui konten

Retensi Pelanggan

- *Newsletter* untuk tiap penambahan studi kasus baru per industri
- *Newsletter* untuk tiap berita/informasi terkait *employment trends* per industri

Keuangan

Proyeksi Pendapatan

- 5% *conversion rate* dari 5.550 jumlah total unit usaha skala besar di Indonesia (2018)
- 15% profit dari hasil penjualan/kerja sama dengan penyedia latihan/tes

Proyeksi Pendapatan

- 40% profit dari pengadaan pelatihan/tes secara *offline*
- 5% *conversion rate* untuk penjualan global

Proyeksi Pengeluaran

- Biaya kerja sama *expert* per industri
  - Tawarkan *expert leader* menjadi *co-founder*?
- Biaya sewa/*deployment* agen AI
- Biaya infrastruktur LMS (relatif murah)

Not my expertise. Let’s discuss.

Roadmap

Roadmap

- **MVP**: asesmen berbasis simulasi keputusan terhadap studi kasus umum
- **Alfa**: penambahan variasi tiap soal
- **Beta**: penambahan studi kasus per industri

Roadmap

- **Versi 1**: pengujian pasar dengan *free access*
- **Versi 2**: pengenalan *membership tier*
- **Versi 2.5**: pengujian informan virtual
- **Versi ≥3**: perbaikan berkelanjutan

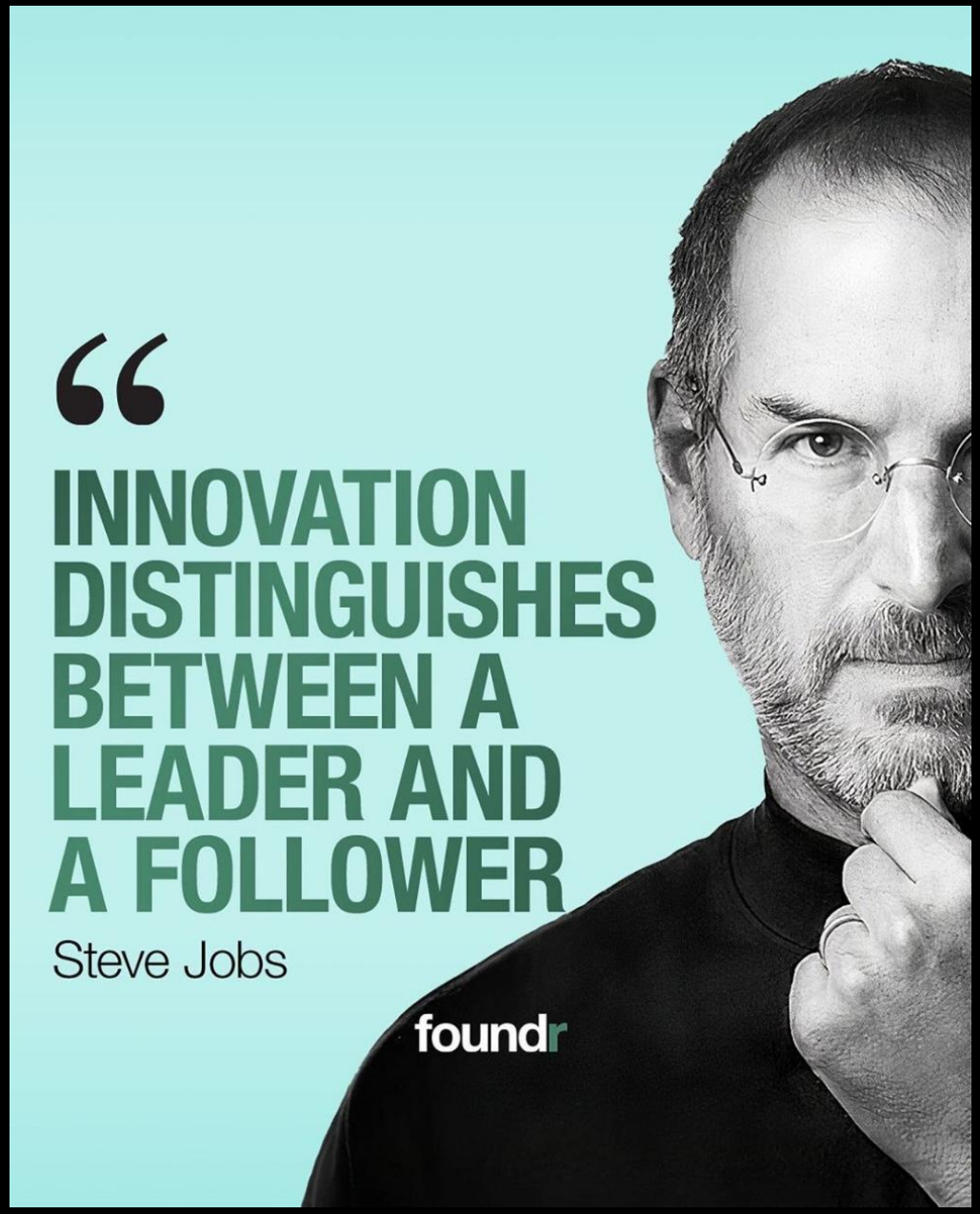
Siap Bekerja Sama?

Pemenuhan tiga fungsi penting:

product, ***finance***, dan ***expense***.

Rujukan

- *The Future of Jobs Report 2025*
- *Educational Measurement: Issues and Practice*
- *Journal of Applied Psychology*


“
INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER
Steve Jobs
foundr