

DANAHack22

DANA Jastip

A trusted social commerce for foreign goods.

Have a need? Ask for it!

Canaya Team – Top 5 Finalist



M. Angga Nugraha
Product



Rionaldy Ananto Triantoro
Technology



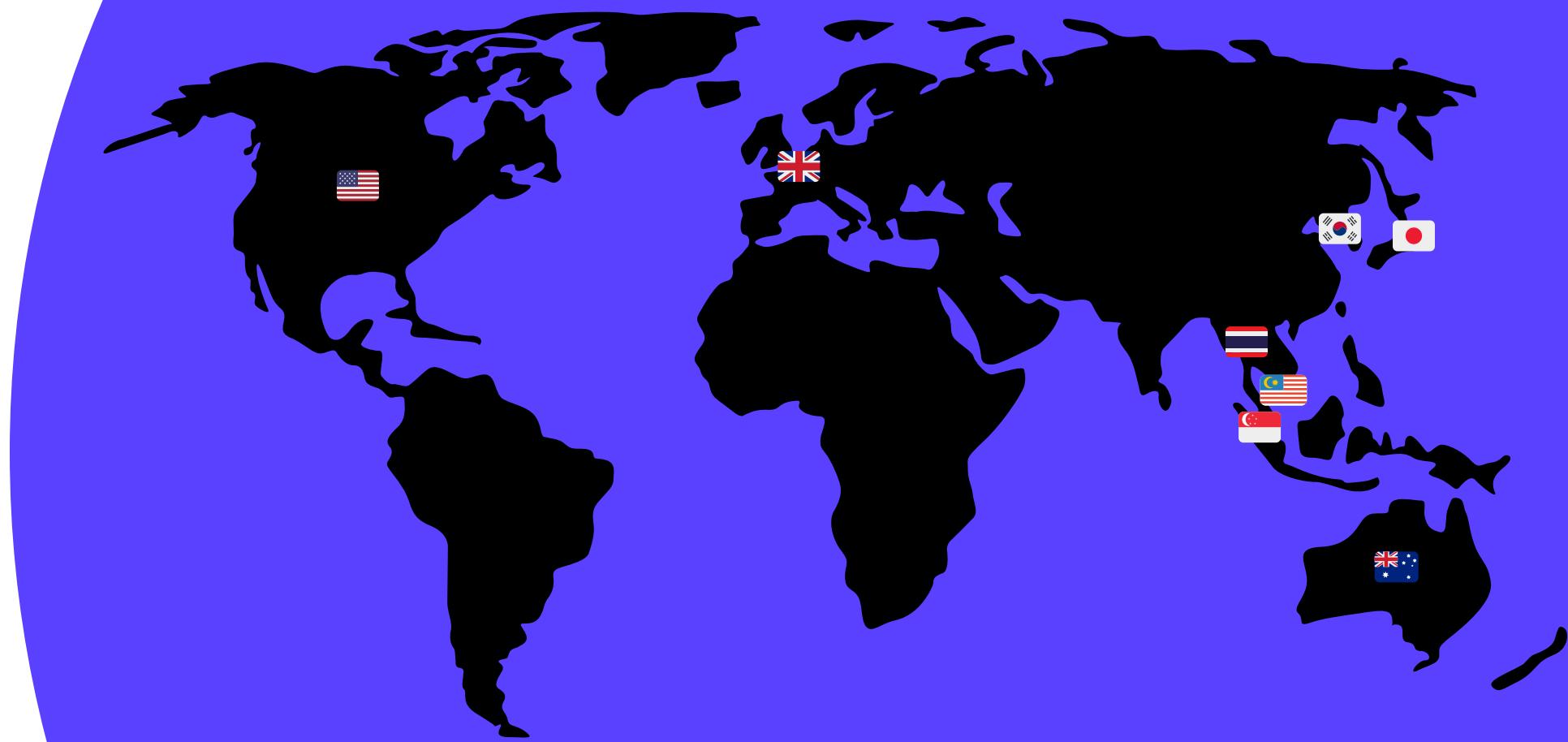
Zaki Muhammad
Ventures



Thomi Jasir
Ventures

JASTIP = Buying things that aren't available here, but available in another country

- Not everyone have a CC or understands how to buy from global marketplace
- Expensive shipping cost
- Offline purchase exclusive item
- Cheaper price compared to marketplace in Indonesia



Demand is High



Jepang
7488 requests
13 travellers



Korea Selatan
5170 requests
7 travellers



Singapura
4439 requests
18 travellers



Malaysia
2595 requests
10 travellers



airfrov_id • Follow

dendylimawan halo,buka jastip bangkok dari tanggal 26mei - 6 juni, yang minat DM yah. bisa pembayaran dengan toped, terimakasih

1w Reply

widiyaniari Cari jastip Australia yg hand carry, saya perlu product dr chemist warehouse

1w Reply

mdnnzhr ada jastip uk?

2w Reply ...

gorgeousmom.fashion please open the apps again

2w Reply

anyeessia Airfrov, bangun! bangun!

3w 2 likes Reply

286 likes MARCH 1, 2021

We Need a Jastip Platform, now

Jastip Request in 2019 (Source : Airfrov)

Price Comparison

Garrett Popcorn Chicago Mix Medium



	SMALL	MEDIUM	LARGE	JUMBO
BUTTERY/PLAIN	100k	125k	160k	240k
CHICAGO MIX	115k	160k	200k	305k
CARAMELCRISP	115k	160k	200k	305k
CHEESECORN	115k	160k	200k	305k
ALMOND CARAMELCRISP	160k	225k	295k	490k
MACADAMIA CARAMELCRISP	175k	245k	320k	535k



*Source : foursquare

Tokopedia
±Rp. 215.000
30-50% More expensive compared to Jastip

Jastip Price
±Rp. 160.000
50~150% Profit

Real Price
RM 263
±Rp. 88.000

User Persona – Buyer

Alisa



AGE 35

EDUCATION Bachelor

STATUS Single

OCCUPATION Employee

LOCATION Jakarta, Indonesia

Personality

Extrovert

Thinker

Branded

Collector

Smart

“ I want to be a center of attention ”

Brief story

Alisa is a fashionable girl. At home, she has a significantly older sister, a brother. She really like watch movie and browse all about fashion.

Goals

- Branded Stuff
- Center of attention
- Confident Booster

Frustrations

- Hard to find rare stuff
- Trust Issue

Brands



Buyer Empathy Map



User Persona – Seller

Aldy



AGE 25
EDUCATION Bachelor
STATUS Single
OCCUPATION Student
LOCATION Singapore

Personality

Introvert Thinker Hunter
Easy going Self minded

“ YOLO ”

Brief story

Aldy is traveller. He studied in Singapore for Bachelor degree. He really like travelling to explore places, and he like photography

Goals

- Travelling around the world
- Get more money
- Trusted by peoples

Frustrations

- Hard to communicate with new people
- Need more income

Brands

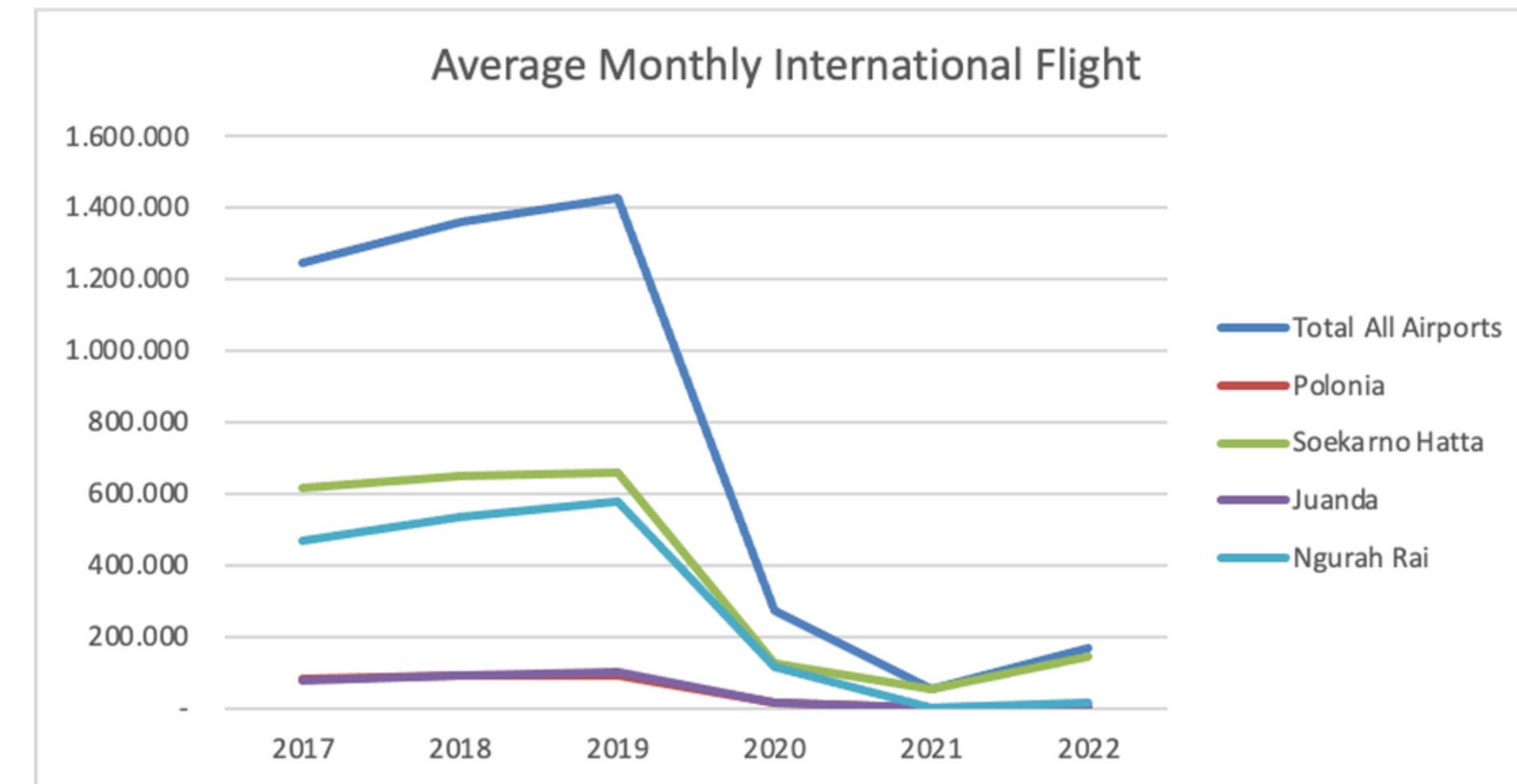


Seller Empathy Map



Problem

Lack of supply due to COVID, but we're bouncing back



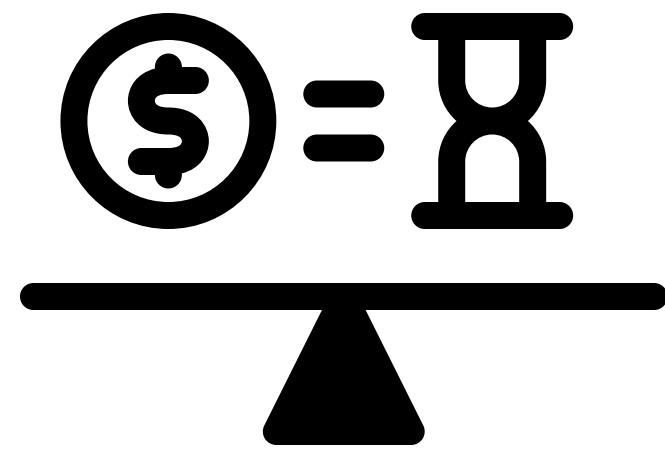
Bandara Utama	Average Monthly International Flight						Now vs 2019
	2017	2018	2019	2020	2021	2022	
Polonia	81.907	89.125	90.909	15.706	263	513	1%
Soekarno Hatta	614.460	649.357	658.235	126.494	51.019	145.940	22%
Juanda	78.159	89.175	98.388	16.592	713	4.321	4%
Ngurah Rai	469.082	533.695	578.207	112.890	252	15.231	3%
Total	1.243.608	1.361.352	1.425.739	271.682	52.247	166.004	12%
Yearly Growth	-	9,47%	4,73%	-80,94%	-80,77%	217,73%	

*Source : <https://www.bps.go.id/indicator/17/66/1/jumlah-penumpang-pesawat-di-bandara-utama.html>

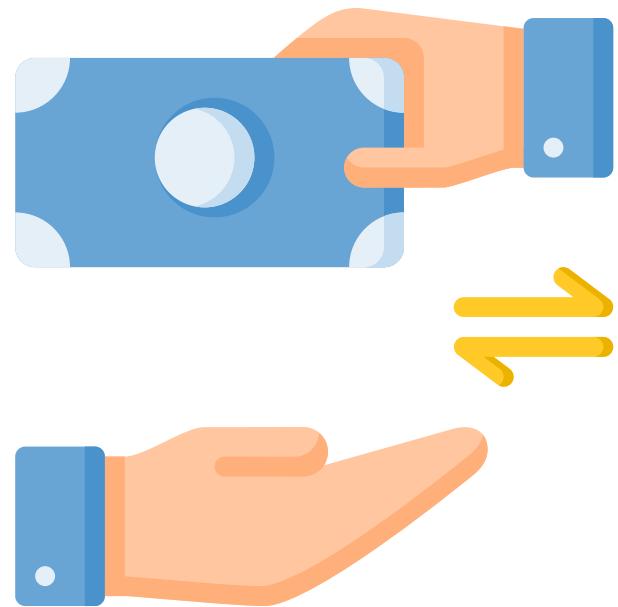
Projection

	Q3 2022			Q4 2022			Q1 2023			Q2 2023			Q3 2023		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Traveller				100	119	142	170	203	242	289	345	412	492	587	701
Buyer				20.000	23.873	28.496	34.014	40.601	48.464	57.848	69.051	82.423	98.384	117.436	140.177
Average "Jastip" Value per Traveller				1.000.000	1.000.000	1.000.000	2.000.000	2.000.000	2.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000
Total Gross Transaction Value				100.000.000	119.365.000	142.480.032	340.142.581	406.011.192	484.635.259	867.727.316	1.035.762.710	1.236.338.159	1.475.755.043	1.761.535.008	2.102.656.262
Platform Fee							0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	1,0%	1,0%
Total Revenue	-	-	-	-	-	-	1.700.713	2.030.056	2.423.176	4.338.637	5.178.814	6.181.691	14.757.550	17.615.350	21.026.563
Development Cost	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	60.000.000	60.000.000	60.000.000
Infra Cost	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	20.000.000	20.000.000	20.000.000
Operational Cost				10.000.000	10.500.000	11.025.000	11.576.250	12.155.063	12.762.816	13.400.956	14.071.004	14.774.554	15.513.282	16.288.946	17.103.394
Marketing & Promotion Cost				20.000.000	100.000.000	200.000.000	200.000.000	150.000.000	150.000.000	50.000.000	50.000.000	50.000.000	50.000.000	50.000.000	300.000.000
Total Cost	110.000.000	110.000.000	140.000.000	220.500.000	321.025.000	321.576.250	272.155.063	272.762.816	273.400.956	174.071.004	174.774.554	175.513.282	146.288.946	147.103.394	397.958.563
Balance	(110.000.000)	(220.000.000)	(360.000.000)	(580.500.000)	(901.525.000)	(1.223.101.250)	(1.493.555.600)	(1.764.288.359)	(2.035.266.139)	(2.204.998.507)	(2.374.594.248)	(2.543.925.839)	(2.675.457.235)	(2.804.945.279)	(3.181.877.279)
	Q4 2023			Q1 2024			Q2 2024			Q3 2024			Q4 2024		
	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Traveller	837	999	1.192	1.423	1.698	2.027	2.420	2.888	3.448	4.115	4.912	5.864	7.000	7.126	7.254
Buyer	167.322	199.724	238.401	284.567	339.674	405.452	483.967	577.688	689.557	823.089	982.481	1.172.738	1.400.000	1.425.200	1.450.854
Average "Jastip" Value per Traveller	4.000.000	4.000.000	4.000.000	4.000.000	4.000.000	4.000.000	5.000.000	5.000.000	6.000.000	6.000.000	6.000.000	7.000.000	7.000.000	7.000.000	7.000.000
Total Gross Transaction Value	3.346.447.529	3.994.487.093	4.768.019.519	5.691.346.499	6.793.475.748	8.109.032.327	12.099.183.047	14.442.189.843	20.686.703.888	24.692.684.096	29.474.422.371	41.045.834.974	49.000.000.000	49.882.000.000	50.779.876.000
Platform Fee	1,0%	1,0%	1,0%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	2,0%	2,0%	2,0%	2,0%	2,0%	2,0%
Total Revenue	33.464.475	39.944.871	47.680.195	85.370.197	101.902.136	121.635.485	181.487.746	216.632.848	310.300.558	493.853.682	589.488.447	820.916.699	980.000.000	997.640.000	1.015.597.520
Development Cost	60.000.000	60.000.000	60.000.000	60.000.000	60.000.000	60.000.000	60.000.000	60.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000
Infra Cost	20.000.000	20.000.000	20.000.000	20.000.000	20.000.000	20.000.000	20.000.000	20.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000	30.000.000
Operational Cost	18.856.491	19.799.316	20.789.282	21.828.746	22.920.183	24.066.192	25.269.502	26.532.977	27.859.626	29.252.607	30.715.238	32.250.999	33.863.549	35.556.727	37.334.563
Marketing & Promotion Cost	200.000.000	100.000.000	100.000.000	100.000.000	100.000.000	100.000.000	50.000.000	50.000.000	50.000.000	50.000.000	50.000.000	200.000.000	50.000.000	50.000.000	50.000.000
Total Cost	298.856.491	199.799.316	200.789.282	201.828.746	202.920.183	204.066.192	155.269.502	156.532.977	157.859.626	139.252.607	140.715.238	142.250.999	293.863.549	145.556.727	147.334.563
Balance	(3.447.269.295)	(3.607.123.740)	(3.760.232.827)	(3.876.691.375)	(3.977.709.422)	(4.060.140.130)	(4.033.921.886)	(3.973.822.015)	(3.821.381.083)	(3.466.780.008)	(3.018.006.798)	(2.339.341.098)	(1.653.204.648)	(801.121.375)	67.141.582
	Q1 2025			Q2 2025			Q3 2025			Q4 2025			Q1 2026		
	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
Traveller	7.385	7.518	7.653	7.791	7.931	8.074	8.219	8.367	8.518	8.671	8.827	8.986	9.148	9.312	9.480
Buyer	1.476.969	1.503.554	1.530.618	1.558.170	1.586.217	1.614.768	1.643.834	1.673.423	1.703.545	1.734.209	1.765.425	1.797.202	1.829.552	1.862.484	1.896.008
Average "Jastip" Value per Traveller	7.000.000	7.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000
Total Gross Transaction Value	51.693.913.768	52.624.404.216	76.530.919.274	77.908.475.821	79.310.828.386	80.738.423.297	82.191.714.916	83.671.165.784	85.177.246.768	86.710.437.210	88.271.225.080	89.860.107.132	91.477.589.060	93.124.185.663	94.800.421.005
Platform Fee	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%	2,5%
Total Revenue	1.292.347.844	1.315.610.105	<b												

The Numbers



BEP in 2 Years



50 Billion IDR / Month
Gross Transaction Value



1 Million
Monthly Active User

Technology Stack

Spring Boot

A tool that makes developing web applications and microservices faster and easier. Contains libraries such as Spring to make REST API endpoints and Spring JPA which enables easier schema creation and supports many popular DBMS.

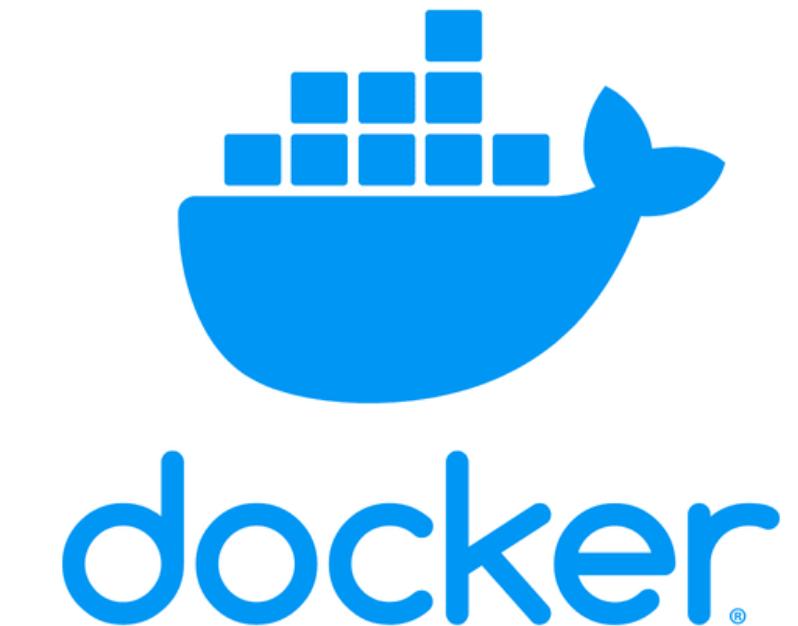


MySQL

A popular SQL-based DBMS used for applications. Spring JPA supports this DBMS and can be easily integrated with a Spring Boot Application

Docker

A container engine that allows bundling software, libraries and configuration files into isolated instances.



Technology Stack

HOOKS (HOCs)

HOC is an advanced technique for reusing logic in React components. It is a pattern created out of React's compositional nature.



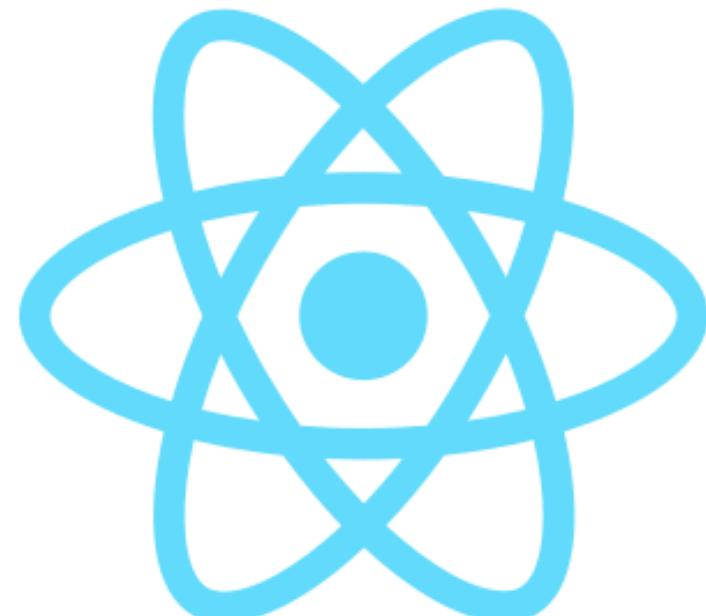
CONTEXT

Context provides a way to pass data through the component tree without having to pass props down manually at every level



HERME

JavaScript engine compiler optimized for React Native. enabling Hermes will result in improved start-up time, decreased memory usage, and smaller app size



Demo Time

Carrier 

7:04 PM

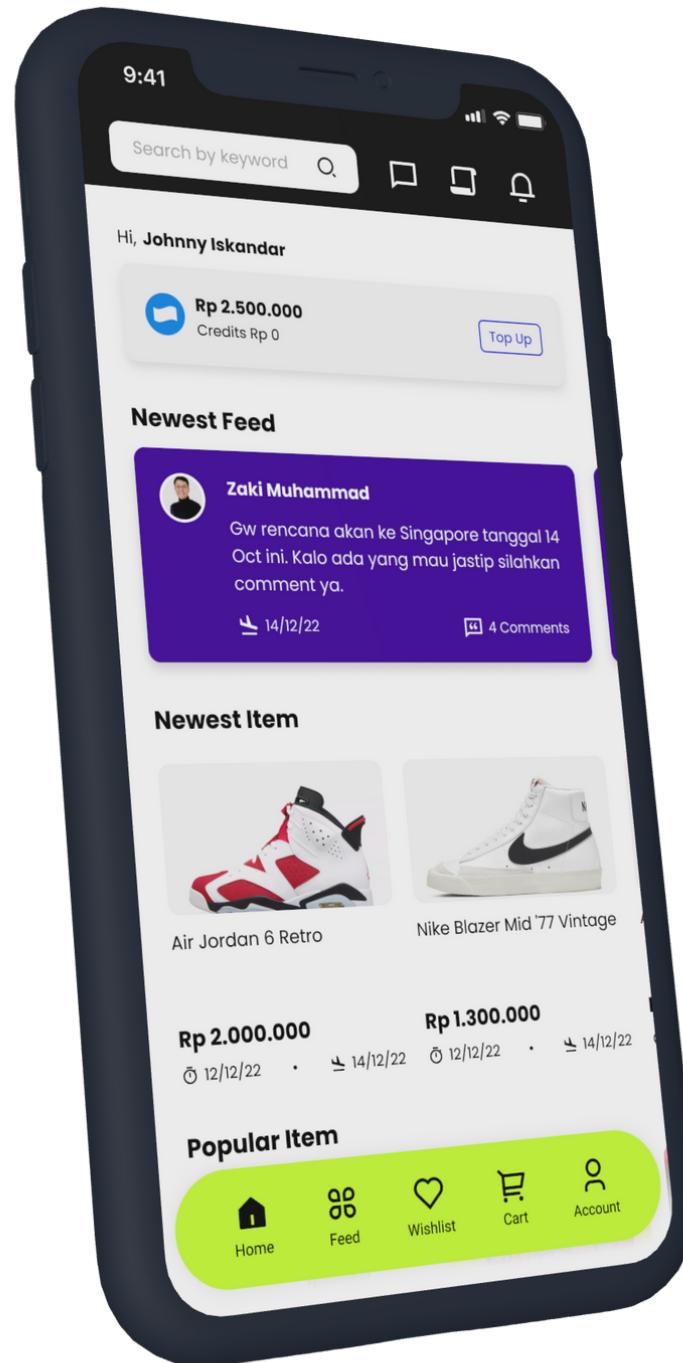


Welcome to Jastip

LOGIN/REGISTER

Powered by :  DANA

Unique Selling Preposition (USP)



Jastip Feed:

<https://www.figma.com/proto/MAnoHkcOfSSuD543XrhpSL/Jastip-Project?page-id=223%3A9609&node-id=223%3A9610&viewport=2768%2C431%2C0.63&scaling=scale-down&starting-point-node-id=223%3A9610&show=proto-sidebar=1>

Wishlist:

<https://www.figma.com/proto/MAnoHkcOfSSuD543XrhpSL/Jastip-Project?page-id=223%3A9609&node-id=225%3A11526&viewport=2768%2C431%2C0.63&scaling=scale-down&starting-point-node-id=225%3A11526&show=proto-sidebar=1>

Roadmap & Impact for DANA



Social Wishlist



DANA KYC



DANA KYB



Delivery Pickup



Escrow



BoraBora

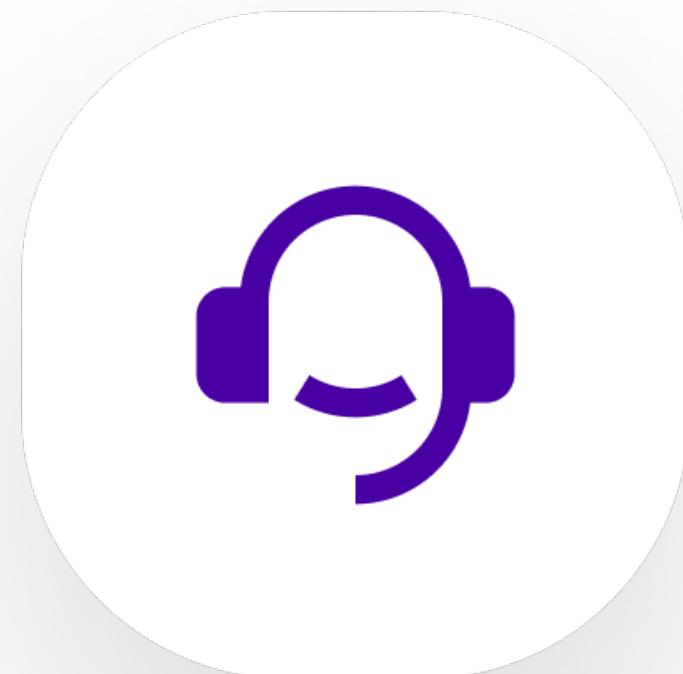


Buying Place
Information



DANA Delivery

Challenge



Operation



Legal

Go to Market Strategy



Digital Marketing &
Social Media / KOL



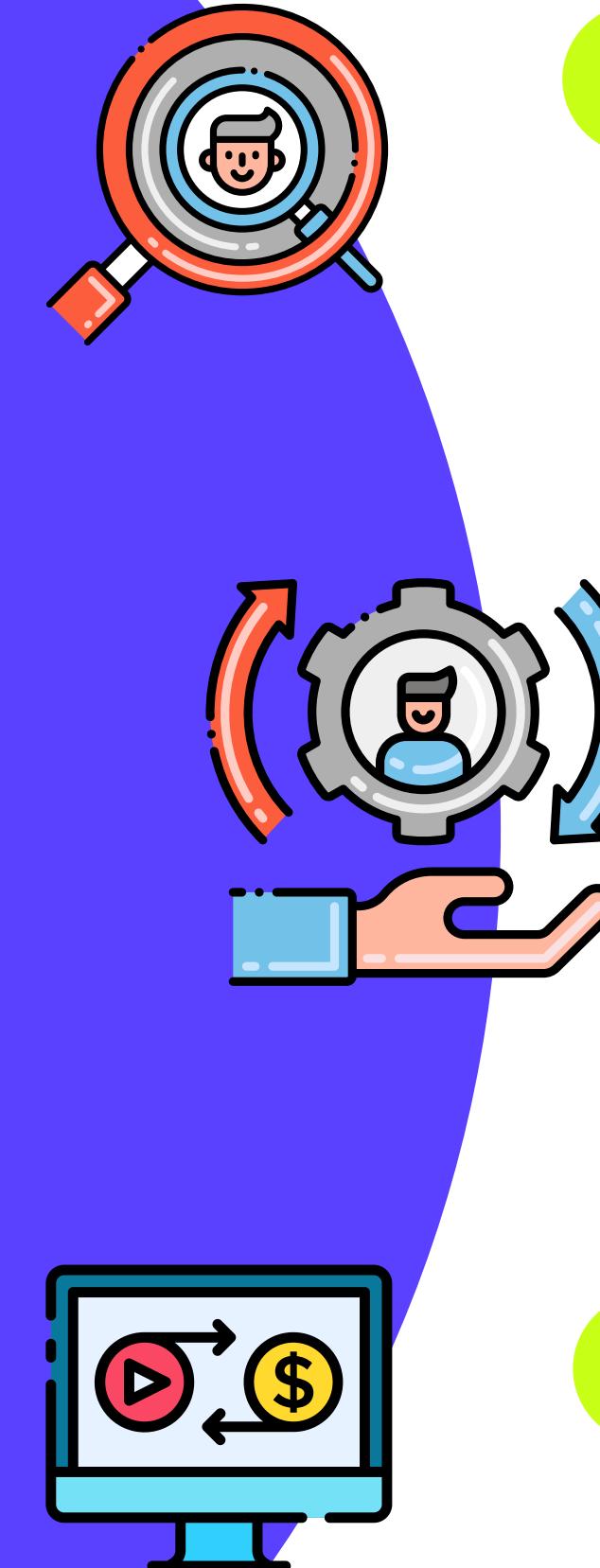
Students / TKI / Office
Workers / Flight
Attendant Community



Time & Geo Targetting
Map for Push our
advertisement

Main Criteria

DANAHack22



Acquisition

Retention

Monetization

Thank You

