



Instacart of SEA Local Markets

Groceries marketplace, delivery, and pickup services for SEA local markets.



Executive Summary

Investment Highlight

LARGE MARKET

16K+ Local Markets

US\$ 108B Grocery Retail
Markets in Indonesia

HIGH GROWTH

118% QoQ Growth
(Q4 2020 - Q1 2021)

MARKET LEADER

First Mover
Marketplace for Local
Market

Mentor & Advisor

MENTOR



Natali Ardianto

Awarded The Most Intelligent CIO at the
iCIO Award 2015. Founded Tiket.com and
generates a total of USD 1 billion revenue
in the first 7 years.

ADVISOR



Willy Suwandi D

President Director PT Adira Dinamika
Multi Finance Tbk for 5 Years. President
Director PT Asuransi Adira Dinamika for
10 Years.

Snapshot of Progress

AVERAGE TAKE RATE

14.5%

MONTHLY ACTIVE USERS

9K+

ANNUAL GMV

US\$ 426K+

TOTAL MERCHANTS

2K+

Key Differentiator

MARKETPLACE

Digitalizing each
merchants

ONE-STOP-SHOP

Shop from many
merchants in one
order

MONETIZATION

Big take rate potential

Problems 🙄

- Very limited option to shop online from local market.
- Limited time to shop.
- Limited parking spot on local market.
- Uncomfortable atmosphere (stiflingly hot) on local market.
- (Mostly) Only accept Cash Payment.

Temporary problem

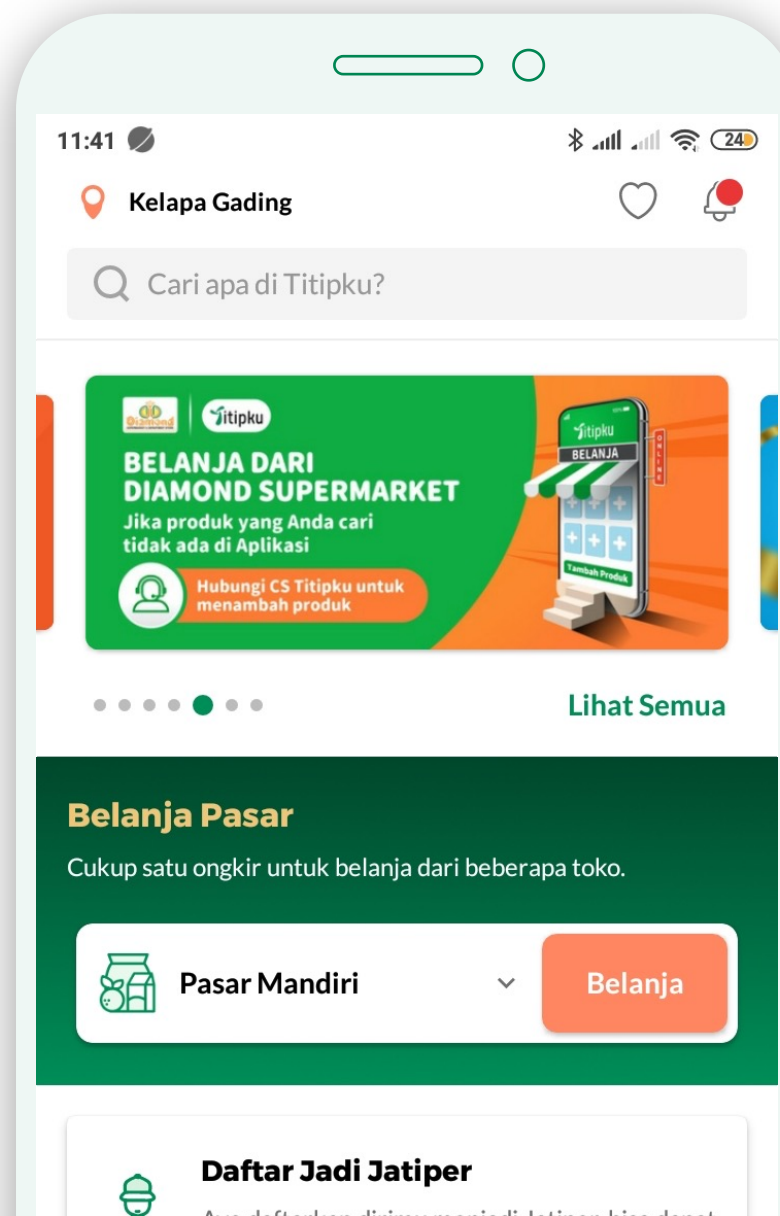
COVID19 : People realizing how limited the option (or none) to shop delivery groceries from the nearest market.

Is Local Market Still Relevant?

According to research by Nielsen Media Research Indonesia, **58%** people in Indonesia prefer to shop fresh groceries from local market, Compared to **9%** for Supermarket / Hypermarket.

Solutions

Best UX for local market shopping experience, scalable acquisition model to quickly expand to other areas.



Go to the market in the morning, looking for parking spot, pay cash, carrying lots of bags, time consuming.

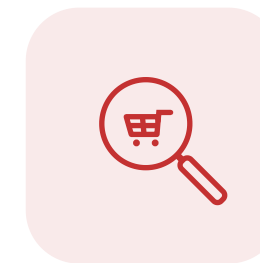
Offline shopping (Time spent 1 - 1.5 hours).



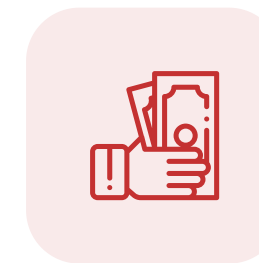
Go to local market



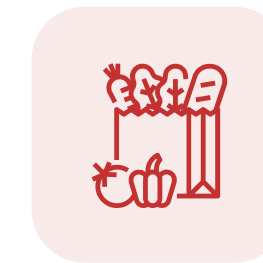
Looking for parking spot



Find & buy products, pay cash



Pay cash

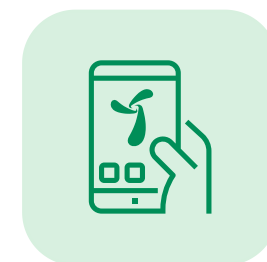


Carrying lots of bag.

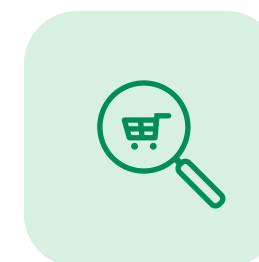


Open Titipku app, choose product/merchant, select delivery time, pay cashless, arriving on-time.

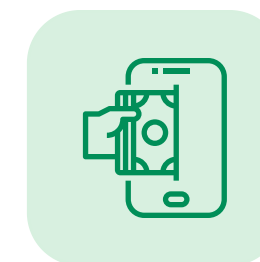
Shop through Titipku App (Time spent 10 - 15 minutes).



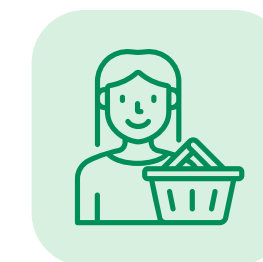
Open Titipku app



Find & buy products



Pay cashless



Shopper handpick and deliver the order.

Monetization

Revenue Stream

- ✓ Service fee 2% + Rp 2.000 from total spending
- ✓ Product mark up 10%



Nomor Hp
081741467895

Catatan alamat (tidak wajib)
Samping tugu warna merah

Pilih Pengiriman

Jatiper Titipku
Rp 19.000

Pilih waktu pengiriman
Hari ini, 11:00 - 12:00

Ringkasan Pesanan

| | |
|-----------------------------------|------------|
| 5x Minyak goreng Tropical 2 liter | Rp 165.000 |
| Total harga (5 barang) | Rp 165.000 |
| Ongkos kirim | Rp 19.000 |

PSMANDIRI30K - RP 20.000 X

Dengan melanjutkan proses, kamu juga telah menyetujui [syarat dan ketentuan](#) yang berlaku di Titipku.

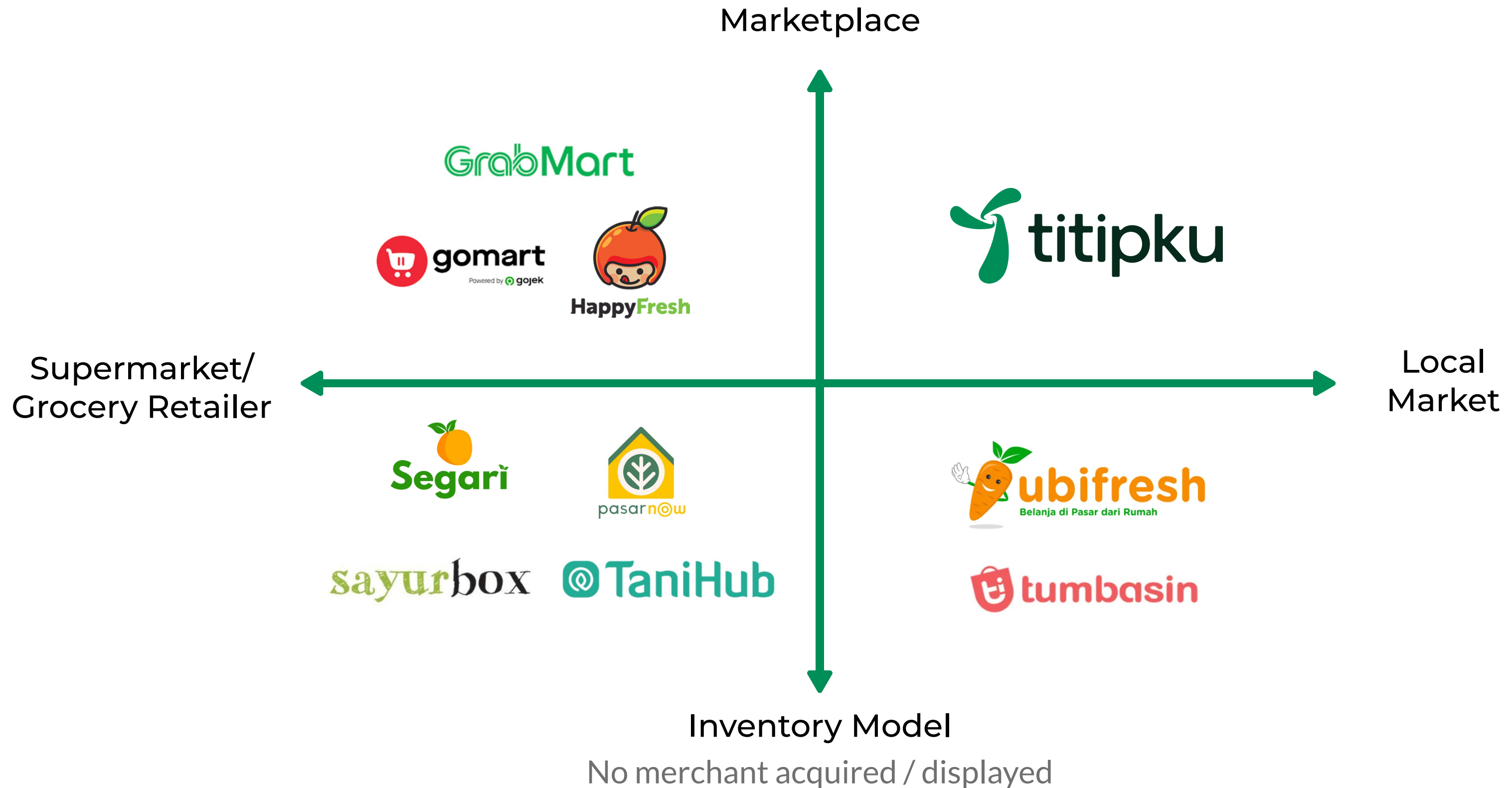
Total Pembayaran
Rp 164.000
Termasuk ongkos kirim dan jasa titip

Lanjut

Shipping & Service fee

Product markup 10%

Competitors



Titipku Growth

Last 3 Month Average

GMV **42.142 US\$**

Revenue **5.690 US\$**

Number of transactions **2.079**

Last 6 Months Average Growth

▲ **36,4%**

Total GMV Oct 20 - Jun 21

255.026 US\$

Total Revenue Oct 20 - Jun 21

29545 US\$

Total Merchants

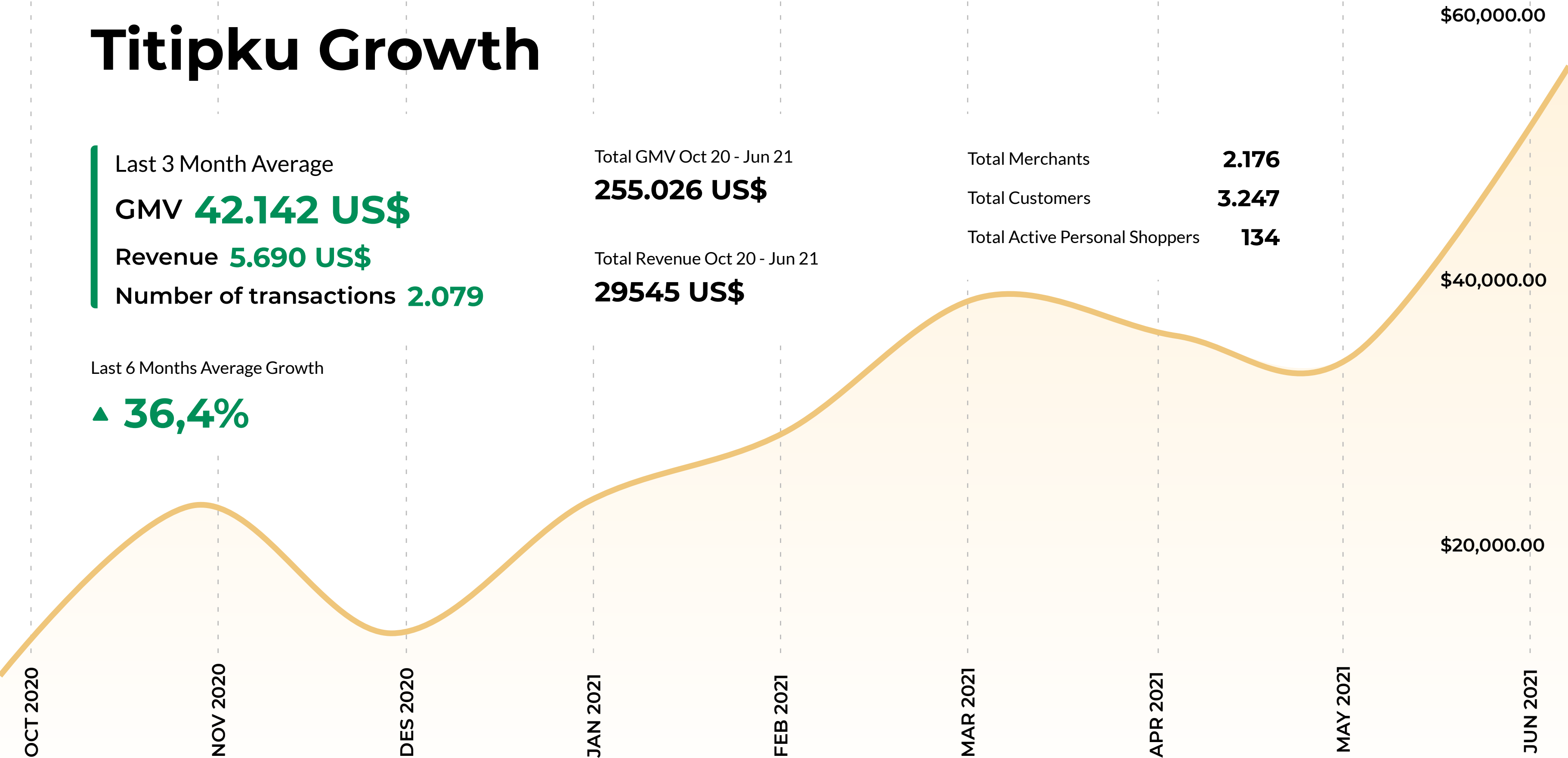
2.176

Total Customers

3.247

Total Active Personal Shoppers

134



Monthly Retention

| Month | m0 | m1 | m2 | m3 | m4 | m5 | m6 | m7 | m8 | m9 | m10 | m11 | m12 | m13 | m14 |
|----------|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| Apr 2020 | 92 | 28.26% | 20.65% | 15.22% | 13.04% | 8.70% | 11.96% | 10.87% | 9.78% | 11.96% | 8.70% | 8.70% | 6.52% | 9.78% | 7.61% |
| May 2020 | 88 | 25.00% | 12.50% | 9.09% | 9.09% | 12.50% | 7.95% | 7.95% | 9.09% | 7.95% | 9.09% | 6.82% | 4.55% | 6.82% | 0.00% |
| Jun 2020 | 33 | 21.21% | 15.15% | 12.12% | 9.09% | 9.09% | 15.15% | 12.12% | 15.15% | 18.18% | 9.09% | 12.12% | 12.12% | 0.00% | 0.00% |
| Jul 2020 | 18 | 22.22% | 16.67% | 22.22% | 22.22% | 16.67% | 11.11% | 22.22% | 5.56% | 5.56% | 0.00% | 5.56% | 0.00% | 0.00% | 0.00% |
| Aug 2020 | 17 | 35.29% | 29.41% | 17.65% | 17.65% | 11.76% | 17.65% | 17.65% | 17.65% | 17.65% | 17.65% | 0.00% | 0.00% | 0.00% | 0.00% |
| Sep 2020 | 49 | 42.86% | 36.73% | 32.65% | 30.61% | 34.69% | 28.57% | 28.57% | 20.41% | 30.61% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Oct 2020 | 100 | 41.00% | 37.00% | 34.00% | 25.00% | 33.00% | 19.00% | 18.00% | 15.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Nov 2020 | 246 | 9.35% | 9.76% | 6.50% | 7.72% | 5.69% | 3.66% | 4.88% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Dec 2020 | 65 | 52.31% | 40.00% | 29.23% | 26.15% | 20.00% | 27.69% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Jan 2021 | 457 | 46.39% | 36.32% | 28.67% | 26.26% | 28.01% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Feb 2021 | 441 | 44.44% | 33.56% | 27.89% | 31.75% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Mar 2021 | 392 | 37.24% | 25.00% | 27.30% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Apr 2021 | 305 | 34.43% | 31.48% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| May 2021 | 267 | 40.82% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

Retention gets higher and stronger as we add more local markets and hyperlocal merchants into titipku marketplace.

Titipku Plan

We will focus on expanding our coverage area from 2021 - 2025

- **2021** Jabodetabek
100 Local Markets
- **2022** Java & Bali
1.000 Local Markets
- **2023** Sumatra & Kalimantan
8.000 Local Markets
- **2024** Indonesia
15.000 Local Markets
- **2025** Southeast Asia
+15.000 Local Markets



Our Founders



Ong Tek Tjan
Co-Founder

- 26 years Experience in Banking Industry
- Resigned from PT Bank Sahabat Sampoerna starting on October 1st, 2019 and going all-in for Titipku since then
- Director of PT Bank Sahabat Samporena for 4 years
- Head of SME, Funding and Network PT Bank Sahabat Sampoerna for 1 year
- Head of Strategic Planning and Business Development for SME, Commercial and Corporate Banking Bank Danamon for 4 years
- EVP SMEC CROSS SELL PT Bank Danamon Indonesia for 1 year
- Deputy Head of SME and Commercial Business Bank Central Asia for 3 years
- Commissioners and Advisors in several financial companies



Henri Suhardja
Co-Founder & CEO

- Participant at the Start-up Ecosystems 2019 Short Term Award
- Participant at the Australia Awards Indonesia Startup Ecosystems 2019, Awarded by New Venture Institute - Flinders University
- Finalist at UNCDF Financial Inclusion Challenge 2018
- Owner of "Hilton Dryer" (2012 - Now).
- Book Author of "Seasoning Madventures" published by Bentang Pustaka (2018).
- Currently investing in 3 F&B MSMEs (2017 - Now).
- Speaker in 80+ national event
- Judge in 5+ national business competition

Reach Out

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