



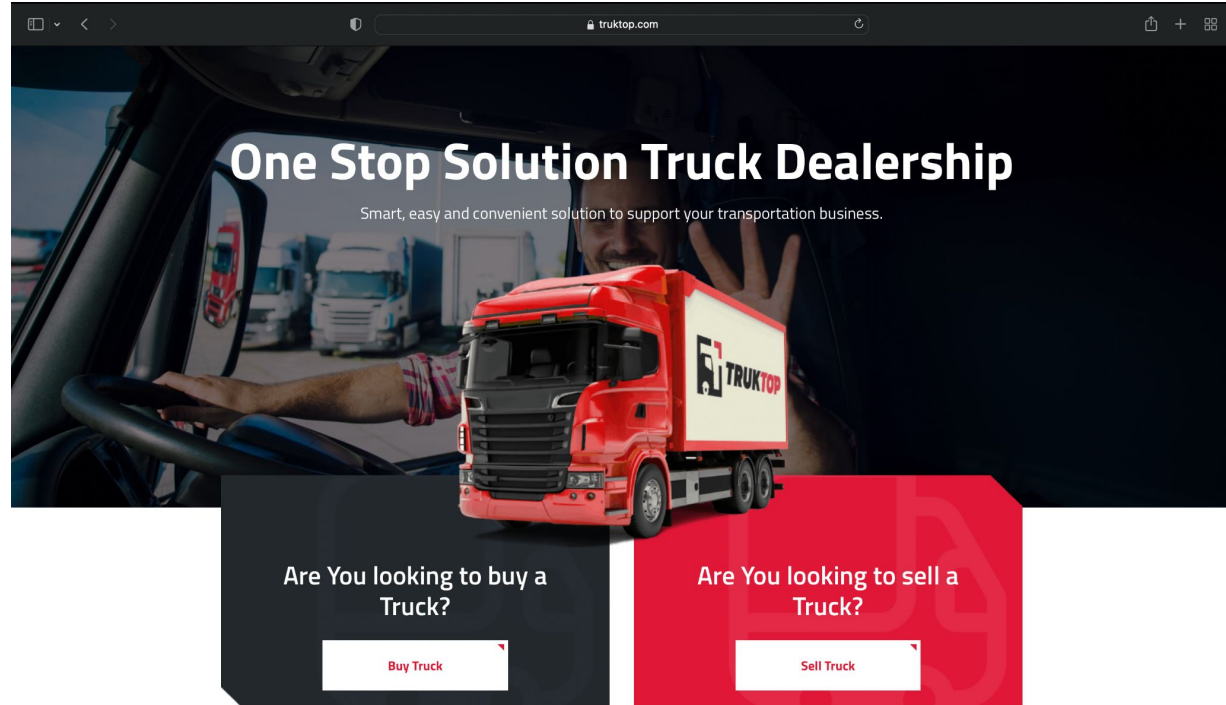
One-stop used-truck dealership

November 2022

About Us

Truktop is an B2B commerce platform for used-truck procurement.

The company aims to to provide a trusted integrated platform with an end-to-end user journey within it.



Executive Summary

Sizable Niche Market

We estimate the total addressable market and revenue for used-truck sales in Indonesia is at ~USD12.5Bn and ~USD1.0-1.5Bn per year respectively with many of the transactions are done through middle-man and reference

First Mover Potential

Typical user pain points' in the used-truck procurement journey are lack of trust and inconvenience; Truktop's product is to provide a trusted integrated platform with an end-to-end user journey within it; There is no specific player that caters this kind of solution in the B2B space so far

Promising Early Demand Traction

We are currently having ~20 units orders from ~6 clients with an total order value of ~USD300K after MVP launch

Founding Team's Relevant Experience

Both co-founders are well-experienced in the tech domain as well as in the B2B domain, especially in the Transporter and Commerce business

An Underserved Sizable Used-Truck Market

~USD12.5Bn
Total Addressable Market

=

~2.0Mn
Est. Lifetime
Used-Truck
Supply

X

~USD12.5K
Est. Lifetime
Used-Truck
Avg. Value

X

~50%
Est. Annual
Transactions

~USD1.0-1.5Bn
Total Addressable Revenue

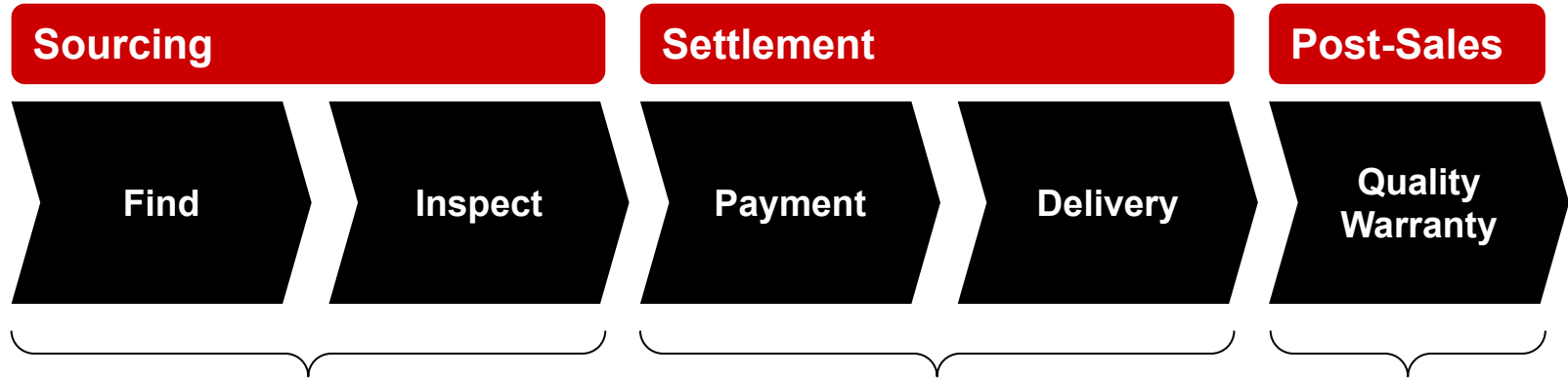
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~8-12%
Est. Take Rate
(Trading Gain + Financing
+ Other Cross-Sellings)

X

~USD12.5Bn
Total Addressable
Market

User's Pain Points on Used Truck's Procurement Journey



Pain Points

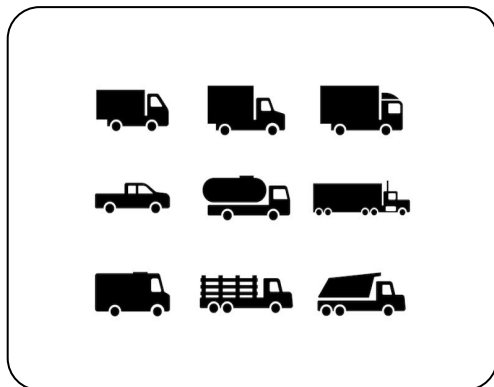
- Limited choice of supply
- Manual sourcing via middle-man and reference
- Lack of transparency in fleet quality and price
- Supply visit consumes time and cost

- Low financing access for MSME business
- Paper-based and highly manual
- Redundancy when inquiring/applying with different vendors

No liability imposed to seller after settlement

Truktop's Product is to Simplify Used Truck's Procurement

Sourcing



- Digital Catalogue
- Inspection Report
- Buy-it-now / Inquiry

Settlement



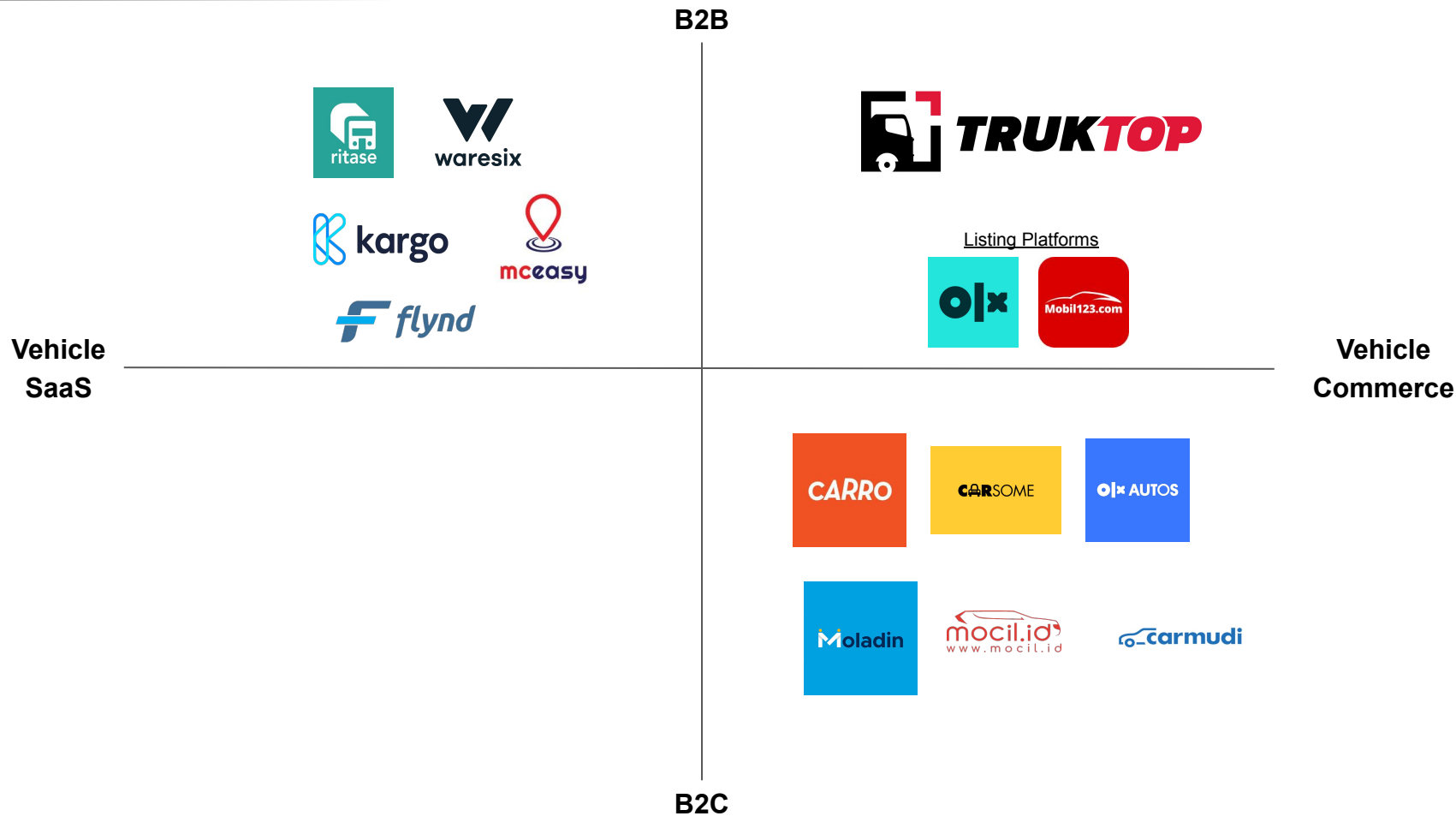
- Integrated Financing Option
- Integrated Delivery Option

Post-Sales



- Money-back Guarantee
[TnC applies]
- Add-ons [GPS, SaaS, Spare Parts]

Potential First Mover for Truktop's Product



Early Demand Traction Looks Promising

Some of our Numbers since MVP launch in Sep-22

per 29-Nov



~20 Units

15 Light & Medium Duty
5 Heavy Duty



~6 Clients

2 In-House Transporter
3 Third-Party Transporter
1 Fleet Rental



**~USD 300K
Order Value**

Truktop's GMV to Reach > USD3Mn in the Next 1-Year

	<i>Units</i>	1Q23	2Q23	3Q23	4Q23	FY23
Total GMV	<i>[USD K]</i>	300	450	833	1,667	3,250
Sales Volume	<i>[unit]</i>	20	30	50	100	200
Avg. Order Value	<i>[USD K]</i>	15	15	17	17	16
Total Revenue	<i>[USD K]</i>	8	12	25	64	109
% Take Rate	<i>[%]</i>	2.5%	2.8%	3.0%	3.8%	3.3%

Key Initiatives

- Strengthening Ops Team, especially in the Supply Acquisitions, Financing Partnership and Demand Sales
- Strengthening Product Team to enable one-stop-shop experience in the Platform
- Building awareness through network and offline workshop

Well-experienced in Tech and B2B Domain



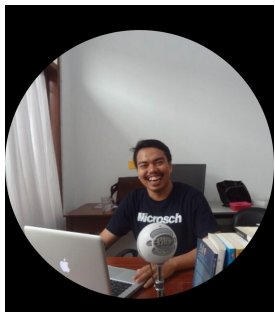
Christopher Kelvin S
Co-founder, CEO

Education and Work Experiences:



Profile Overview:

- Having a more than 5-years experience stewarding a family business in the Third-Party Transporter business [currently positioned as an Advisor]
- Having a stint at Gojek's Driver Core team handling the Supply side of the business
- Currently heading Gopay's Financial Aggregator business



Gilang Kurniaji
Co-founder, CPO & CTO

Education and Work Experiences:



Profile Overview:

- Founded Kandang.in, a sharia investment platform that helps farmer to get capital access [acquired]
- Having a stint at Ritase developing B2B commerce products, inc. new trucks, spare-parts
- Currently heading core fintech product at Fazz for SMB/Agent



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