

# CARI LAPANG

Satu Tekan Untuk Memudahkan Olahraga Mu



# TECHNOLOGY CONCEPT



## CARI LAPANG

Our product is application based

### Application Fiture

- Login/Register
- Homescreen
- Club (Comunity side)
- Explore
- Bookings
- Profile
- Comparison (Nearby and Rate)
- Payment

[view more about design](#)

# BUSINESS MODEL

Advertising on  
Digital Platforms  
& Transaction  
Fees



# MARKET SIZE



**166 M**

Total Available  
Market

Market Share + Service  
Available Market  
Location : Java  
Age : All Age  
Gender : Male and  
Female  
Sports : Event Vendors

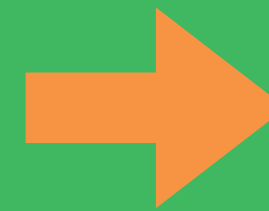


**8 M**

Serviceable Available  
Market

Market share +  
Location : Jabodetabek  
Age : All Age  
Gender : Male and  
Female  
Sports : Health fitness  
and sports equipment

**Our Focus**

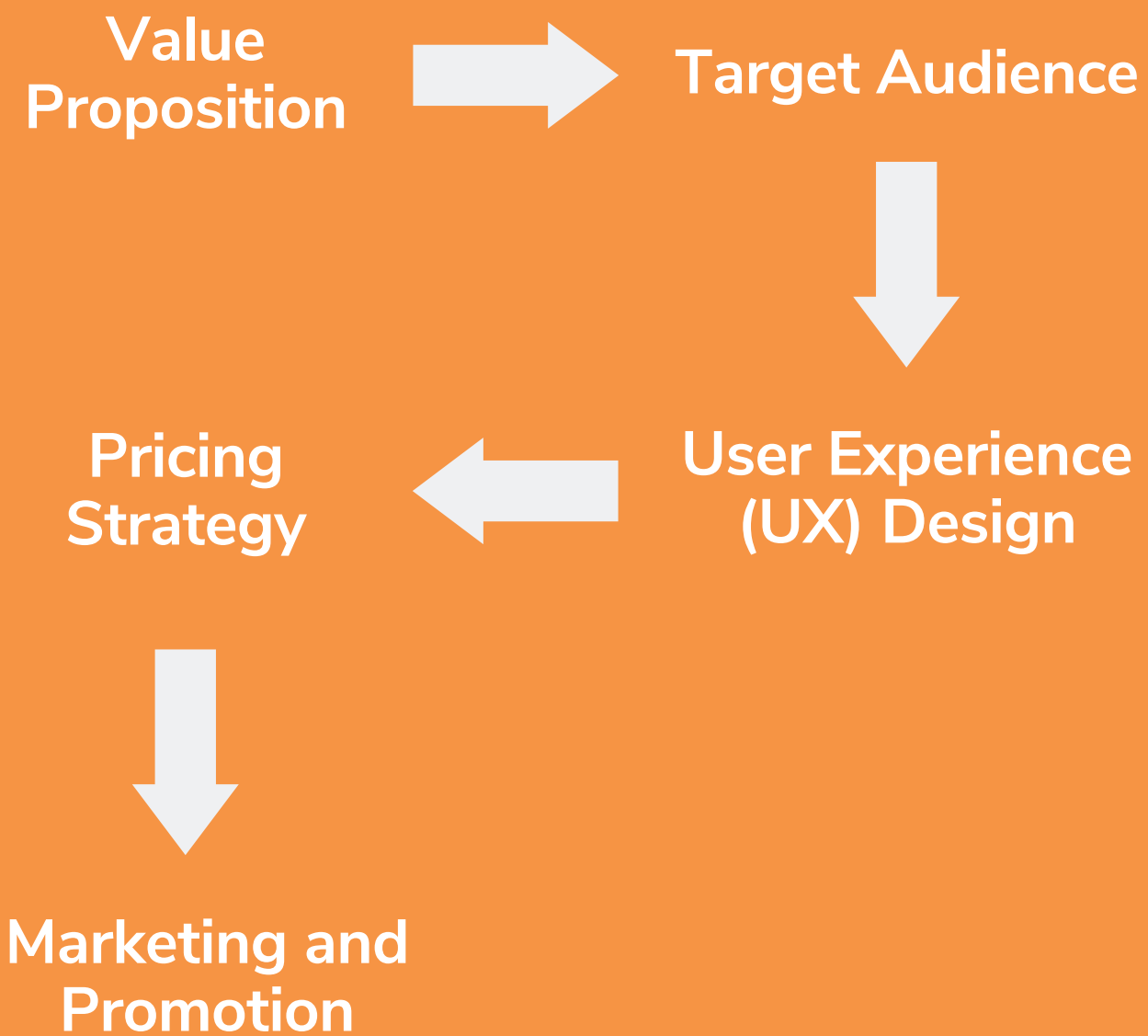


**0.6 M**

Market  
Share

Location : Tangerang  
Age : 17-65  
Gender : Male and Female  
Sports : Individual and Group  
Sports

# GO TO MARKET STRATEGY



# COMPETITOR APPROACH

Competition in e-commerce can vary depending on the industry, geographic market, and the type of product or service offered. However, there are some general aspects of e-commerce competition that can be encountered:

Product and Feature  
Innovation & Price  
competition

# THE TEAM



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# FINANCIAL PROJECTION

| Financial Projections           |                       |                       |                        |                        |
|---------------------------------|-----------------------|-----------------------|------------------------|------------------------|
| Fiscal Period                   | Year 1                | Year 2                | Year 3                 | Year 4                 |
| Currency                        | IDR                   | IDR                   | IDR                    | IDR                    |
| Booking Lapangan                | Rp284,700,000         | Rp705,180,000         | Rp1,138,800,000        | Rp1,428,975,000        |
| Ads                             | Rp50,000,000          | Rp25,000,000          | Rp50,000,000           | Rp75,000,000           |
| <b>Total Revenue</b>            | <b>Rp334,700,000</b>  | <b>Rp730,180,000</b>  | <b>Rp1,188,800,000</b> | <b>Rp1,503,975,000</b> |
| MoH                             | Rp50,000,000          | Rp75,000,000          | Rp112,500,000          | Rp168,750,000          |
| <b>Gross Profit</b>             | <b>Rp284,700,000</b>  | <b>Rp655,180,000</b>  | <b>Rp1,076,300,000</b> | <b>Rp1,335,225,000</b> |
| SG&A                            | Rp50,000,000          | Rp100,000,000         | Rp150,000,000          | Rp100,000,000          |
| Marketing                       | Rp100,000,000         | Rp150,000,000         | Rp135,000,000          | Rp94,500,000           |
| Research & Development Expenses | Rp25,000,000          | Rp30,000,000          | Rp30,000,000           | Rp45,000,000           |
| Other Expenses                  | Rp50,000,000          | Rp50,000,000          | Rp50,000,000           | Rp50,000,000           |
| <b>Operating Income</b>         | <b>Rp59,700,000</b>   | <b>Rp325,180,000</b>  | <b>Rp711,300,000</b>   | <b>Rp1,045,725,000</b> |
|                                 |                       |                       |                        |                        |
| Employees                       | IDR                   | IDR                   | IDR                    | IDR                    |
| Founder                         | Rp60,000,000          | Rp63,000,000          | Rp66,150,000           | Rp69,457,500           |
| Sales & Marketing / IT          | Rp60,000,000          | Rp126,000,000         | Rp189,000,000          | Rp252,000,000          |
| Business Development / Legal    | Rp60,000,000          | Rp126,000,000         | Rp189,000,000          | Rp252,000,000          |
| Business Management             | Rp60,000,000          | Rp126,000,000         | Rp189,000,000          | Rp252,000,000          |
| Total Count Employee            | 8                     | 11                    | 14                     | 17                     |
| <b>Total Annual Salary</b>      | <b>Rp240,000,000</b>  | <b>Rp441,000,000</b>  | <b>Rp633,150,000</b>   | <b>Rp825,457,500</b>   |
| <b>Net Profit / Loss</b>        | <b>-Rp180,300,000</b> | <b>-Rp115,820,000</b> | <b>Rp78,150,000</b>    | <b>Rp220,267,500</b>   |



# SUMMARY AND CALL TO ACTION

We are looking for **Rp 300.000.000** in exchange for **30%** of our Stock. We will use this we use these funds for **operations, improving applications, salaries.**

We strive to build application so people can book sports field with just 1 click!



# CONTACT US

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# VIDEO PERSENTASI

**THANK YOU**