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[Kelompok 12]



# Problem



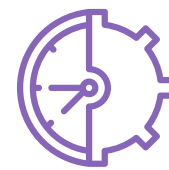


# Solution



## **Portable**

Lebih Praktis dan lebih hemat tempat



## **Automation**

- Kontrol Jarak jauh menggunakan aplikasi di handphone
- Sensor Air dan Cahaya

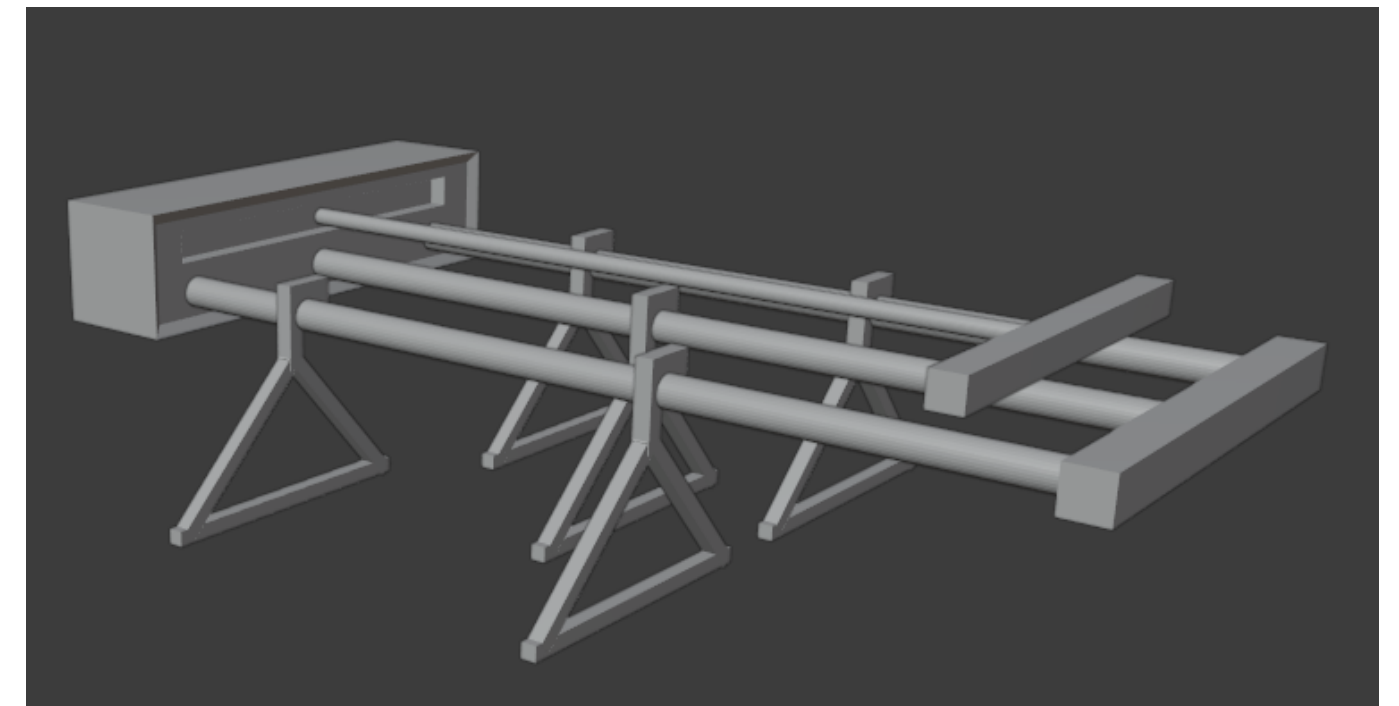
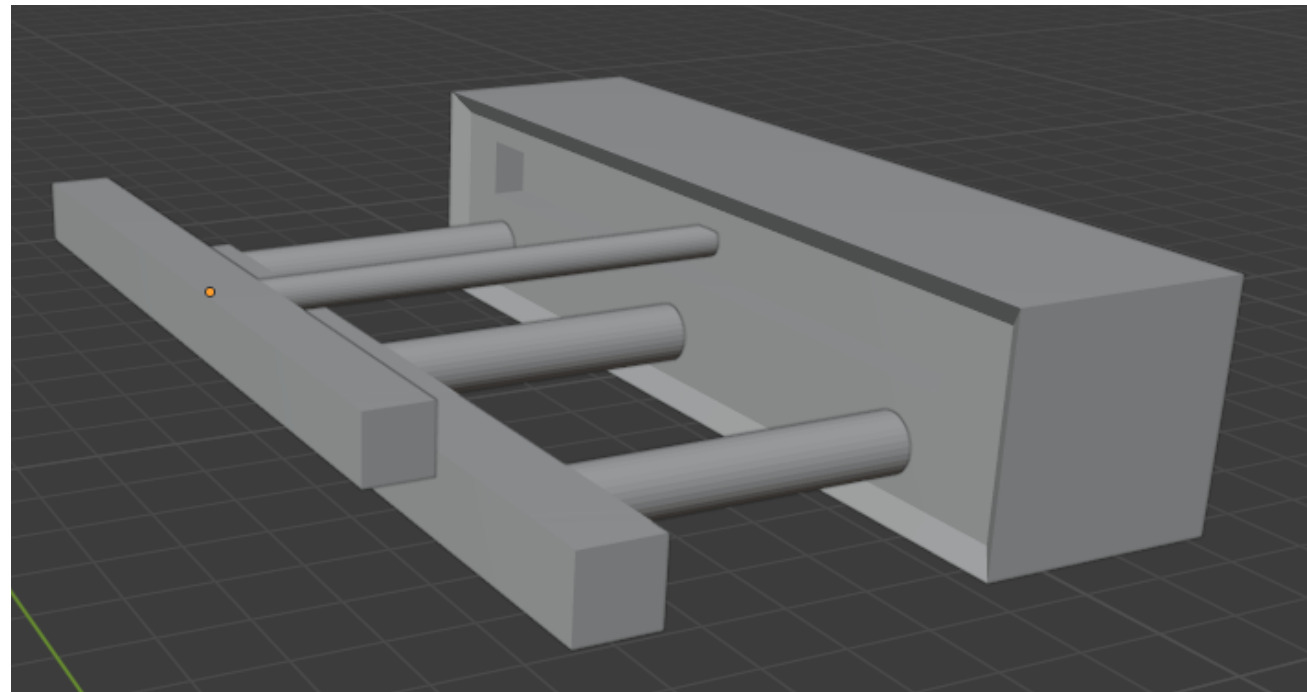
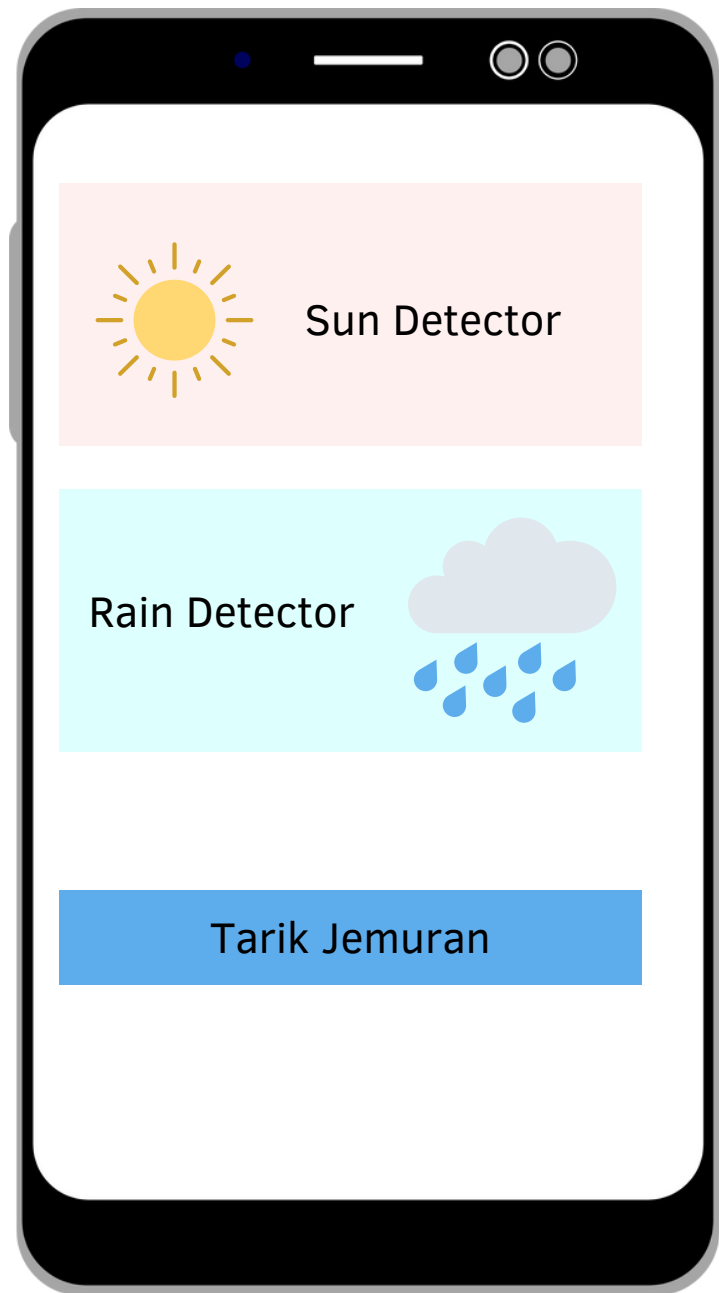


## **Economic**

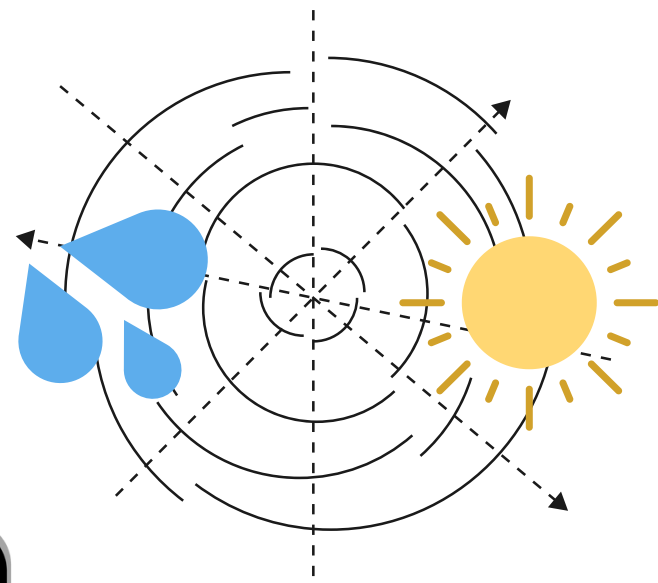
Produk dengan harga terjangkau



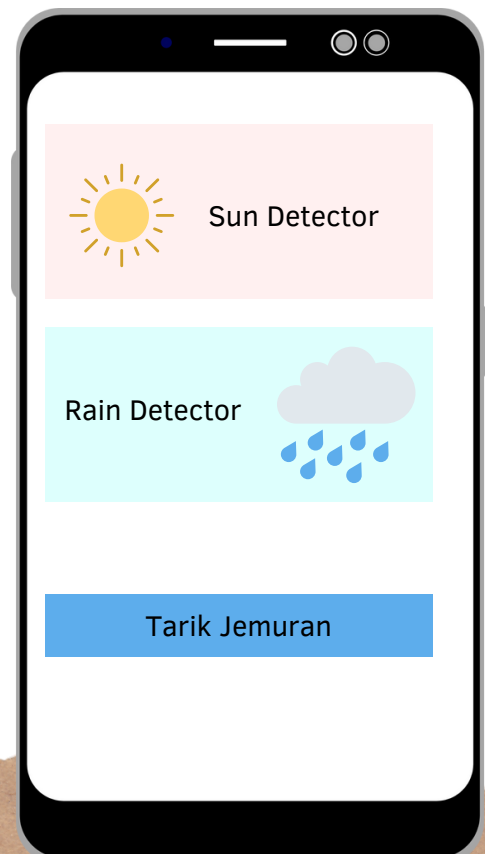
# Product



# Technology Concept



Mendeteksi cuaca di sekitar dengan sensor air dan cahaya dan informasinya disalurkan ke dalam aplikasi khusus dalam handphone



Ketika terdeteksi tetesan air, maka jemuran otomatis akan ditarik kembali (bagian hanger kembali ke dalam base)

Ketika terdeteksi cahaya, akan diperoleh informasi bahwa cuaca disekitar panas sehingga jemuran tidak perlu ditarik, kecuali terjadi hujan panas. (sensor air lebih prioritas)

Ketika tidak terdeteksi cahaya maupun tetesan air, maka akan diberikan notifikasi kepada aplikasi untuk konfirmasi penarikan manual

# Business Model



## Sumber Pendapatan :

Menjual produk ke toko peralatan rumah tangga, Media sosial & e-commerce

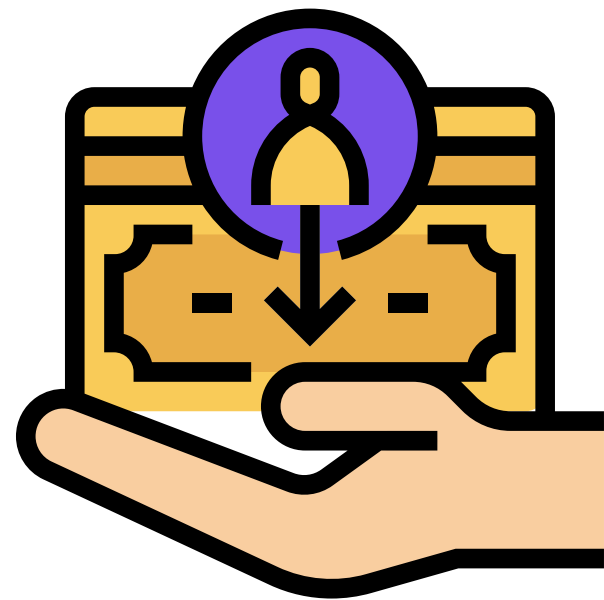
## Revenue stream and offering models :

Menyediakan layanan pelanggan yang baik, seperti panduan penggunaan dan garansi produk selama 1 tahun



## Profit Margin:

Estimated gross profit margin of 42,9% - 43.4% year to year with gross profit until 2.2 B.



# Market Size



Toko peralatan rumah tangga



Media Sosial & E-commerce

## Target Profit

390 juta hingga 2,2 Milyar dengan harga Rp350,000 per quantity.

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## Target User

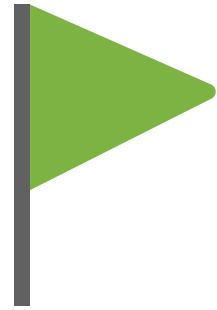
3,000 - 17,000 rumah tangga (sekitar 0,4 % dari total rumah tangga yang ada di Indonesia).

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## Revenue/User

Orang dewasa (>20 tahun) dengan kebutuhan peralatan rumah tangga dan memiliki tempat tinggal dengan area penjemuran yang terbatas

# Go-to Market Strategy



## Market Entry Point

- Penelitian mengenai kondisi pasar (target, pesaing, tren konsumen)
- Penentuan harga yang kompetitif

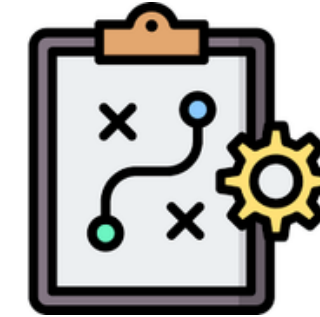


## Channels

- Toko Perabotan
- E-commerce (Shopee, Tokopedia, dll)
- Social Media

## Key Partners

- Perusahaan komponen listrik
- Supplier bahan baku (Plastik, Tali)



## Scaling Strategy

- Mengidentifikasi target pasar baru
- Peningkatan pelayanan
- Analisis data dan pengukuran kinerja
- Diversifikasi produk



## Short Term

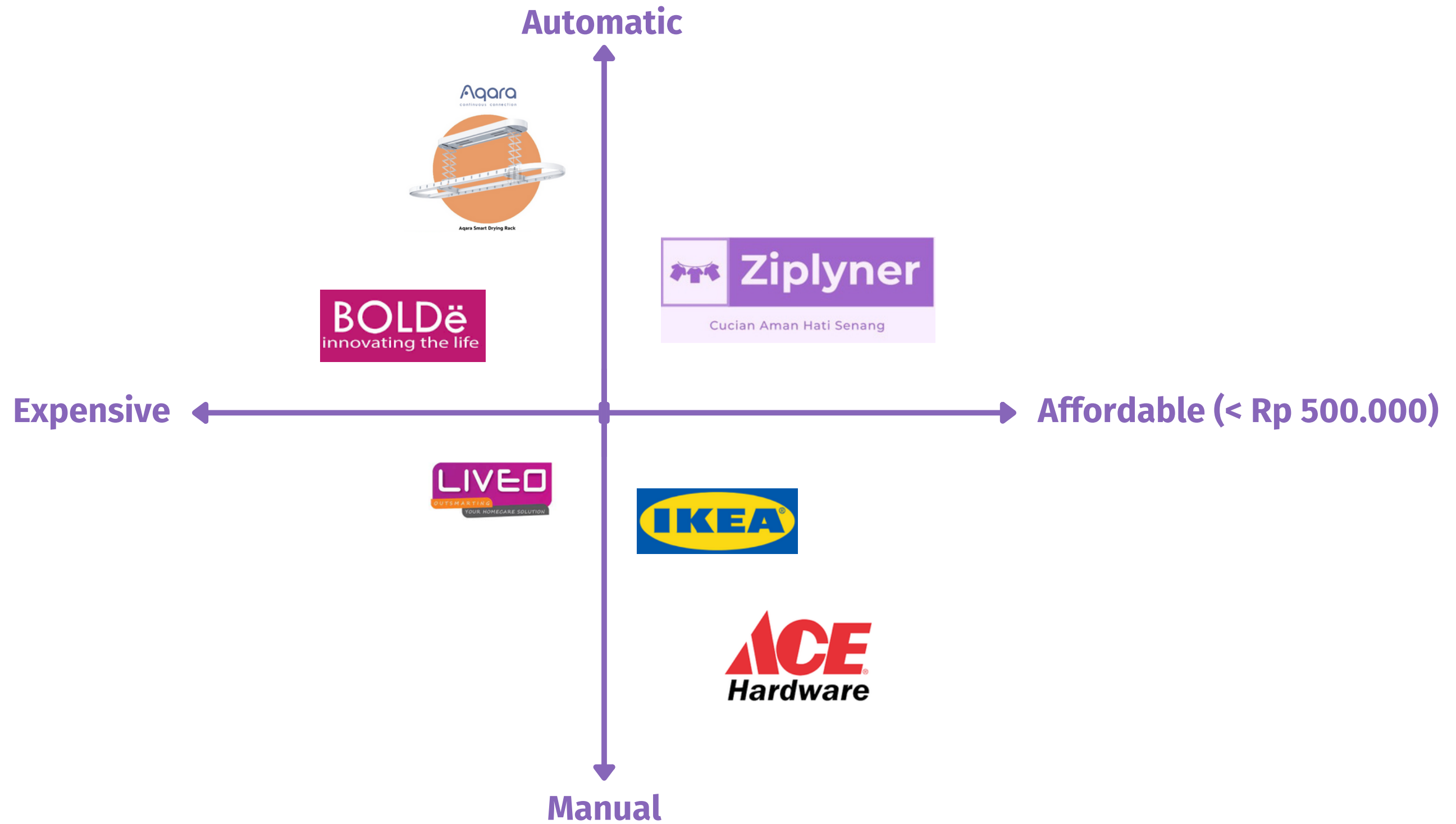
- Mencapai target penjualan bulanan

## Long Term

- Membangun loyalitas pelanggan
- Peningkatan inovasi produk



# Competition



# Meet our Team



**Rina**

CEO & Co-Founder



**Alicia**

COO & Co-Founder



**Zefanya**

CMO & Co-Founder



**Michael  
Norbert**

CFO & Co-Founder



**Muhammad  
Afdal**

CTO & Co-Founder

# Financial Projection

## Profit & Loss

Revenue	Year 1	%	Year 2	% of Sales	Year 3	% of Sales	Year 4	% of Sales
Sales revenue	Rp1,050,000,000	100.0%	Rp1,800,000,000	Rp1.00	Rp3,145,000,000	Rp1.00	Rp5,130,000,000	100%
<b>Total Revenue</b>	<b>Rp1,050,000,000</b>	100.0%	<b>Rp1,800,000,000</b>	Rp1.00	<b>Rp3,145,000,000</b>	Rp1.00	<b>Rp5,130,000,000</b>	100%
<i>Revenue % increase over prior year</i>			<b>71.43%</b>		<b>74.72%</b>		<b>63.12%</b>	
<b>Cost of Goods Sold</b>								
Cost of Materials	Rp600,000,000	57.1%	Rp1,025,000,000	57%	Rp1,785,000,000	57%	Rp2,902,500,000	57%
Other cost of sales	Rp25,000,000	2.4%	Rp30,000,000	2%	Rp40,000,000	1%	Rp55,000,000	1%
<b>Total Cost of Goods Sold</b>	<b>Rp625,000,000</b>	59.5%	<b>Rp1,055,000,000</b>	59%	<b>Rp1,825,000,000</b>	58%	<b>Rp2,957,500,000</b>	58%
<b>Gross Profit</b>	<b>Rp425,000,000</b>	40.5%	<b>Rp745,000,000</b>	41%	<b>Rp1,320,000,000</b>	42%	<b>Rp2,172,500,000</b>	42%
<b>Expenses</b>								
Payroll Costs	Rp494,000,000	47.0%	Rp790,400,000	44%	Rp1,215,240,000	39%	Rp1,729,000,000	34%
Advertising	Rp12,000,000	1.1%	Rp10,000,000	1%	Rp10,000,000	0%	Rp10,000,000	0%
Bad debt	Rp5,000,000	0.5%	Rp3,000,000	0%	Rp1,500,000	0%	Rp500,000	0%
Packing/Shipping	Rp5,000,000	0.5%	Rp7,000,000	0%	Rp10,000,000	0%	Rp15,000,000	0%
Depreciation	Rp29,714,286	2.8%	Rp29,714,286	2%	Rp29,714,286	1%	Rp29,714,286	1%
Interest expense	Rp11,421,060	1.1%	Rp9,432,256	1%	Rp7,690,391	0%	Rp6,009,293	0%
Maintenance and repairs	Rp5,000,000	0.5%	Rp10,000,000	1%	Rp10,000,000	0%	Rp10,000,000	0%
Office supplies	Rp7,500,000	0.7%	Rp2,000,000	0%	Rp2,000,000	0%	Rp2,000,000	0%
Rent	Rp200,000,000	19.0%	Rp200,000,000	11%	Rp200,000,000	6%	Rp200,000,000	4%
Research and development	Rp2,000,000	0.2%	Rp3,000,000	0%	Rp4,000,000	0%	Rp5,000,000	0%
Application and software	Rp5,000,000	0.5%	Rp5,250,000	0%	Rp5,512,500	0%	Rp5,788,125	0%
Utilities	Rp10,000,000	1.0%	Rp10,000,000	1%	Rp10,000,000	0%	Rp10,000,000	0%
Web hosting and domains	Rp500,000	0.0%	Rp525,000	0%	Rp551,250	0%	Rp578,813	0%
Other	Rp1,000,000	0.1%	Rp1,000,000	0%	Rp1,000,000	0%	Rp1,000,000	0%
<b>Total Expenses</b>	<b>Rp788,135,345</b>	75.1%	<b>Rp1,081,321,542</b>	60%	<b>Rp1,507,208,427</b>	48%	<b>Rp2,024,590,516</b>	39%
<b>Net Income</b>	<b>-Rp363,135,345</b>	-34.6%	<b>-Rp336,321,542</b>	-19%	<b>-Rp187,208,427</b>	-6%	<b>Rp147,909,484</b>	3%

## Sales

### YEAR 1 SALES PLAN

Product / Service	Qty / Year	Selling Price	Total Revenue	Cost Per Item	Gross Profit	Gross Profit Margin %
Ziplyner	3,000	350,000.00	1,050,000,000	200,000.00	450,000,000	42.86%
<b>Totals</b>			1,050,000,000		450,000,000	42.9% Average

### YEAR 2 SALES PLAN

Product / Service	Qty / Year	Selling Price	Total Revenue	Cost Per Item	Gross Profit	Gross Profit Margin %
Ziplyner	5,000	360,000.00	1,800,000,000	205,000.00	775,000,000	43.06%
<b>Totals</b>			1,800,000,000		775,000,000	43.1% Average

### YEAR 3 SALES PLAN

Product / Service	Qty / Year	Selling Price	Total Revenue	Cost Per Item	Gross Profit	Gross Profit Margin %
Ziplyner	8,500	370,000.00	3,145,000,000	210,000.00	1,360,000,000	43.24%
<b>Totals</b>			3,145,000,000		1,360,000,000	43.2% Average

### YEAR 4 SALES PLAN

Product / Service	Qty / Year	Selling Price	Total Revenue	Cost Per Item	Gross Profit	Gross Profit Margin %
Ziplyner	13,500	380,000.00	5,130,000,000	215,000.00	2,227,500,000	43.42%
<b>Totals</b>			5,130,000,000		2,227,500,000	43.4% Average

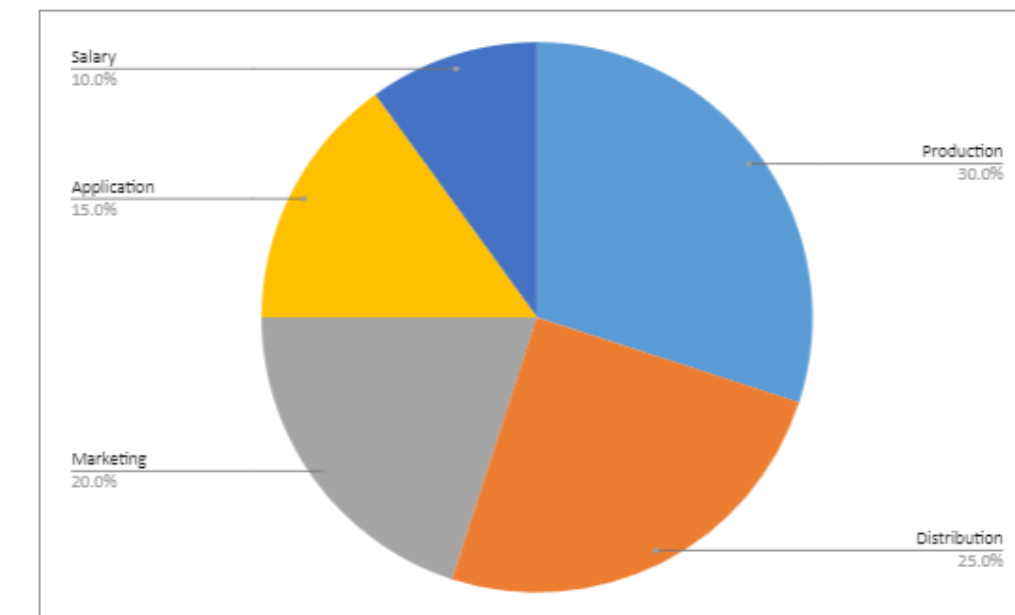
Common Financial Ratios	YEAR 1	YEAR 2	YEAR 3	YEAR 4	Indicator
Gross Profit Margin	40.48%	41.39%	41.97%	42.35%	higher is better
Cost of Goods Sold	59.52%	58.61%	58.03%	57.65%	lower is better
Net Profit Margin	-34.58%	-18.68%	-5.95%	2.88%	higher is better

# Equity Distribution Projection

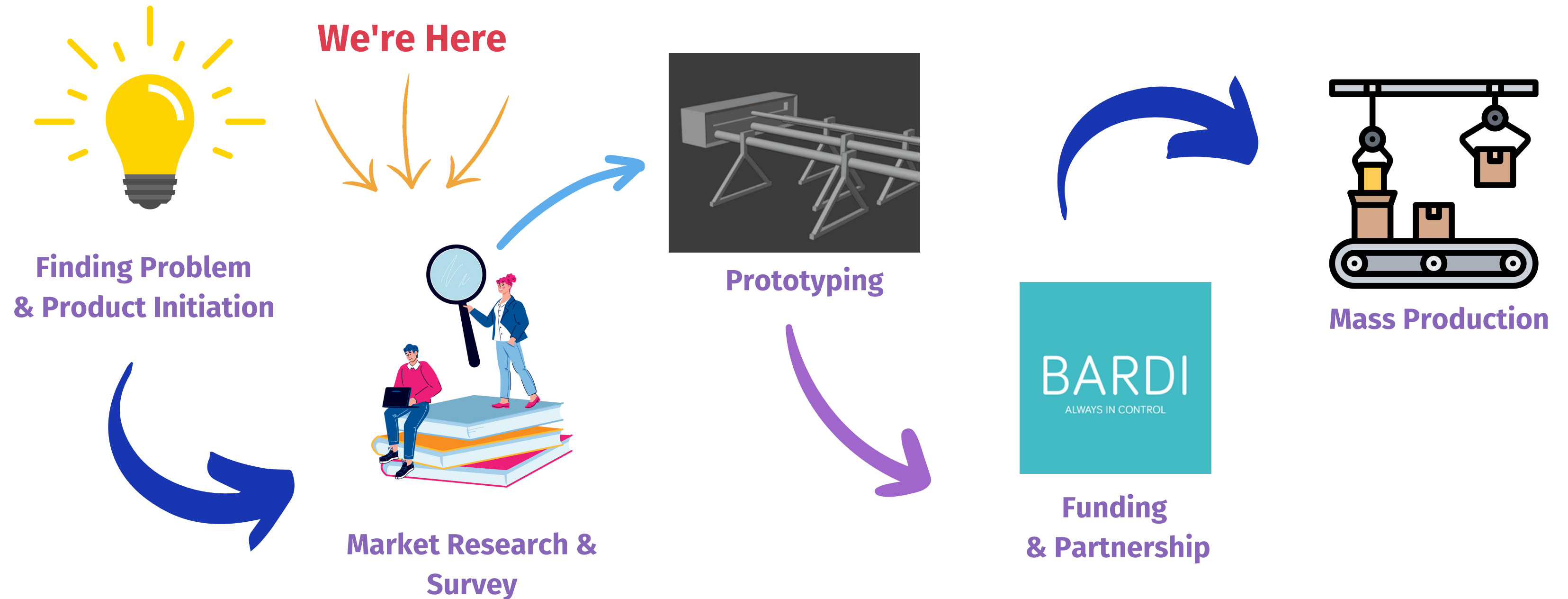
Name	Title	Initial Shares	% of Shares	After Early Employees	% of Shares	Post Angel	% of Shares	Post VC 1	% of Shares	Post VC 2	% of Shares
<b>Founders</b>											
Rina	CEO	Rp250,000,000	25.00%	Rp250,000,000	16.67%	Rp250,000,000	10.00%	Rp250,000,000	5.56%	Rp250,000,000	2.94%
Alicia	COO	Rp187,500,000	18.75%	Rp187,500,000	12.50%	Rp187,500,000	7.50%	Rp187,500,000	4.17%	Rp187,500,000	2.21%
Zefanya	CMO	Rp187,500,000	18.75%	Rp187,500,000	12.50%	Rp187,500,000	7.50%	Rp187,500,000	4.17%	Rp187,500,000	2.21%
Michael	CFO	Rp187,500,000	18.75%	Rp187,500,000	12.50%	Rp187,500,000	7.50%	Rp187,500,000	4.17%	Rp187,500,000	2.21%
Muhammad	CTO	Rp187,500,000	18.75%	Rp187,500,000	12.50%	Rp187,500,000	7.50%	Rp187,500,000	4.17%	Rp187,500,000	2.21%
<b>Total</b>		<b>Rp1,000,000,000</b>	<b>100.00%</b>	<b>Rp1,000,000,000</b>	<b>66.67%</b>	<b>Rp1,000,000,000</b>	<b>40.00%</b>	<b>Rp1,000,000,000</b>	<b>22.22%</b>	<b>Rp1,000,000,000</b>	<b>11.76%</b>
<b>Key Early Employees</b>											
Magdalena	Manager 1	Rp0.00	0.00%	Rp95,000,000	6.33%	Rp95,000,000	3.80%	Rp95,000,000	2.11%	Rp95,000,000	1.12%
Sophia	Manager 2	Rp0.00	0.00%	Rp95,000,000	6.33%	Rp95,000,000	3.80%	Rp95,000,000	2.11%	Rp95,000,000	1.12%
Denada	Manager 3	Rp0.00	0.00%	Rp95,000,000	6.33%	Rp95,000,000	3.80%	Rp95,000,000	2.11%	Rp95,000,000	1.12%
Norbert	Manager 4	Rp0.00	0.00%	Rp95,000,000	6.33%	Rp95,000,000	3.80%	Rp95,000,000	2.11%	Rp95,000,000	1.12%
Afdhal	Manager 5	Rp0.00	0.00%	Rp95,000,000	6.33%	Rp95,000,000	3.80%	Rp95,000,000	2.11%	Rp95,000,000	1.12%
<b>Total</b>		<b>Rp0.00</b>	<b>0.00%</b>	<b>Rp475,000,000</b>	<b>31.67%</b>	<b>Rp475,000,000</b>	<b>19.00%</b>	<b>Rp475,000,000</b>	<b>10.56%</b>	<b>Rp475,000,000</b>	<b>5.59%</b>
<b>Advisors</b>											
		Rp0	0.00%	Rp25,000,000	1.67%	Rp25,000,000	1.00%	Rp25,000,000	0.56%	Rp25,000,000	0.29%
<b>Option Plan</b>											
		Rp0	0.00%	Rp0	0.00%	Rp0	0.00%	Rp350,000,000	7.78%	Rp350,000,000	4.12%
<b>Investors</b>											
Angels	Head Officer 1	Rp0	0.00%	Rp0	0.00%	Rp250,000,000	10.00%	Rp250,000,000	5.56%	Rp250,000,000	2.94%
VC Round 1	Head Officer 2	Rp0	0.00%	Rp0	0.00%	Rp0	0.00%	Rp2,400,000,000	53.33%	Rp2,400,000,000	28.24%
VC Round 2	Head Officer 3	Rp0	0.00%	Rp0	0.00%	Rp0	0.00%	Rp0	0.00%	Rp4,000,100,000	47.06%
<b>Total</b>		<b>Rp0</b>	<b>0.00%</b>	<b>Rp0</b>	<b>0.00%</b>	<b>Rp250,000,000</b>	<b>10.00%</b>	<b>Rp2,650,000,000</b>	<b>58.89%</b>	<b>Rp6,650,100,000</b>	<b>78.24%</b>
<b>Grand Total</b>		<b>Rp1,000,000,000</b>	<b>100.00%</b>	<b>Rp1,500,000,000</b>	<b>100.00%</b>	<b>Rp2,500,000,000</b>	<b>70.00%</b>	<b>Rp4,500,000,000</b>	<b>100.00%</b>	<b>Rp8,500,000,000</b>	<b>100.00%</b>

## Investment Allocation

Production - 30%  
 Distribution - 25%  
 Marketing - 20%  
 Application - 15%  
 Salary - 10%



# Product Status & Future Roadmap



# Summary and Call to action

Ingin menjemur pakaian tanpa perlu khawatir? Pesan Zipllyner sekarang dan nikmati kemudahan tanpa batas



# Thank You

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