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GEOBAK INDONESIA

Certainty to find each other

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PROBLEM CASE EXAMPLE

Peddlers don't know the location of the buyer, along with buyers who find. It difficult to find where they are located.



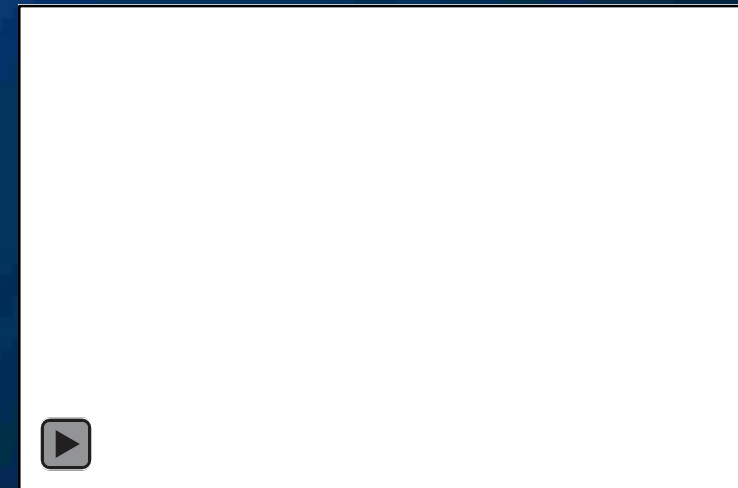
"Sometimes I through this way some are buying, and sometimes not. I don't know maybe I haven't lucked."

– Mr. Nursani, Malang Meatball seller
Location : Cidodol, South Jakarta.

DEMAND AND SUPPLY
AREN'T MATCH

PEDDLER GROWTH
THE PROBLEM
PEDDLER AS ALTERNATE FOR
SOCIETY

UNPREDICTABLE NEEDED



CREATE EFFICIENT SALES FOR
THE PEDDLER

THE SOLUTION
STRENGTHEN THE ECONOMIC
WHEELS

GEOBAK IS A DEDICATION



FAST

WE PROVIDE DIRECT ACCESS TO THE PEDDLER AROUND YOU.



CERTAINLY

PEDDLER DO NOT HAVE TO WALK FURTHER FOR GETTING THE CUSTOMERS.



TIMELESS

CUSTOMER DO NOT HAVE TO WAIT AND LOOKING FOR THE PEDDLER.



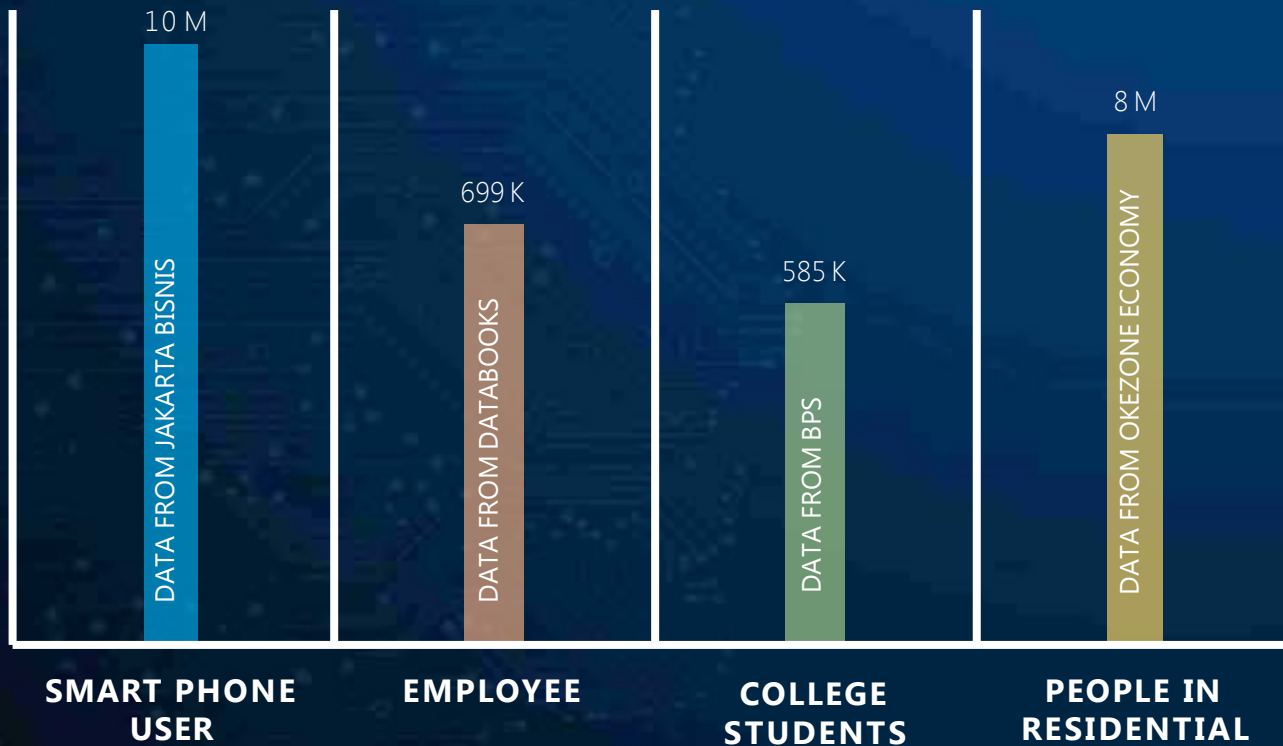
CHEAP

CUSTOMER FEES ARE IS LESS THAN THE OTHER COMPETITOR.



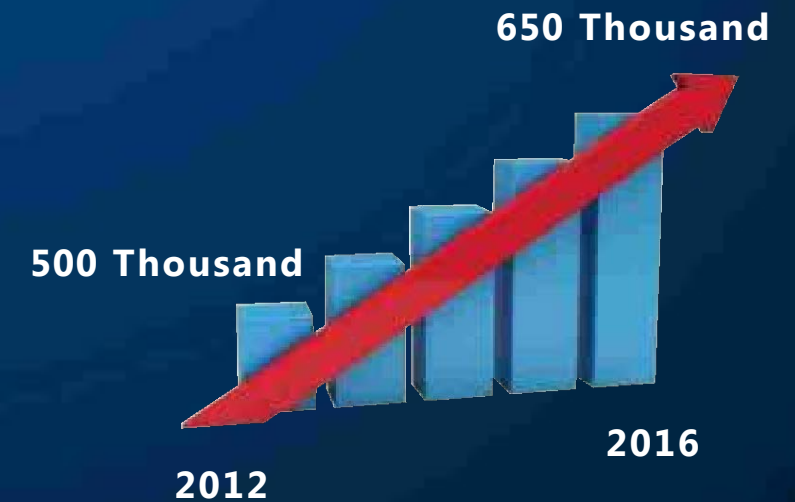
MARKET POTENTIAL

TOTAL CONSUMER PER CATEGORY



GRAPHICS OF PEDDLERS GROWTH

Data East Jakarta Government 2012



PERCENTAGE OF PEDDLERS GROWTH
30,0%



SIMILAR INDUSTRIES

INDIRECT COMPETITORS

1. GO-FOOD
2. GRAB FOOD

- Partners advantages 100%
- Maximum of charged < Rp. 6000
- Steady income of company Rp. 1000/ Transaction
- There is no deposit for partners every month

AFFORDABLE CHARGES

COMPANY PROFITS



PEDDLER PARTNERS PROFITS



SOURCES OF REVENUE

1 USD = 14.073,65 IDR

Transaction Fee

Charges a transaction	: Rp. 1.000
Amount of transaction 1 partner a day	: 10 Transactions
Total partners	: 100 Merchants
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Total revenue in 1 year	: Rp. 360.000.000
COGS (30%)	: Rp. 108.000.000
Net income in 1 year	: Rp. 252.000.000

Advertising

Advertising Revenue	: Rp. 100 / Appear
The number of displaying ads	: 1 Times
Estimation of users	: 1000 Users
<hr/>	
Total advertising income a year	: Rp. 36.000.000
COGS (30%)	: Rp. 10.800.000
Advertising net income a year	: Rp. 25.200.000

VALUE OF REVENUE PROJECTION

Sources of revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Transaction Fee	Rp. 252.000.000	Rp. 1.260.000.000	Rp. 4.536.000.000	Rp. 12.600.000.000	Rp. 18.900.000.000
Advertising	Rp. 25.200.000	Rp. 126.000.000	Rp. 453.600.000	Rp. 1.260.000.000	Rp. 1.890.000.000
Total revenue	Rp. 277.200.000	Rp. 1.386.000.000	Rp. 4.989.600.000	Rp. 13.860.000.000	Rp. 20.790.000.000

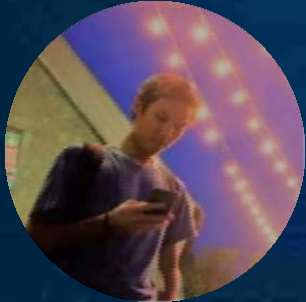
2 YEARS TARGET PROJECTION



**ACHIEVEMENT TARGET
IN 2 YEARS**



MEET OUR BRAINS



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THANK YOU!

GEOBAK INDONESIA ACHIEVEMENT



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Youth Entrepreneur Forum**



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Community Development UIN Jakarta