

# CHAPTER I

## Executive Summary

In recent years, Indonesia has seemingly received a substantial amount of education advocates as public awareness of the importance of education has reached to more people across the country. The emergence of these newfound philosophy creates a significant opportunity for education based mobile application as technology grows. The population of Indonesia has long moved on from conventional means of doing things due to the being influenced by Indonesia's younger generation, the millennials. Not only does this pose a threat to existing sources of education, particularly conventional courses, but it opens up a lot of opportunities for similar institutions to take action, especially ones who are more technologically adapted to meet the new demands currently in Indonesia.

In addition, Indonesians students have been taught to be dependent of their teachers for so long that there exists an untapped niche market potential that has not been pursued by anyone, which is a peer-to-peer tutoring. Combined with the advancement of technology and students becoming more tech-savvy, this kind of dilemma can be solved through the launching of a mobile application tutoring platform, called Tutoria. In its simplicity, Tutoria is a mobile application which aims to matchmake tutors and tutees that works similarly to an online taxi platform. Tutors will work with Tutoria as partners and without a traditional employee regulation (there are still certain obligations and standards they must uphold). In

Tutoria, there are three key core competencies that bring about competitive advantage, they are: Flexibility, Dependability, and Affordability.

Tutoria focuses all its effort to market as a source of external education similar to what conventional courses are to students. The total size for this market, when considering them to be an untapped market, is estimated to be around Rp 370,000,000,000 (500,000 students x Rp 11,250/session revenue) counting only students in Jakarta. From this number and a retention rate of 35%, we expect to aim at least 4,000 of the students to be an active user in the first year of its operation. From at least an active user base of 4,000, we are expecting to have a total of 124,000 sessions for the first year, which requires each user to have 31 sessions/year. With this amount, we are confident that the net revenue gained would be around Rp 1,350,000,000. As for the tutors, we plan to initially start in Universitas Pelita Harapan in Lippo Karawaci, Tangerang, Banten as it is where Tutoria's office is currently facilitated. We plan to have 100 sessions done by the end of Q2 of 2021 and have at least 50 tutors from Pelita Harapan University by the end of 2021. By 2022, we hoped to have maximized the market of UPH, which amounts for 5,000 students and move on to penetrate external universities in the Jakarta, Bogor, Depok, Tangerang and Bekasi area. By then, we will continue expanding until early 2024 with at least 2,000 tutors.

By 2025, we are confident that Tutoria's operation will be polished to move to new market, that is high school level students. Dealing with this market can be tricky, thus we elected to work with the government to penetrate national schools in the area aforementioned, which hopefully gives the necessary opportunity to

expand to the outer regions of Java that were previously unattainable. To do this, Tutoria would need an investment of Rp 570,000,000 in exchange for 12% equity, which the details will be elaborated in later chapters. Based on its projections, Tutoria will break even on Q4 of the first year, which nets around Rp 1,350,000,000 in revenue and Rp 380,000,000 in net income.

