OVERVIEW OF BUSINESS PLAN
(*Please fill this form as complete and details as you can*)

Name : Wanda Alifya Tejomoyo

General Information

Business Area	Fashion		
Product/Service	Product		
Business Status	Not yet running ✓	Just running now ☐	Already running ☐
Location *(if already running)*	-Jakarta, Indonesia		

Idea, Opportunity and Business Concept

1. What is your business idea? And why do you choose this?
2. What is unique with your business idea?

My uniqueness comes from its product where we cannot only generate revenue from selling the products but also when using the product itself.

3. Is there any technological innovation that you make use (or will make use) for the business? If yes, please describe

The business will use online sales channels and digital tools to manage product catalogues, customer enquiries, quotations, inventory, and after-sales service. Technical comparison tools can help customers compare hashrate, power consumption, energy efficiency, and estimated electricity costs across different ASIC models. A future development opportunity is to test selected mining machines in a small operating setup and monitor their uptime, power consumption, and performance. The business may also explore partnerships with facilities that produce electricity from waste, but this will only proceed after electricity price, supply reliability, technical compatibility, and applicable regulations have been verified.

4. How do you see the market potential for your business?

We are going to do some business research through facebook group called “Asic Miner Indonesia” to find experienced market. For expanding the market, we utilize online marketplace such as Tokopedia, Shopee, and using ads in it to reach new market where we configure the ads ourselves.

5. Are they any competitors or potential competitors for your business? How do you see the competition in the business you are running (or will be running)?

There are competitors, online or offline, where they are established before us, however we can ensure that we have better aftersales services and

Resource Needs

Required Investment (Rp)	500.000.000 (approximately)				
Source of Funds *(you may choose more than one)*	Own money ✓	Family/Relatives ☐	Partner ☐	Bank ☐	Don’t know yet

Type of Fund	Ownership/Share ✓		Lending ☐
Technology Needs	Easy to Find ✓	Difficult to Find ☐	Don't know yet
Human Resources Needs	Easy to Find ☐	Difficult to Find ✓	Don't know yet
Permit/regulation requirement	Easy to Get	Difficult to Get ✓	Don't know yet
Other Needs	-		

Projection

How much your estimated revenue, profit and number of employees in your business?

Estimation	Year 1	Year 2	Year 3
Revenue (in rupiah)	1.000.000.000	2.000.000.000	4.000.000.000
Profit (in rupiah)	200.000.000	400.000.000	800.000.000
Number of Employees (in persons)	1 persons	20 persons	25 persons

Remarks: You will present your business plan in interview test