Jam karet lifestyle

Flexible time and punctuality are widely known behavior of Indonesian.
The behavior has been impacting professional & personal lives.

Punctuality is a widely known issue in Indonesia as Indonesians are known for coming late to meetings or events. 'Jam Karet' or 'Ngaret' terms are commonly used in Indonesia to address Indonesian punctuality.

The punctuality issue has become common etiquette in Indonesia that this is mentioned in various foreign articles when listing down Indonesian etiquette

The situation, which combined with Indonesia's heavy traffic, often leads to inefficiencies, scheduling conflicts, and negative impacts on Indonesian professional and personal lives.

We need a simple, yet comprehensive application

Currently, in Indonesia there is no website/mobile application that serves as a personal planner with booking capability that is available to everyone across organizations.

Microsoft Outlook

Mail provider with calendar, planner & meeting booking features. Despite its powerful features, non-email features can only be used within the same organization. Commercial use of the calendar, planner & meeting booking features is not available.

Google Calendar

Similar to Microsoft Outlook, Google Calendar provides exactly same features with no commercial use is available.

Apple Calendar

Calendar app with personal/professional activity management & planning. It is also powered by other features to remind the user & Siri. The features, however, are for personal use and not available to be accessed by others or for commercial purposes.
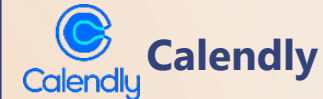
Calendly

Scheduling platform that helps users to check other availabilities and manage their daily schedules, regardless of organizational affiliation. However, Calendly lacks commercial features for users to promote/sell their businesses/services.

Eventbrite

Event management & ticketing website which makes the meeting booking across organization is possible. However, the website is focusing on B2B and B2B2C. Hence, personal use is not available. No planning feature is also available.

Turning challenges into opportunity

Repairman

He is a repairman. As his repair business is expanding, he is having a difficult time managing his schedule as all his clients book his schedule via phone call.

When doing his work he is not with his phone, which bothers his client as it is difficult to get her call answered.

He wishes that his clients can book his schedule without calling him. His clients also wish to have an easier booking system and wish they can pay for his service directly via any particular platform.

Tattoo Artist

She is a full-time tattoo artist. All her clients have to WhatsApp her to book her time slot and she will manually put that on her Google Calendar which becomes her pain point.

Her clients have to wait a long time as she won't be on her phone while handling her client. Typically, she would spend 10-12 hours with clients daily.

She wishes all clients can automatically book her schedule on her platform and her clients wish to get faster response from her.

Friends

They are a group of friends. They are all busy with their work & activities. They have a hard time managing their time & personal meetings, let alone scheduling a regular time with each other to catch up & hang out every month.

Some of them use Apple Calendar, some of them use Google Calendar & 1 is using Outlook. They wish to have one single app to be able to look up each other time, book the schedule, and at the same time provide daily planner features.

A?A

Introducing **A?A** , a revolutionary mobile application designed to be the **ultimate solution** for individuals struggling **to manage** their **day-to-day activities and meetings**. With robust features that **include a** comprehensive daily planner, integrated calendar, and seamless meeting booking capabilities, **A?A** is here to empower everyone in taking control of their schedules, maximizing productivity, and effortlessly organizing their lives.

How we move forward

We understand Indonesian digital needs which keeps evolving and require additional features. APA has huge potential in terms of monetization as the app can move ahead from the regular planner & meeting management to be more advanced by providing commercial capability to make user's life easier.

Phase 1 – Essential
- Daily Planner `Free`
- Public Calendar & Meeting Booking `Free`
- Service Marketplace `Free`

2023

Phase 2 – Advanced
- Public Calendar & Meeting Booking `Paid`
- Service Marketplace `Paid`
- AI Predictive `Free`

2024

Phase 3 – Mature
- AI Predictive `Free`
- eWallet `Paid`
- Other personalization feature `Paid`

2025

How we monetize the features

Features are free to use for limited time (6 months) and users will need to subscribe after free period ends.

Month 1 – 6	Month 7 onwards
Free	IDR 15.000 / month

📅 Public Calendar & Booking

Feature that allows user to check other's calendar & availability as well as to book their available time slot.

🏪 Service Marketplace

Feature that allows user to sell & promote their business/services to other users. Other users can then buy their businesses/services and directly book their schedule using Public Calendar & Booking feature.

👛 eWallet

Supporting feature for Service Marketplace feature for user to pay when they buy other's businesses/services.

🚦 AI Predictive

Feature that is using AI to provide suggestion to user on when to leave to their next schedule by considering road traffic & weather.

Our development plan

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q2 2024	Q1 2025
Deployment	■	■							
Beta Launching		■							
Investment Round	■	■	■						
Launching Phase 1				■	■				
Development & Testing Phase 2						■	■	■	
Launching Phase 2								■	
Development & Testing Phase 3								■	■
Launching Phase 3									■

Go-to-market strategy

Targeting all Indonesian, we are focusing on SES A & B, specifically to professionals and freelancers. Whitelisted users will also be listed for beta launching.

Marketing Channel

We will focus on IG and Twitter to make use of the huge Indonesian user base in driving downloads & registrations. We will also optimize the use of SEO to promote our application on Google.

Distribution Plan

1. Public launching phase 1

   Android & Apple with limited time free features

2. Public launching phase 2

   • Android & Apple with paid features

   • Direct distribution from partner

User Acquisition Plan

1. We will launch incentive campaign to download application during certain period. Incentive might be in the form of e-wallet money or e-voucher.

2. Referral campaign as continuation of the earlier incentive campaign.

Leveraging the opportunity

Based on the official data, it is mentioned that there are around 4 million people running their activities in Jakarta coming from Jabodetabek areas.

We are using the figure as assumption to set our user target which then used as base for revenue calculation.

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BICARA FAKTA

Pergerakan Kendaraan di Jakarta 22,4 Juta Per Hari Selama 2022, Dirlantas: Seperti Air Bah

Reporter
M. Faiz Zaki

Editor
Clara Maria Tjandra Dewi H.

Selasa, 24 Januari 2023 22:49 WIB

Suasana arus lalu lintas di Jalan Gatot Subroto, Jakarta, Jumat, 13 Januari 2023. Sebanyak 25 ruas jalan di DKI Jakarta berencana menggunakan jalan berbayar atau model electronic road pricing (ERP). Rencana tersebut sedang dimatangkan oleh Pemerintah Provinsi (Pemprov) DKI Jakarta yang bertujuan mengurai kemacetan seiring dengan kewajiban pengguna jalan untuk membayar biaya. Di antara 25 ruas jalan tersebut salah satunya yakni Jalan Gatot Subroto. TEMPO / Hilman Fathurrahman W

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BICARA FAKTA

TEMPO.CO, **Jakarta** - Direktur Lalu Lintas Polda Metro Jaya Komisaris Besar Polisi Latif Usman menuturkan **pergerakan kendaraan** per hari di Jakarta mencapai 22,4 juta selama 2022. Angka itu dengan asumsi jumlah penduduk sebanyak 10,7 juta.

"Pada siang hari penduduk Jakarta itu rata-rata menerima dari luar Jakarta 3,5 juta orang. Dari 10 juta itu yang bergerak di Jakarta bergerak dalam satu hari itu sekitar empat juta sekian orang beraktivitas di jalan raya," kata Latif saat rapat dengan Komisi B DPRD DKI Jakarta, Selasa, 24 Januari 2023.

Business plan

We leverage Jabodetabek's commuter-traffic data in projecting the business model as we are specifically targeting professional with high mobility.
We capitalize the frustration faced by these professional-commuters, offering a unique opportunity for monetization.

Our Goals

4 mio
Professional-commuter in Jakarta

800 k
20% users
for Year 0 – Year 1

200 k
25% active users
for Year 0 – Year 1

30 k
15% subscribed users
for Year 0 – Year 1

5.3 bio
Annual revenue*
from subscribed users (IDR 15,000 monthly)

We are looking for **USD 250,000 for seed funding**

Use of funds

- Advertisement campaign
- Product development
- Employee hiring
- Expansion

Next steps

- Fundraising
- Product launching
- Employee Hiring
- Advertisement campaign launching

Meet our team

Fioltico Jimwil

Founder
Building APA
as the revolutionary app

Budiya

Founder
Developing the tech behind
revolutionary app

Join us in revolutionizing the way Indonesians manage their daily schedules and overcome the challenges of lateness and busy activities environments.

A?A offers a comprehensive daily planner, integrated meeting booking, and future AI-powered predictive features. With a clear market need and a competitive edge, we invite you to invest in A?A and be part of the solution that will redefine personal productivity and empower millions in the Indonesian market.

Invest in A?A and seize the opportunity to shape the future of scheduling and productivity. Contact us today to learn more about our growth plans and secure your stake in this game-changing mobile app.

A?A

Contact us

Fioltico Jimwil

+62 813 8070 6058

fioltico@yahoo.com