



Problems in Teachers and Students



Access of training and guidance for continous development. Data Shows **70% of teachers in indonesia** are declared incompetent.*



Quality level of education in Indonesia ranked at 10 out of 14 developing countries and quality level of teachers in Indonesia ranked at 14 out of 14 developing countries.***



Literacy and numeracy level of Indonesian students (over 60 M) is ranked at 70 out of 78 countries (PISA 2018)

* source: Indonesian Teachers Association, 2019

** source: (Ministry of communication & Information of Indonesia)

*** source: Unesco



Problem 2

Enhancing The Quality of Education Ecosystem



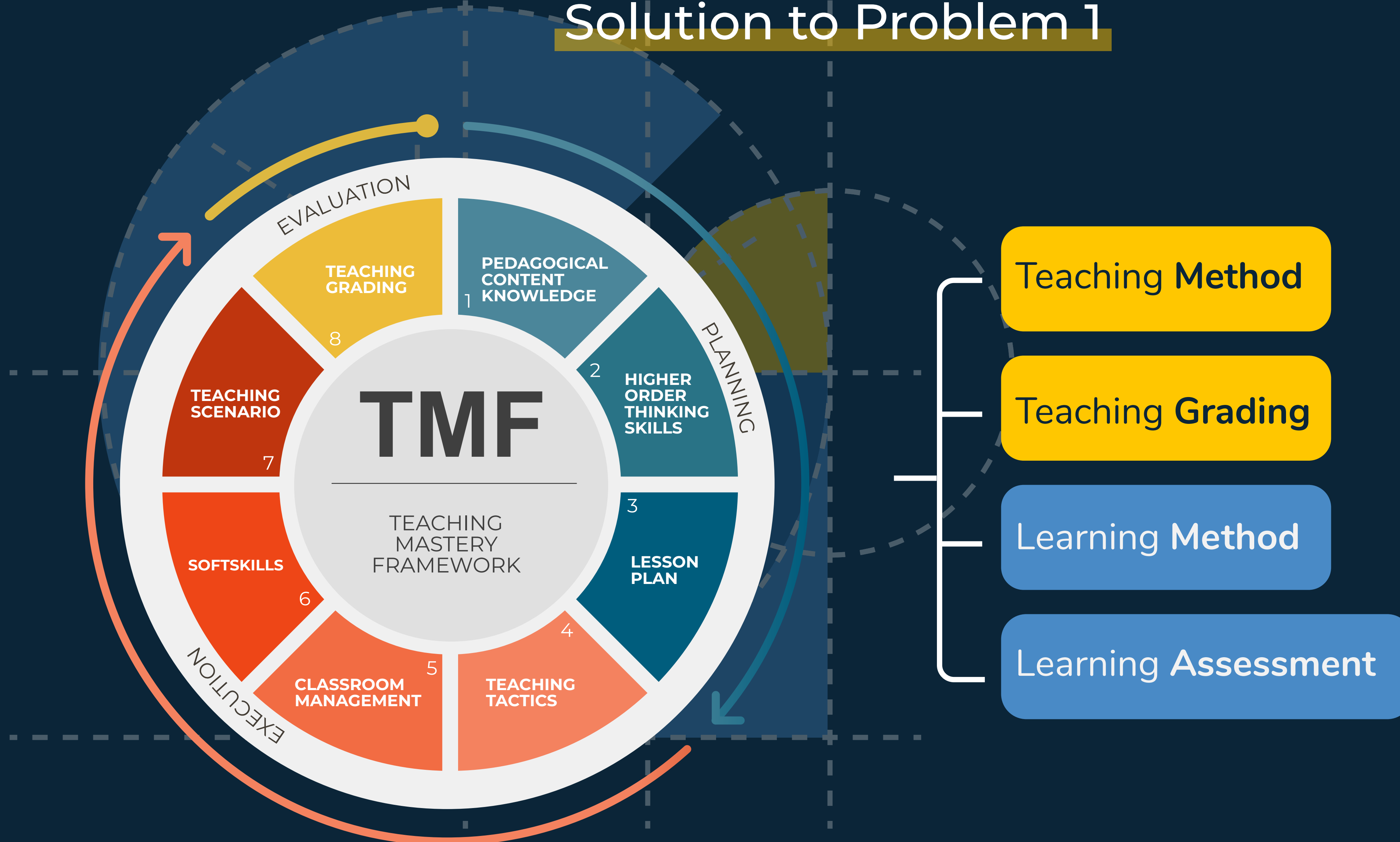
Output-based
Education



Silo amongst
Education provider

Then need to **shift** the paradigm

Solution to Problem 1



Solution to Problem 2



Learning Management System with teaching and learning resources, and results



Data sharing for schools, local, and central government for continuous improvement



Nationally connected schools and teachers for **sharing best teaching and learning practice, also resources**



- Outcome-based: Literacy & Numeracy
- Impact-based: Motivation and Achievement
- Continuously constructive dialogue amongst all education providers

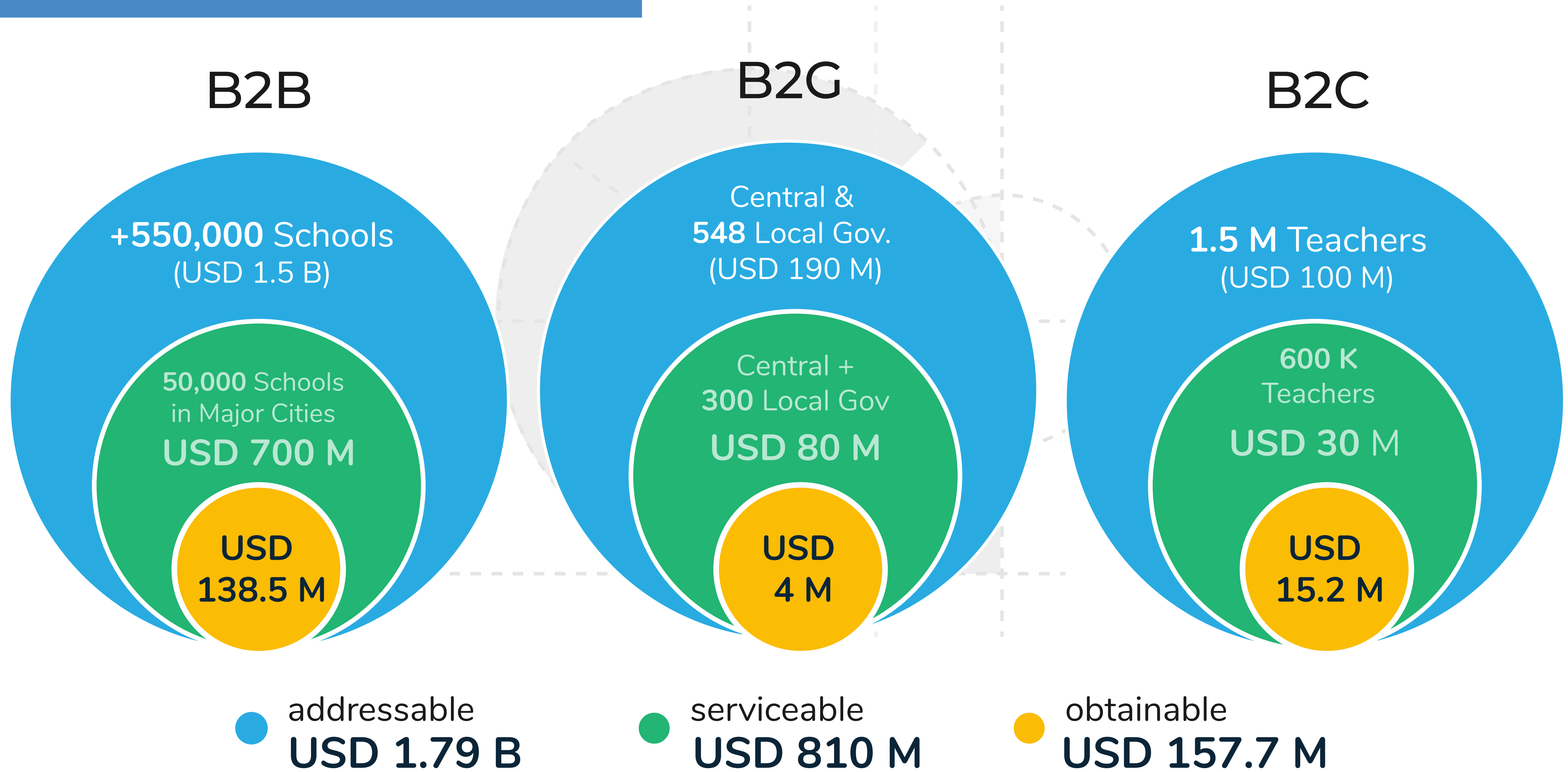
 **GurulNovatif**

We are content and service provider, available digitally, to all education stakeholders of Indonesia, totalling over 90 millions

Total Addressable Market

Enhancing The Quality of Education Ecosystem

GuruInovatif



in 5 years projection

B2B

yearly subscription,
LMS, School Information
System

- In House Training for Teachers:
\$400/contract
- Student Enhancement Program
(siswainovatif): **\$1,500/contract**

B2G

data powerhouse,
LMS, training
& research collaboration

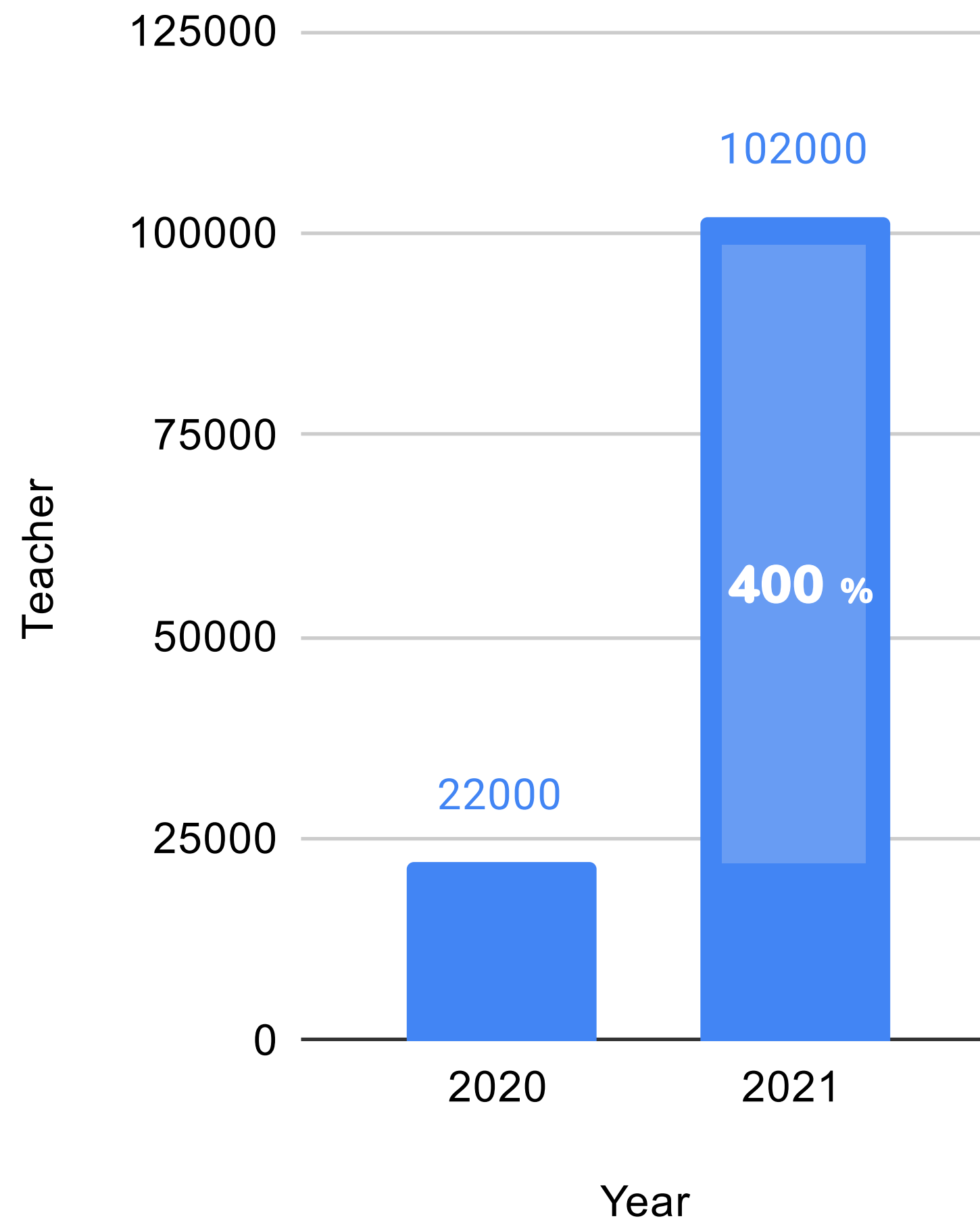
- **\$2,100/contract**
for local government
- **\$30,000/contract/year**
for central government

B2C

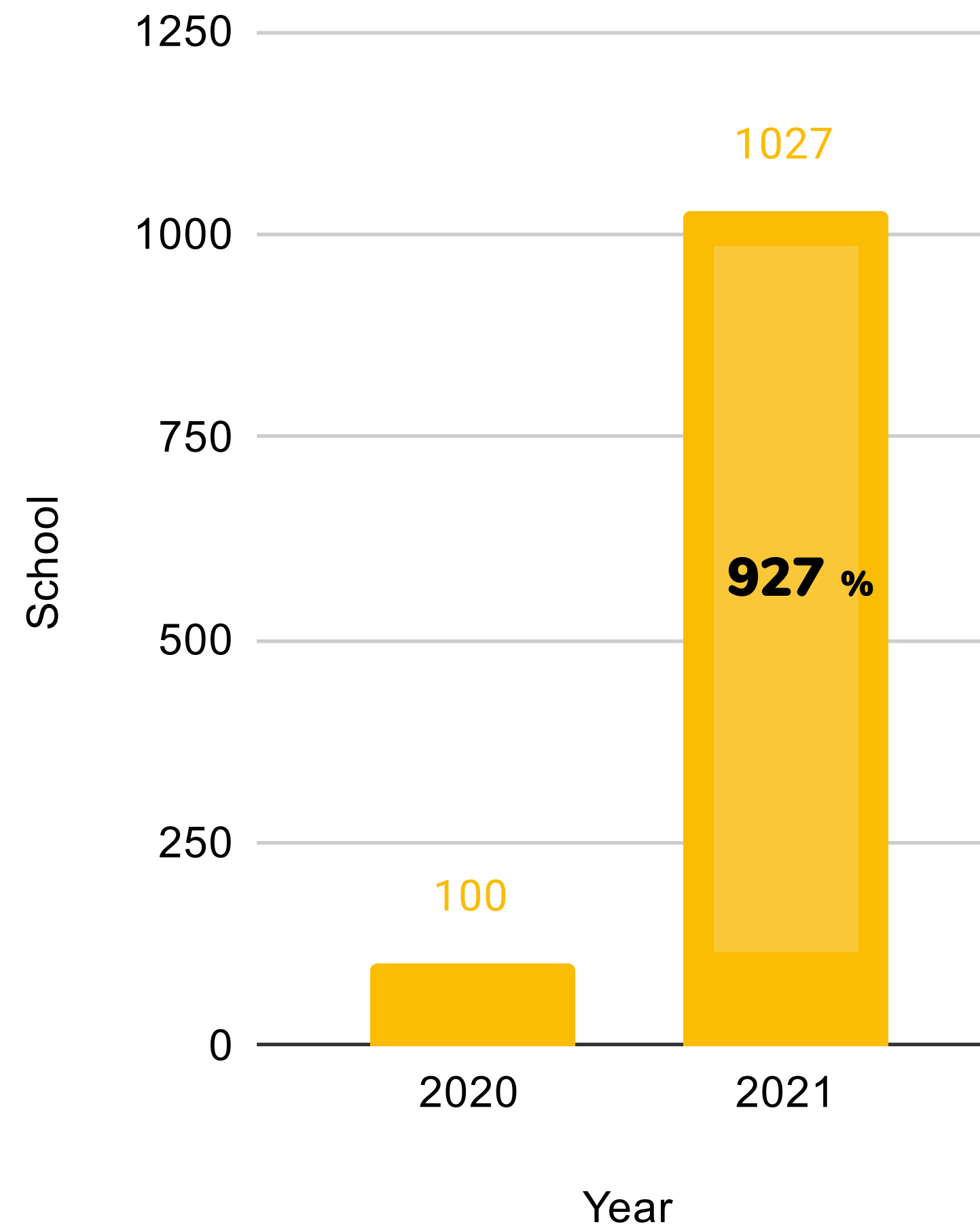
**one-time purchase
& yearly subscription**

- modul price: **\$3.5**
- **All access: \$25.5/year**
- Teacher's Candidate:
\$50/program/year

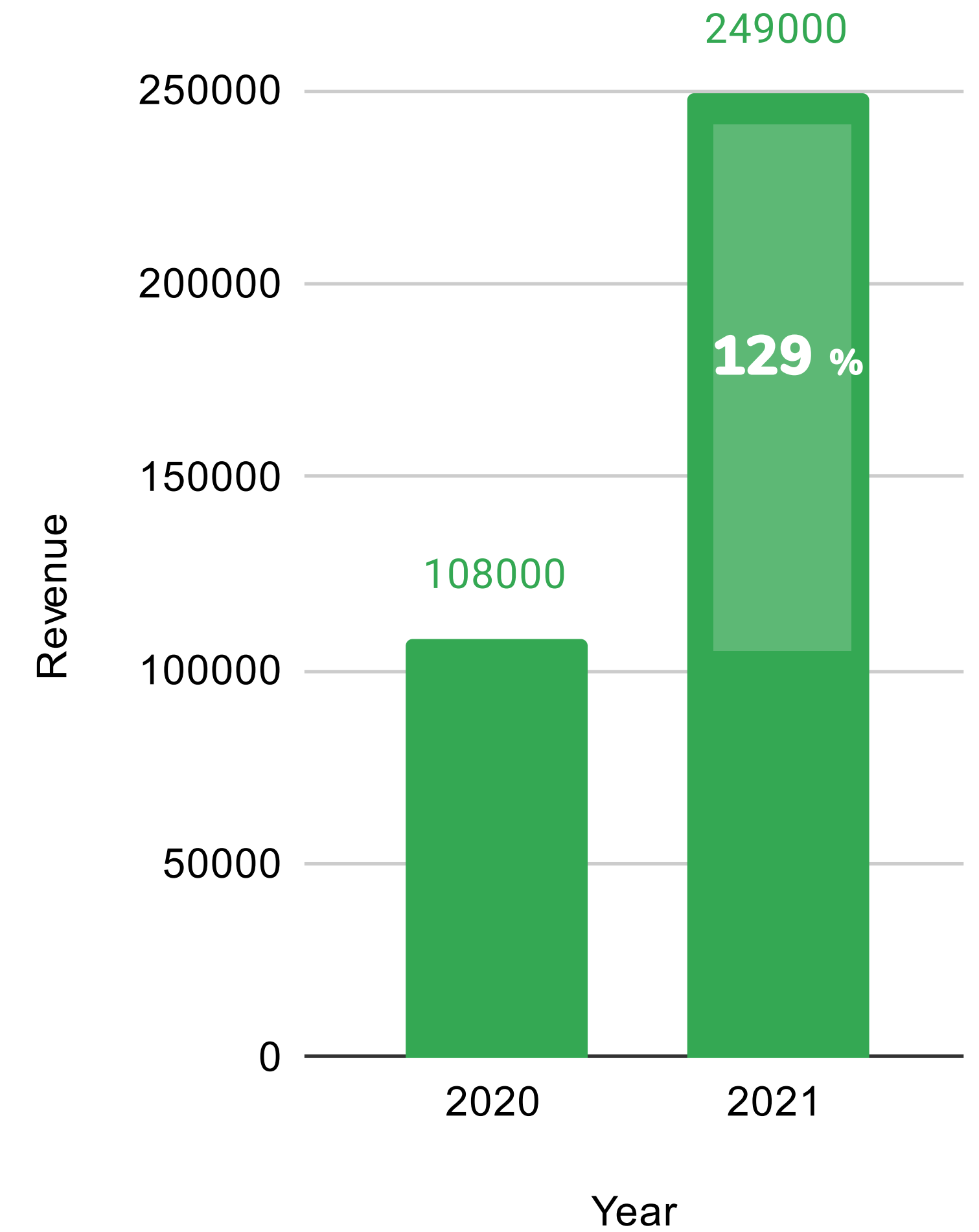
Registered
Teacher Growth



Registered
School Growth

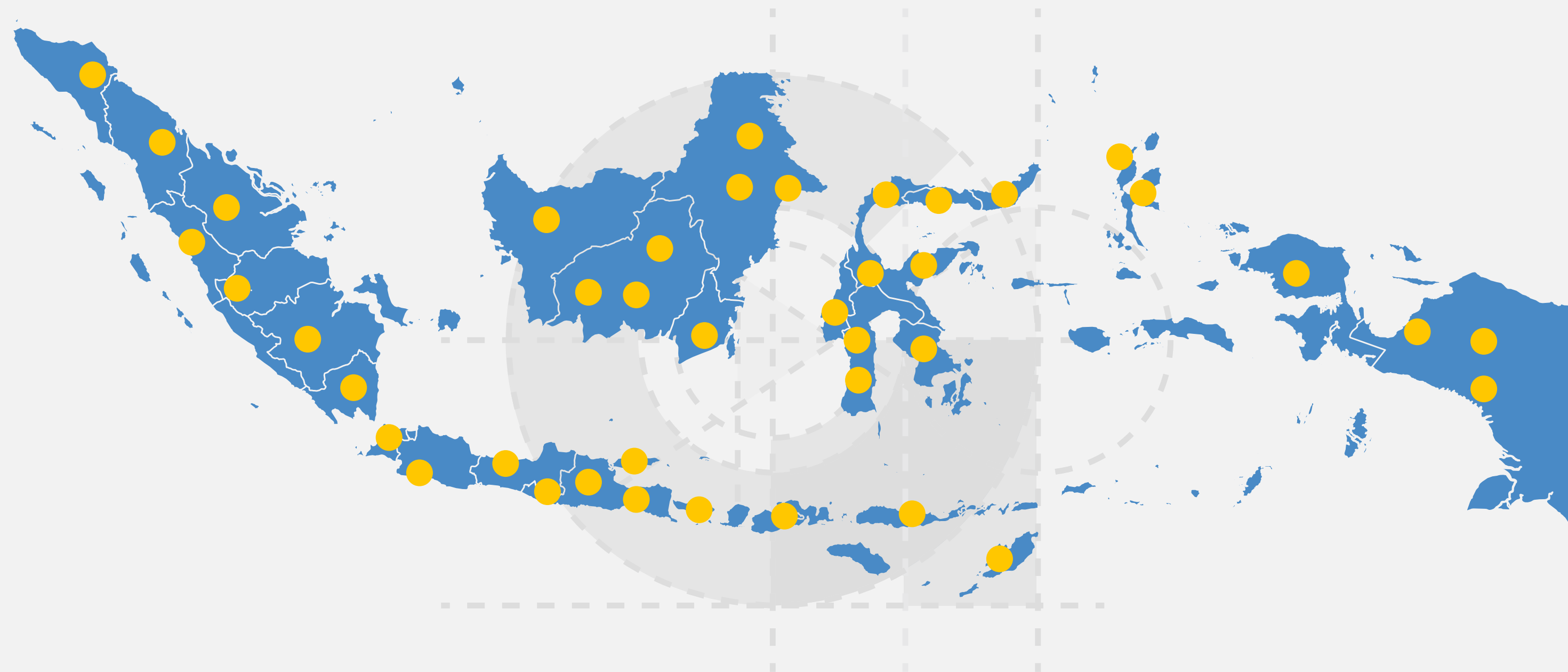


Revenue
Growth



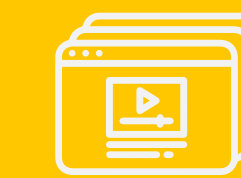
Our Milestone

Enhancing The Quality of Education Ecosystem



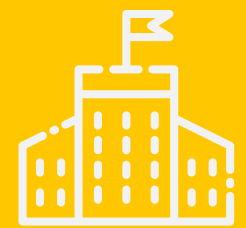
2022 ± 300 **250,000+**
Online Trainings Total Participants

34 **450+** **10,000**
Provinces Cities Schools



187

Video Online Course



18

User B2G (Institution)



2,594

User B2B (School)
Public = 1,212 | Private = 1,385



138,225

User B2C (Teachers)



34,015

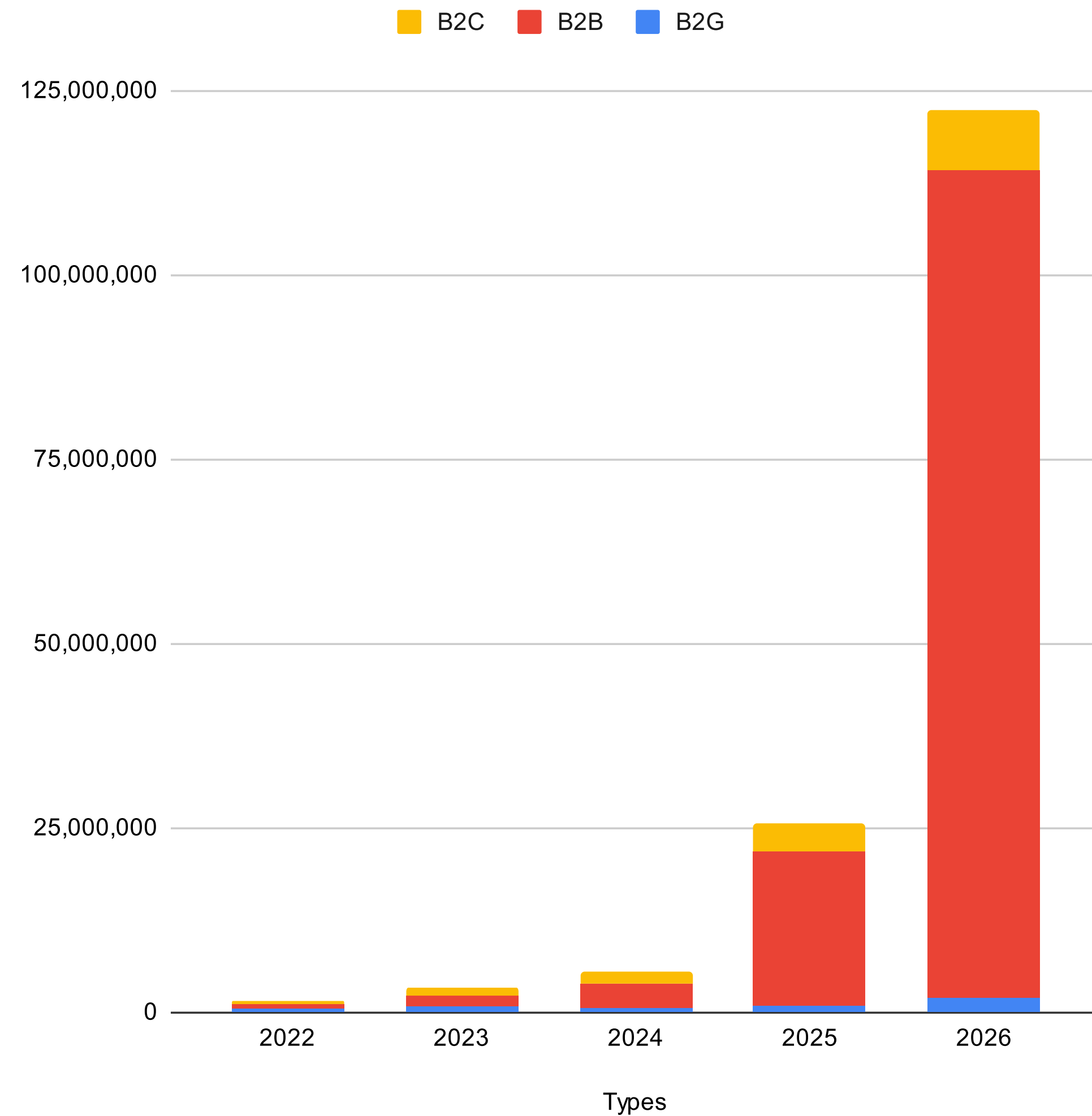
Followers IG & FB



4,380

Subscriber Youtube

REVENUE PROJECTION IN 5 YEARS (IN USD)



**USD
157M**
*Total Revenue
in 5 Years*

2 Marketing, Sales & Promotion

Organizing a National Tour for brand awareness and customer acquisition

1 Content and Program

Collaborating with central and local governments.

3 Bussiness & Development

Collaborating with digital banks to provide financial empowerment for teachers (product bundling).
Collaborate with campuses to get grants from the ministry

4 Technology

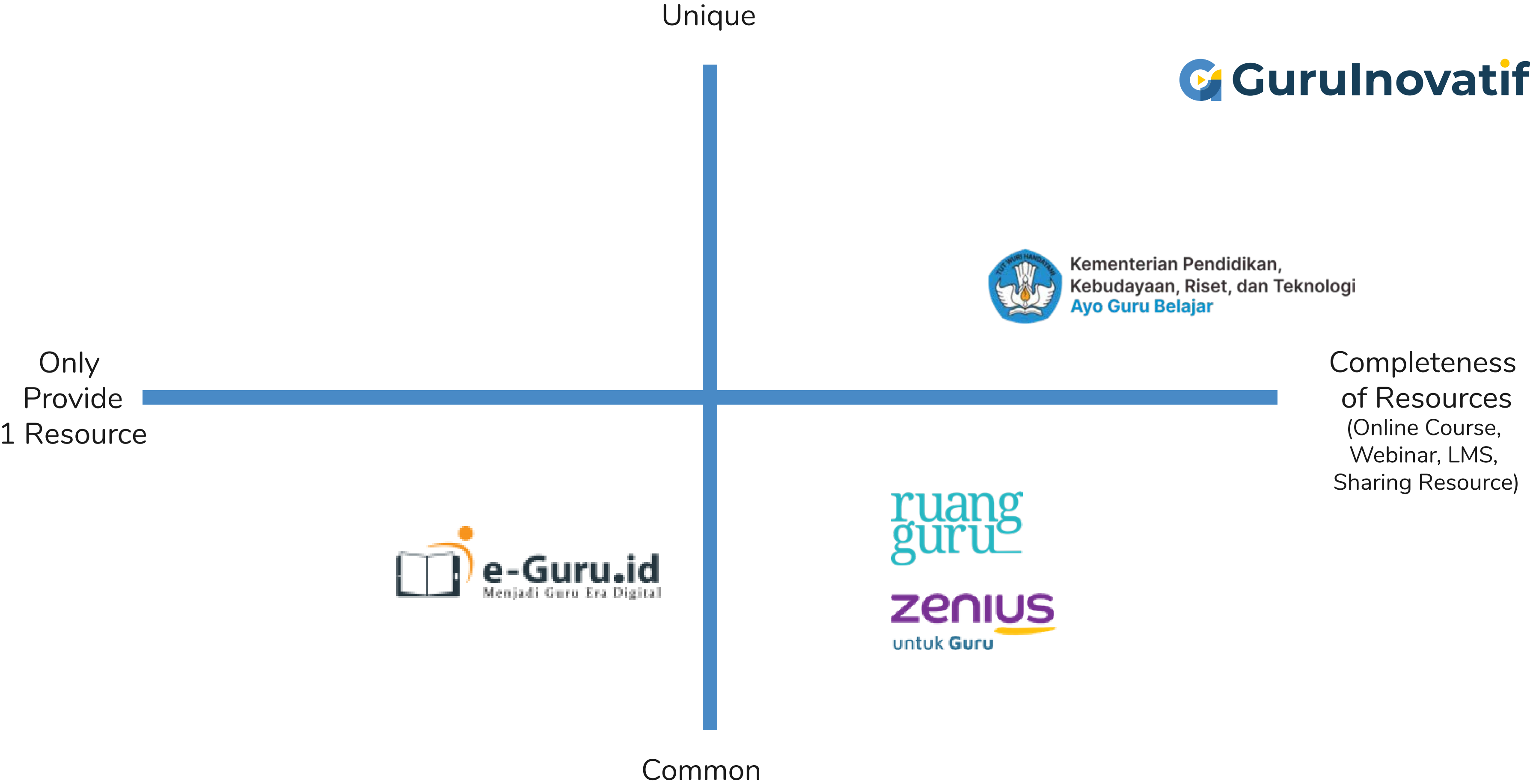
Moving from monolithic to multi-monolithics architecture and redevelop the product with a better technology stack.

5 HR Recruitment

Recruiting public relations positions in various cities and telemarketing.



The Competition







Complete & Unique Resources for Teaching and Learning





Data Powerhouse & Analysis for Improvement Purposes



Interconnectedness of Stakeholders for Better Interaction

For what we do, we make competition irrelevant

The Team

Enhancing The Quality of Education Ecosystem



WILLIAMS RAHADITAMA
CBIO

Highly analytical
business professional
with 8 years
experience in
business process &
digital world.



DR. ZULFIKAR ALIMUDDIN
CEO

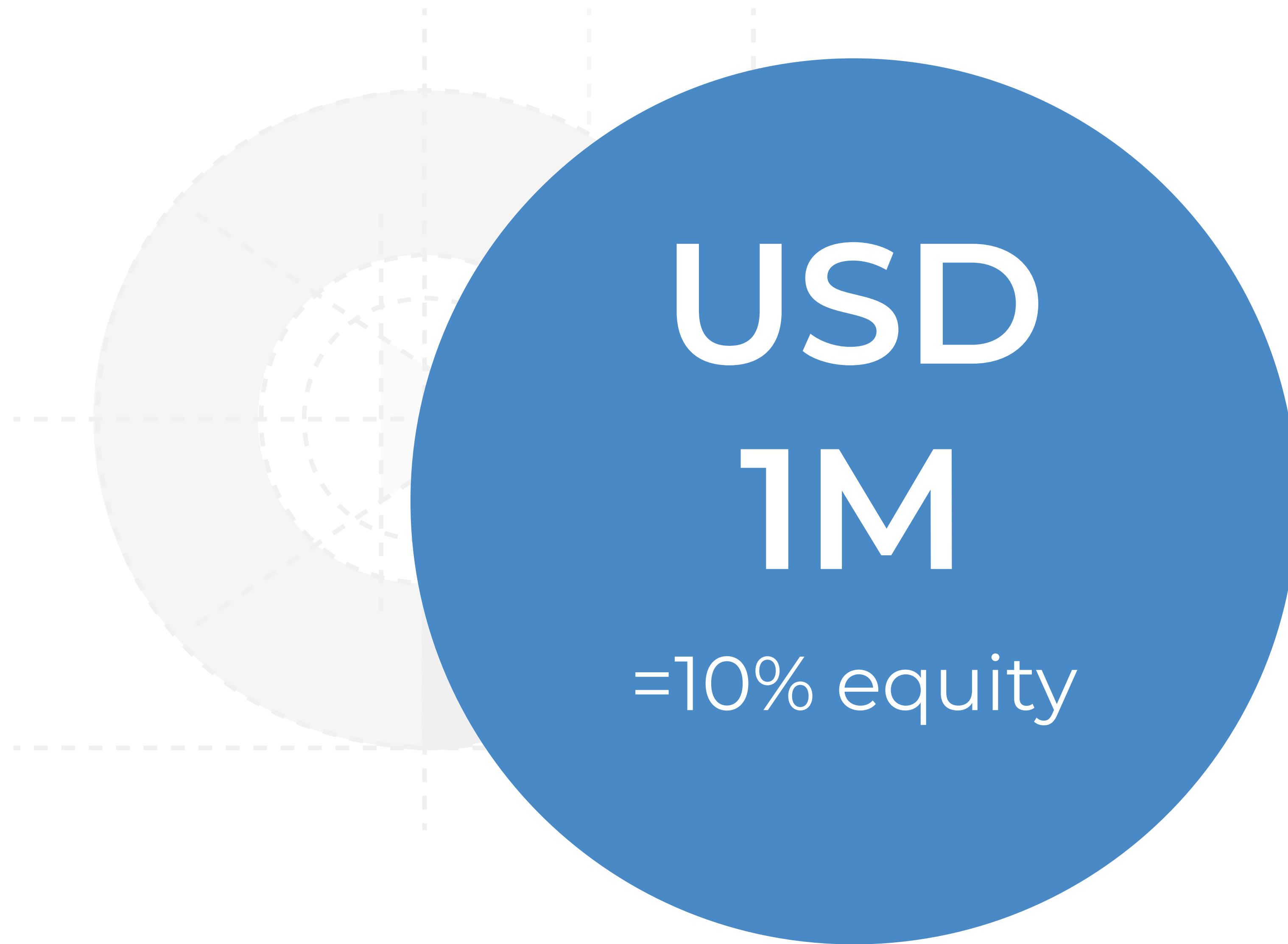
More than 25 years in
leadership and
management with
strong academic
background.



HENGKI DWIYAN
CTO

Fast learner and
well-versed
professional with over
7 years experience in
digital platform
development.

+ 40 staffs working with us



***Creating better experience of teaching
and learning,
Improving the future of Indonesia***

