**Business Model Design**

**Downstreaming of Polibatam Innovation Products**

**Informasi Umum Produk**

|  |  |  |
| --- | --- | --- |
| Nama Produk | : |  |
| Nama Inventor / Pencipta | : | 1 |
| : | 2 |
| Jurusan/Prodi | : |  |
| P3M/CoX | : |  |
| Tanggal Pengajuan | : |  |

**Panduan Pengisian**

Borang ini bertujuan untuk membantu dalam merancang model bisnis yang jelas dan sistematis untuk produk inovasi. Mohon isi setiap bagian dengan detail yang relevan agar dapat digunakan sebagai dasar dalam pengembangan strategi bisnis.

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**Executive Summary**

*[Berikan penjelasan singkat untuk halaman]*

Vision

[Uraikan visi yang hendak dicapai]

Mission

[Uraikan misi-misi strategis untuk mencapai visi]

|  |  |
| --- | --- |
| The Product | *[Deskripsikan Produk yang dihasilkan]* |
| The Leadership | *[Deskripsikan Leader & team yang memimpin project ini]* |
| The Overall Industry | *[Gambarkan kondisi industry yang dimasuki dan bagaimana posisi produk dalam hal ini]* |
| The Competitors | *[Uraikan bagaimana situasi bersaing dan competitor yang dihadapi]* |
| The Financial Status | *[Uraikan target keuangan yang diperlukan dan gambarkan kondisi keuangan 9budget capability] saat ini.* |
| Future Plans | *[Uraikan target yang spesifik pada tahun berapa Perusahaan akan mencapai kondisi yang diinginkan]* |

**The Organization**

*[Berikan penjelasan singkat untuk halaman]*

Nama Leader

Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

Nama Leader

Chief Financial Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

Nama Leader

Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

**Map of the Organization Chart**

Description of different types of positions and how backup is arranged:

|  |  |  |
| --- | --- | --- |
| **Manager** | [*Short description of the tasks and responsibilities of the Manager*] | |
| **Backup staff member:** | [*Indicate which staff member can replace the Manager in case of absence*] |
| **Project Team** | [*Short description of the tasks and responsibilities of the Project Team*] | |
| **Backup staff members:** | [*Indicate which staff member(s) can replace Project Team members (do this only when this is necessary)*] |
| **Secretary Officer** | [*Short description of the tasks and responsibilities of the Officer*] | |
| **Backup staff members:** | [*Indicate which staff member can replace the Officer in case of absence*] |
| **Section** | [*Short description of the tasks and responsibilities of the Section Supervisor*] | |
| **Backup staff members:** | [*Indicate, per section supervisor, which staff member can serve as backup in case of absence of the Section*] |
| **Section** | [*Short description of the tasks and responsibilities of the Section Supervisor*] | |
| **Backup staff members:** | [*Indicate, per section supervisor, which staff member can serve as backup in case of absence of the Section*] |
| **Section** | [*Short description of the tasks and responsibilities of the Section Supervisor*] | |
| **Backup staff members:** | [*Indicate, per section supervisor, which staff member can serve as backup in case of absence of the Section*] |

**Business Description**

*[Berikan penjelasan singkat untuk halaman]*

Images and Mockups

*[Tambahkan gambar atau Mockups desain produk dan berikan penjelasan singkat untuk halaman]*

Images and Mockups

*[Tambahkan gambar atau Mockups desain produk dan berikan penjelasan singkat untuk halaman]*

**Product List Overview**

*[Berikan penjelasan singkat untuk halaman]*

Product

*[Tambahkan gambar produk]*

*[Tambahkan gambar produk]*

Produk 2

Rp.

*[Deskripsikan nama produk dan fungsi utamanya]*

Produk 1

Rp.

*[Deskripsikan nama produk dan fungsi utamanya]*

*[Tambahkan gambar produk]*

*[Tambahkan gambar produk]*

Produk 2

Rp.

*[Deskripsikan nama produk dan fungsi utamanya]*

Produk 1

Rp.

*[Deskripsikan nama produk dan fungsi utamanya]*

**Industry Background**

*[Berikan penjelasan singkat untuk halaman]*

Filling A Gap

*[Uraikan bagaimana produk dapat mengisi kesenjangan (Gap) dalam situasi industry yang dimasuki]*

The industry

*[Pada bagian ini, tulislah tentang industri yang lebih luas dari bisnis Anda. Tentukan industri apa yang dimaksud - di mana lokasinya, seberapa besar, apa karakteristik umumnya, dan apa saja produk dan layanan yang tersedia. Bagaimana sejarah industri tersebut dan apa saja tren yang biasa terjadi? Apakah Anda melihat adanya pola-pola baru yang berkembang? Berikan prediksi atau pandangan tentang ke mana arah industri tersebut.]*

**Market Analysis**

*[Berikan penjelasan singkat untuk halaman]*

*Pada bagian ini, jelaskan secara rinci pasar spesifik yang Anda targetkan. Jika pasarnya cukup besar, Anda bisa mengelompokkan audiens target Anda ke dalam beberapa kategori. Anda juga dapat mempertimbangkan geografi target pasar Anda - jika bisnis adalah usaha online atau jika memiliki lokasi fisik. Selain geografi, pertimbangkan jenis kelamin, ras, tingkat pendidikan, dan data demografis lainnya.*

|  |  |
| --- | --- |
| Segmentasi Berdasarkan Sektor Pengguna *(User Sector)* | Pendidikan |
| Industri |
| Lembaga Pemerintahan |
| Rumah Tangga |
| Lainnya |
| Segmentasi Geografis *(Geographic Segmentation)* | Wilayah (Misalnya regional (Jawa, Sumatera) atau nasional/internasional) |
| Kota atau Kecamatan (Spesifik ke area lokal tempat pelanggan berada) |
| Segmentasi Demografis *(Demographic Segmentation)* | Usia |
| Jenis Kelamin |
| Penghasilan |
| Pekerjaan Utama |
| Pendidikan |
| Segmentasi Psikografis *(Psychographic Segmentation)* | Kelas Sosial |
| Gaya Hidup |
| Kepribadian |
| Segmentasi Perilaku *(Behavioral Segmentation)* | Frekuensi Pembelian |
| Status Kesetiaan |
| Sikap Terhadap Produk |

**User Persona 1**

*[Berikan penjelasan singkat untuk halaman]*

|  |  |
| --- | --- |
|  | ***Persona Name*** |
| *Provide here a one line description of the persona: job title, demographic, business information, ...* |
| ***Attributes*** | ***DESCRIPTION*** |
| Name (Persona) |  |
| Age |  |
| Location |  |
| Occupation |  |
| Income Level |  |
| Tech-Savviness |  |
| Goals |  |
| Pain Points |  |
| Buying Concerns |  |
| Preferred Channel |  |
| Shopping Behavior |  |
| Influence Level |  |
| Loyalty Potential |  |
| Product Expectation |  |
| Engagement Style |  |

**User Persona 2**

*[Berikan penjelasan singkat untuk halaman]*

|  |  |
| --- | --- |
|  | ***Persona Name*** |
| *Provide here a one line description of the persona: job title, demographic, business information, ...* |
| ***Attributes*** | ***DESCRIPTION*** |
| Name (Persona) |  |
| Age |  |
| Location |  |
| Occupation |  |
| Income Level |  |
| Tech-Savviness |  |
| Goals |  |
| Pain Points |  |
| Buying Concerns |  |
| Preferred Channel |  |
| Shopping Behavior |  |
| Influence Level |  |
| Loyalty Potential |  |
| Product Expectation |  |
| Engagement Style |  |

**User Persona by Segment Group**

*[Berikan penjelasan singkat untuk halaman]*

| ***Attributes*** | *User Persona Segment 1* | *User Persona Segment 2* | *User Persona Segment 3* |
| --- | --- | --- | --- |
| *Ex. Lembaga Bimbel* | *Ex. Komunitas STEM* | *Ex. Pelajar* |
| Name (Persona) |  |  |  |
| Age |  |  |  |
| Location |  |  |  |
| Occupation |  |  |  |
| Income Level |  |  |  |
| Tech-Savviness |  |  |  |
| Goals |  |  |  |
| Pain Points |  |  |  |
| Buying Concerns |  |  |  |
| Preferred Channel |  |  |  |
| Shopping Behavior |  |  |  |
| Influence Level |  |  |  |
| Loyalty Potential |  |  |  |
| Product Expectation |  |  |  |
| Engagement Style |  |  |  |

**Competitor Analysis**

*[Menganalisis keberadaan pesaing di pasar dengan mengidentifikasi potensi kompetitor, kompetitor laten, dan produk substitusi]*

| **Type of Competitor** | **Strengths** | **Weaknesses** | **Strategy** |
| --- | --- | --- | --- |
| **Direct Competitor** (Kompetitor Langsung) |  |  | * Product Differentiation * Service Enhancement * Pricing and Promotion Strategy * Strong Branding |
| **Potential Competitor** (Kompetitor Potensial) |  |  | * Accelerate Expansion * Increase Customer Loyalty * Strategic Alliance |
| **Latent Competitor** (Kompetitor Laten) |  |  | * Monitoring Market Trends * Build Long-term Competitive Advantage |
| **Substitute Product** (Produk Pengganti) |  |  | * Product Differentiation * Price Innovation and Adjustment |

**Threats, opportunities, weaknesses, and strengths (TOWS) Analysis**

*[Analisis TOWS digunakan untuk merancang strategi dengan memanfaatkan kekuatan dan peluang, serta mengatasi kelemahan dan ancaman agar produk inovasi memiliki daya saing yang optimal di pasar]*

|  |  |  |  |
| --- | --- | --- | --- |
| **External Factors** | **Internal Factors** | | |
|  | **Strengths** | **Weaknesses** |
| **Opportunities** | **SO Strategies**  *Use strengths to take advantage of opportunities* | **WO Strategies**  *Minimise or overcome weaknesses by taking advantage of opportunities* |
| **Treats** | **ST Strategies**  *Use strengths to overcome, defend against or avoid threats* | **WT Strategies**  *Minimise effect or impact of weaknesses and avoid threats* |

**Company Readiness Overview**

**Our Strategy**

*[Berikan penjelasan singkat untuk halaman]*

**Reaching a Wider Audience**

*[Di bagian ini, tunjukkan kepada calon investor apa target pemasaran dan penjualan spesifik Anda dan bagaimana Anda berencana untuk mencapainya. Bicarakan tentang bagaimana Anda akan menjual produk atau layanan Anda. Teliti metode terbaik untuk menjangkau audiens Anda dan meyakinkan mereka untuk membeli produk Anda. Soroti bagaimana Anda menawarkan sesuatu yang baru atau bagaimana Anda dapat memperbaiki masalah dalam industri. Pahami prioritas pembelian audiens Anda dan cobalah untuk memanfaatkan perilaku tersebut]*

**The 4Ps of Marketing**

| **Product**  the brand, its features, its packaging | **Price**  discounts, bundles, credit terms |
| --- | --- |
| Common questions:   * What needs does this product fulfill? * What frustrations does it address? * What makes it compelling to customers that they will want to have it? | Common questions:   * What is the value of the product or service to customers? * Are there established price points for this product or service in the market? * How will this price compare with competitors? |
| **Promotion**  print & broadcast ads, social media, email, search engine, video | **Place**  physical stores, website, online marketplace |
| Common questions:   * How you will get the word out about your product or service? * What promotional approaches are most familiar to your audience? * What resources are available to you? | Common questions:   * Will it be in a physical store or online? * Where will the stores be? * What will be the distribution channels? |

**Channel Implementation Canvas**

*[Berikan penjelasan singkat untuk halaman]*

|  | **Segment 1** | | |
| --- | --- | --- | --- |
| Provide here a one line description of the segment. | | |
| **Channel** | **Key Activities** | **Key Resources** | **Key Partners** |
| **Awareness** |  |  |  |
| **Evaluation** |  |  |  |
| **Purchase** |  |  |  |
| **Delivery** |  |  |  |
| **After Sales** |  |  |  |

|  | **Segment 2** | | |
| --- | --- | --- | --- |
| Provide here a one line description of the segment. | | |
| **Channel** | **Key Activities** | **Key Resources** | **Key Partners** |
| **Awareness** |  |  |  |
| **Evaluation** |  |  |  |
| **Purchase** |  |  |  |
| **Delivery** |  |  |  |
| **After Sales** |  |  |  |

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| **Value Proposition Canvas** | | | | | | | | | | |
|  |  | | **Gain Creators**  (Cara produk menciptakan manfaat tambahan bagi pelanggan) | | | **Gains** (Keuntungan atau Manfaat untuk Pelanggan) | | | | |
| **Products and Services** | List the Products and Services your value proposition is built around. | | Describe how products and services create customer gains |  | Describe the outcomes customers want to achieve or the concrete benefits they are seeking. | | | Describe what customers are trying to get done in their work and in their lives, as expressed in their own words. | **Customer Jobs** |
| 🡪 🡨 |
| Describe how your products and services alleviate customer pains. | Describe bad outcomes, risks and obstacles related to customer jobs. | | |
|  |
|  |  | | **Pain Relievers**  (Cara produk mengatasi masalah pelanggan) | **Pains** (Masalah atau hambatan yang dihadapi Pelanggan) | | | | |
| **Value Proposition** | | Create a value proposition for each customer segment in your business model | | **Customer Segment** | | Name the customer segment | | |
|  | |  | |

**Development and Production Flowchart**

*[Berikan penjelasan singkat untuk halaman]*

**Product Development Process**

**Production Process Flowchat**

**Raw Material Requirement**

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| --- | --- |
| **Bahan Baku (Row Material)** | **Kuantitas** |
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| **Peralatan & Mesin** | **Kuantitas** |
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**Production Plan**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Month** | | | | **Month** | | | |
|  | **W1** | **W2** | **W3** | **W4** | **W1** | **W2** | **W3** | **W4** |
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**Financial Plan**

**Capital Requirements**

[Di bagian ini, berikan rincian tentang bagaimana Anda berencana menggunakan uang dan sumber daya yang dapat diberikan oleh calon investor Anda. Tentukan berapa banyak modal yang Anda butuhkan dan bagaimana Anda akan mengalokasikan uang tersebut]

|  | Nilai (Rp) | Persentase (%) |
| --- | --- | --- |
| Product Research and Development |  |  |
| Production |  |  |
| Daily Operation |  |  |
| Marketing and Advertising |  |  |
| TOTAL |  |  |

**Financing Needs/Working Capital**

|  |  |  |  |
| --- | --- | --- | --- |
| **Uraian** | **Harga/unit** | **Volume** | **Jumlah** |
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| **TOTAL** | | |  |

**Fixed Cost**

| **Uraian** | **Harga/unit** | **Volume** | **Jumlah** |
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| **TOTAL** | | |  |

**Variabel Cost**

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| --- | --- | --- | --- |
| **Uraian** | **Harga/unit** | **Volume** | **Jumlah** |
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| **TOTAL** | | |  |

**Cost of Goods Manufactured (COGS)**

| **Uraian** | **Harga/unit** | **Volume** | **Jumlah** |
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| **TOTAL** | | |  |

**Profit Analysis**

*[Berikan penjelasan singkat untuk halaman]*

|  |  |  |  |
| --- | --- | --- | --- |
| **Fixed Cost** | **Variabel Cost** | **Profit Margin** | **Retail Price (Per Unit)** |
| Rp | Rp | % | Rp |

|  |  |
| --- | --- |
| **Contribution Margin** | **Break-Event Units** |
| Rp |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Business Lean Canvas** | | | | | |
| **Problem** | **Solution** | **Unique Value Proposition** | | **Unfair Advantage** | **Customer Segments** |
| . |  |  | |  |  |
| **Existing Alternatives** | **Key Metrics** | **High-Level Concept** | | **Channels** | **Early Adopters** |
|  | . |  | |  |  |
| **Cost Structure** | | | **Revenue Stream Structure** | | |
|  | | |  | | |

**Future Plans & Milestones**

*[Berikan penjelasan singkat untuk halaman]*