



WGS Hub BSD  
Gedung Cinema, unit L - 81  
The Breeze BSD City

Jl. Grand Boulevard  
BSD City - Tangerang Selatan  
Indonesia, 15345  
Phone : 021 256 7569

[www.geeksfarm.com](http://www.geeksfarm.com)

# ▶▶ OVERVIEW DIGITAL ERA

You want to go digital, right?

- Consumers globally have gone digital
- Your competitors have executed digital strategy
- Tech startups backed by VC money are ready to make your business irrelevant
- Many tech entrepreneurs made it rich in a short time

But do you know or have experience in:

- Managing technology company
- Building a great product for users
- Digital marketing that works
- Spinoff and valuation potential

**If yes, close this booklet already.**

**If not, meet our partner lead coach on the next page.**

# ▶▶ LEAD COACH

## Fransiscus Budi Pranata

Best CFO 2013 & 2015 as CFO Zalora Indo  
[www.zalora.co.id](http://www.zalora.co.id)

### CFO Kinerjapay Indonesia

Group Advisor Golden Truly Group & Ecommerce Development

Before: President Director of Guinness Beer

Doctor in Management Studies, Kaizen SBM, Punai India

Master of Business Administration: Newport University, USA

Bachelor of Accounting, University of Indonesia

- **Dewan Pembina ADEI Asosiasi Digital Entrepreneur Indonesia**
- Dewan Pembina Aspirasi Asosiasi Penulis & Inspirator Indonesia
- Dewan Pengurus AMA Asosiasi Manajemen Indonesia
- Founder Billionaire Mindset Community



# ▶▶ OUR STARTUP SCHOOL

Our program is geared towards businesses who want to build a successful digital arm:

- You want to acquire new customers
- You want to defend your market from tech-savvy competitors
- You want to know whether you can also strike it rich like Zuck

**7x** meetup once a week

**1x** demo day 2 months after last meetup



# ▶▶ EXPECTED OUTCOME

#DAY 1

OVERVIEW

Understand the threat posed by tech entrants, and the vast opportunities for both cashflow and capital gain for your digital arm.

#DAY 2

BUSINESS MODEL

Able to develop standard tech-company business model as the foundation of product building and later on, pitching to investor.

#DAY 3

UI / UX

Understand what constitutes a good product in terms of user interface / user experience, a key success factor for usable mobile and web apps.

#DAY 4

TECHNOLOGY OVERVIEW

Being knowledgeable of the basics of technology jargon, what to expect before, during, and after the initial development.

#DAY 5

PROJECT MANAGEMENT

Being able to intelligently and confidently manage the quality, timeline, and communication of in-house programmers or third-party software house vendors.

#DAY 6

DIGITAL MARKETING

Understand the key factors for successful digital marketing campaign, including the team, the budget necessary, and the basic terminologies.

#DAY 7

FUNDRAISING

Understand how many tech startup founders strike it rich, and why you also can / cannot expect exit or capital gain from this digital arm of yours

#DAY 8

DEMO DAY

You should have your product and startup ready, and you pitch it to qualified mentors, as if you are pitching to a third-party investors.

#DAY 2 ◀◀

## BUSINESS MODEL

- Ideation
- Vision
- Market sizing
- Product features
- Competition Mapping
- Roadmap
- Financial projection
- Founder Team
- Board of Advisors

## ▶▶ #DAY 1 OVERVIEW

- Digital outlook
- Technology disruptions
- Insanely high valuation
- Indonesia digital market opportunities
- Ecosystem
- Entrepreneurial Startup vs Digital Arm

### BUSINESS PLAN

IDEA  
analysis  
innovate  
review  
refresh

↓  
DEVELOPMENT  
design  
plan  
specifications  
model

→ FINAL PRODUCT  
production  
testing  
documentation  
packaging

↓  
MARKETING



## ▶▶ #DAY 3 UI / UX

- Target persona
- Benchmark and Trends
- Wireframing & Prototyping
- User testing
- Tools: Invision
- Engaging a UI/UX agency



## ▶▶ #DAY 4 TECHNOLOGY OVERVIEW

- Database
- Backend API
- Web front-end
- Mobile apps
- System administration
- Server hosting
- Performance
- Security
- Deployments
- Engaging a software house





## ▶▶ #DAY 6 DIGITAL MARKETING

- SEO
- Google Adwords
- Google Display Network
- Facebook Ad
- Inbound Marketing
- Tools: Zendesk, Hubspot, Mailchimp
- Engaging a Digital Agency



## ▶ #DAY 5 PROJECT MANAGEMENT

- Technology team structure
- Lean methodology
- Agile engineering
- Waterfall project
- How to manage your programmers
- Engaging a recruitment agency

## ▶▶ #DAY 7 FUNDRAISING

- Checklists before you fundraise
- How to value your startup
- Writing a pitch deck
- Where to find investors
- How to pitch
- Basic terms & conditions



## #DAY 8 ◀◀ DEMO DAY

- Pitching session
- Feedback
- Q & A





## ▶▶ FACT SHEET

- ✓ The largest companies in the world are now tech companies
- ✓ The richest people in the world are now tech founders
- ✓ The only industry where someone can become a billionaire in a short time with no capital
- ✓ Consumers have gone and keep going digital
- ✓ Wealth shifts from those companies who get disrupted

SO, ARE YOU READY?



**“Software eats the world”**  
~ **Marc Andreessen** ~  
Founder of Netscape

