

a pitch deck



# SUPERMAC JAKARTA

Quality Macs, Made Easy

"Helping **businesses, creatives, & creators**  
to achieve **productivity and efficiency**  
through **quality MacBook rentals.**"

@SupermacJKT | supermacjkt.com

# Allow us to share **THREE** stories from our clients.



Fajar

"Ya gimana mau bersaing sama yang lain kalau baru mau belajar aja kita **gak punya aksesnya.**"

- Fajar, Mahasiswa, 21th



Nina

"Proyeknya kan, mostly cuma **sementara.** Gak masuk akal banget kalau harus beli."

- Nina, Pekerja Kreatif di Advertising Agency, 30th



ASRI

"Perusahaan cuma butuh productivity tools that works. Ngurus pengadaan, inventarisasi, atau maintenance itu **terlalu ribet dan gak ada SDMnya.**"

- PT ASRI

## **Real clients. Real stories.**



# SOLUSI KAMI

*Menyediakan **rental Mac** berkualitas, terjangkau, & fleksibel bagi masyarakat.*

# WHY? NOW?

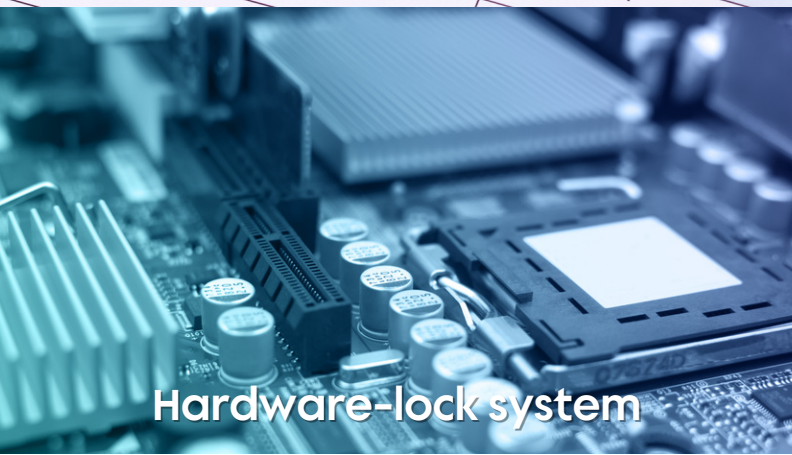
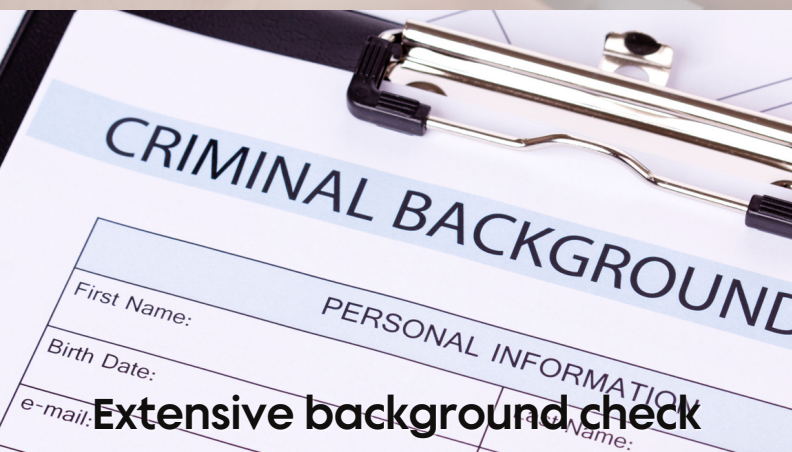
*Post-pandemic reality & how we work  
Future of subscription-based economy  
The rise of creatives & creators industry*



# WHY US?

Competitors	Supermac Jakarta
Process took days to weeks	1 (one) working day
Manual Procedure	Digital Procedure
Traditional background check	Tech-based background check
Complicated documents	-
Hefty deposits needed	-
Only serve big companies	Helps both individuals & companies
Long-term rentals only	Flexible rental terms
Not updated rental units	Updated rental units
Slow repair/replace procedures	2 Days (SLA) Repair/Replace units

## OUR SAFETY MEASUREMENT





# Our Business Model

Rental fee starts from  
**300K IDR Daily | 2M IDR Monthly**

- buy affordable secondhand units
- rent it to our clients
- re-sell the units every couple of years to ensure higher resale income

well tested business model such as:



**BLUE BIRD**

**wework**



**travelio.com**



 **Shipper**



**UNITED TRACTORS**



# Current & Future Timeline

in 2019, we started with only 5 rental units

in 2020 we grow rapidly to 15 rental units during pandemic & lockdown

in 2022 we currently have 30 rental units

in 2023 we plan to be the key player in Jakarta with 100 rental units

in 2024 we want to expand to several cities with more than 200 rental units



# Our Growth

**15%**

monthly  
customers  
growth

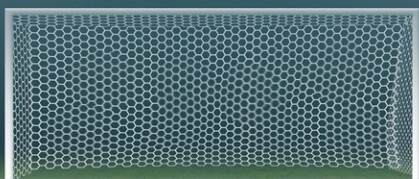
**8X**

rental units  
increase  
(last 3 years)

**514M**

annual  
gross revenue  
(in IDR)

levelling the  
playing field



helps client to focus  
on their business

employment &  
economic output

**OUR**

**IMPACTS**



# Why do we need fundings

**we have no problems finding customers.**

almost everyday we get new rentals inquiry from customers. whether from new clients from our SEO marketing, our recurring satisfied clients, or referral from our previous clients to their colleague & friends.

**we have problems meeting the demands.**

our rapid growth making almost all of our units rented out. we even have to make a waiting-list system for some clients. our limited capitals making us unable to fulfill all the demand.

**rental is a long-term game.**

it's a highly profitable business, but the biggest profit comes at the end of the rental cycle (usually 1-2 year). after we get all the rental income and also the extra income from reselling the units afterwards. that's why we need partners to grow together.



# Let's talk business.

## how does investing in SupermacJKT works?

- minimum investment of 10 Million IDR
- two option: 6 months or 12 months term
- it's not fixed profit, we do profit sharing
- profit sharing of 70:30 (Supermac : Investor) for the 6 months term investment
- profit sharing of 60:40 (Supermac : Investor) for the 12 months term investment
- you will get monthly report
- you will get dividend twice a year
- you will get the initial investment at the end

## what do we do with the funds?

- mostly we'll use it to add more rental units
- build better system & logistic
- marketing & promotion
- form a strategic partnership with suitable businesses (coworking space / EO / VC / etc)

# Investment Simulation [1]

Simulation of a 100M Investment [12 months]	
Keterangan	IDR
<b>Procurement of new rental units</b>	<b>Rp100,000,000</b>
Monthly Rental Revenue [19%]	Rp19,000,000
Annual Rental Revenue <sup>1</sup>	Rp114,000,000
Resale Value [85%] <sup>2</sup>	Rp85,000,000
<b>Total Revenue [A]</b>	<b>Rp199,000,000</b>
Maintenance Cost [20%] <sup>3</sup>	Rp20,000,000
Operational Expenses [10%]	Rp10,000,000
Marketing & Promotion [10%]	Rp10,000,000
<b>Total Expenses [B]</b>	<b>Rp40,000,000</b>
<b>Income after Expenses [A-B]</b>	<b>Rp159,000,000</b>
Initial Investment	Rp100,000,000
<b>Nett Profit [C]</b>	<b>Rp59,000,000</b>
<b>Total Return on Investment [%]</b>	<b>59.00%</b>
Profit for Supermac [60% of C]	Rp35,400,000
Profit for Investor [40% of C]	Rp23,600,000
<b>Investor Annual ROI</b>	<b>23.60%</b>

(1) with 50% rental occupancy assumption, based on a normal market condition

(2) resale value based on the last 3 years data

(3) maintenance cost to repair/replace the rental unit, based on the last 3 years data



# Investment Simulation [2]

**how do we get the 19% monthly rental rate?**

<i>High Demand Models</i>			
Model	Harga Preloved	Harga Sewa/Bulan	Rental Rate
MacBook Air 13 2017	Rp8,000,000	1,750,000	21.88%
MacBook Pro 13 2018	Rp13,000,000	2,500,000	19.23%
MacBook Pro 15 2018	Rp17,000,000	3,000,000	17.65%
MacBook Pro 13 2020 M1	Rp15,000,000	3,000,000	20.00%
MacBook Pro 14 2021 M1 Pro	Rp23,000,000	3,750,000	16.30%
Average Rental Rate			<b>19.01%</b>

it's all based on our **experience** in the rental business for more than 3 years. so are the other numbers & assumption on the previous slide. if you have any question, **feel free to discuss it with us.**



# Let's talk about **RISK**

All businesses have risk. Including us. What we always aim is minimizing & mitigating the risk as best as we could. Including:

- only buying Macs from trusted suppliers
- selecting only quality renters
- upgrading our security measures
- using our own courier all the time
- adapting to the current market needs

**Should anything happens, we'll inform all of our investors ASAP to find the best solution possible for all parties involved. Should you have any question, feel free to contact us.**





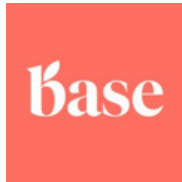
# **That's all from us. Thank you for reading our pitch deck.**

If you want to discuss further about our pitch deck & business partnerships, feel free to contact us to work out the details:

- **082277089067 (Business Contact)**
- **supermac.jkt@gmail.com (Our Email)**



# Our clients



## our clients' happy faces



@SupermacJKT | supermacjkt.com