

GROUP 10 – INNOVATION WEEK

# Propelling SMEs Excellence Through Integrated Capital and Collaboration

To build a solid local business growth structure, Livin' Merchant accelerates SME growth by integrating optimal financial support and fostering business idea exchange within a strong community synergy.

## OUR TEAM



**SALMA  
AFIDAH**



**SALMA  
LUTHFIA ZAIN**



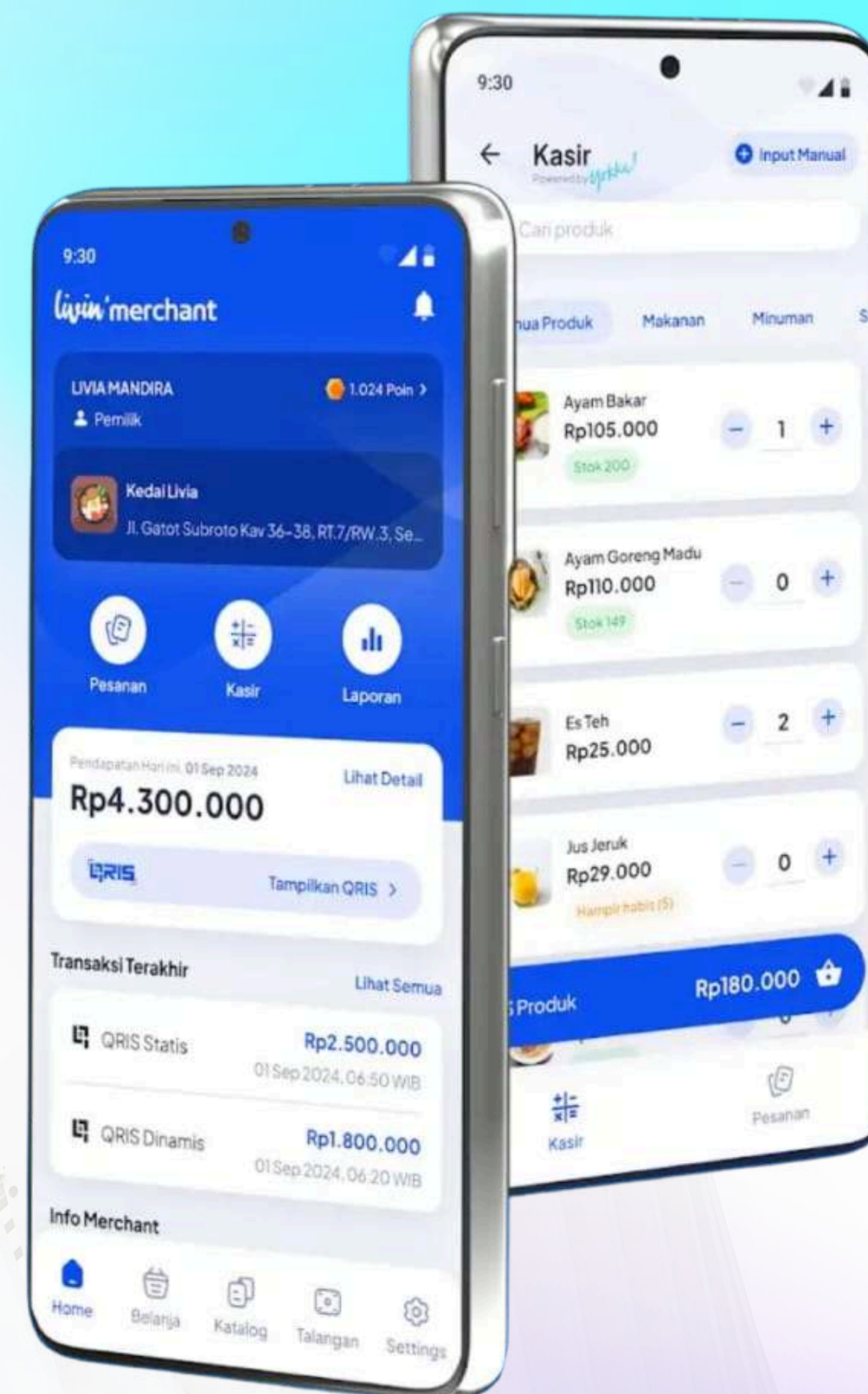
**SAFIRA GUNA  
AZZAHRA**



**ALPHONSUS  
JOVIAN J.R.**



**ADHYASTA  
RIFATZIO W.**



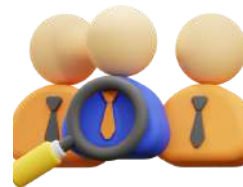


# Indonesia's Economic Strength Lies in the Hands of Its SMEs!



**61 %**

of Indonesia's GDP comes from **SMEs**



**97 %**

of employment comes from **SMEs**



**64 MILLION+**

**SMEs** Drive Indonesia's Economy.

## Bank Mandiri plays a crucial role in accelerating SMEs development across Indonesia

Bank Mandiri Salurkan Kredit Usaha Rakyat Rp 9,01 Triliun

Kredit Usaha Rakyat (KUR) Rp 9,01 triliun disalurkan Bank Mandiri kepada lebih dari 77.500 pelaku usaha di seluruh Indonesia.

16 hours ago

Warta Ekonomi

Empat Jempol Deh! Per Februari 2025, Bank Mandiri Salurkan KUR Rp9,01 Triliun ke 77.500 UMKM

Bank Mandiri terus menunjukkan komitmennya dalam mendukung pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) sebagai motor penggerak...

source: indonesia-investments.com



**IDR 144 Trillion** in Loans Distributed to Support SMEs in 2024



**Financial literacy programs** to strengthen business capabilities



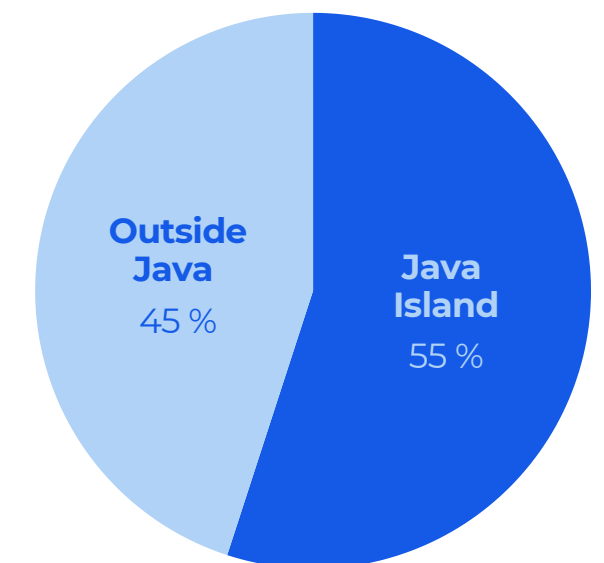
**Digital solutions** to enhance market access and competitiveness



Launched in June 2023, Livin' Merchant helps SMEs digitalize transactions and improve financial access.

**2M+ SMEs Adoption (2024)**

**Dominated User**



Enhances efficiency & cash flow for small businesses

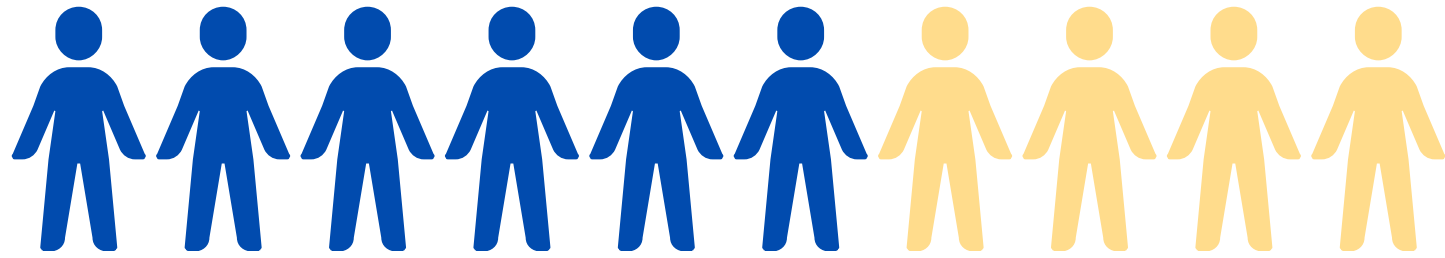


Supports UMKM growth through digital transformation



Expands payment options & customer reach

# But Not All SMEs Have Equal Access to Growth Opportunities



**60% of the total 64 million SMEs** are still at the 'learner' level in digital readiness

a 2023 survey by the National Research and Innovation Agency (BRIN)

Without a strong digital presence, SMEs miss opportunities to tap into broader, often global, markets, limiting their growth potential.

## Indonesia's Economic Growth Is at Risk!



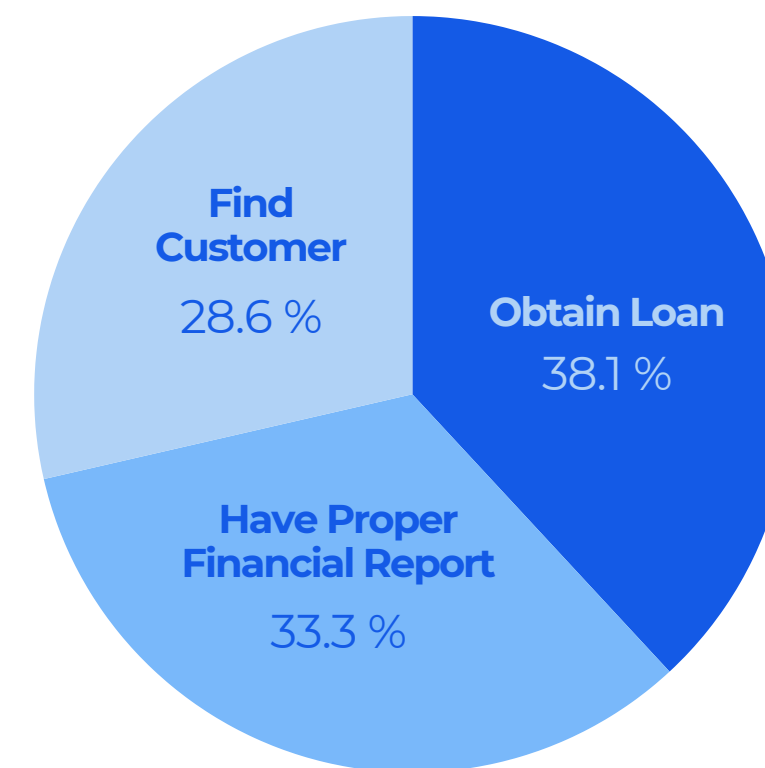
**46.6 million SMEs**

in Indonesia struggle with access to financing.



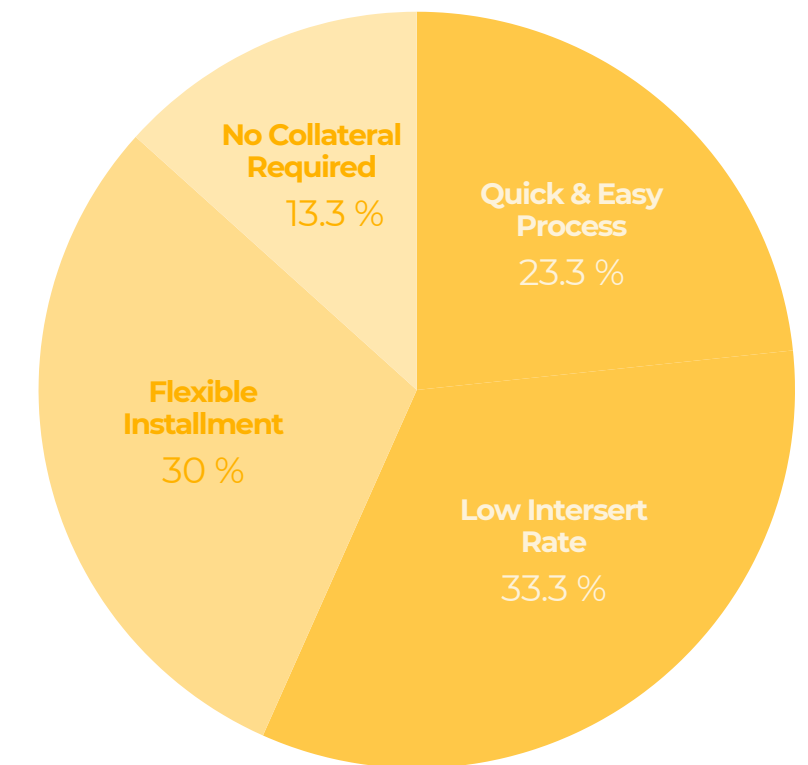
Without adequate financing, SMEs are unable to invest in infrastructure, technology, or manpower, limiting their ability to scale and expand.

We conducted a mini survey to identify the challenges faced by SMEs, and the results revealed that **access to financing remains a major obstacle.**



### 38% OF UMKM

still face challenges in obtaining loans, limiting their potential for growth."



The majority of SMEs agree that **flexible installments** and **low interest rates** are the key factors they seek when obtaining a loan

# To Better Understand the Challenges, Let's Meet Our SMEs Heroes!



*"I want to grow my home-cooked meal business, but I don't know how to get a loan or promote it online. If only there was an easier way to learn and connect with others like me."*

## About Bu Siti

- 42 years old, married, mother of two
- Sells homemade meals from home and at a local market
- Wants to grow her business to support her family

## Goals

- Expand her business and attract more customers
- Secure a loan to improve kitchen equipment and ingredients
- Learn business and digital skills to manage her sales better

## Challenges

- Difficult loan access – Doesn't know where or how to apply for business funding
- Limited business & digital knowledge – Struggles to promote her business online
- Lack of information-sharing with fellow UMKM – Feels isolated and lacks a support network

## Motivation







The new Livin' Merchant simplifies SME financing with better loan access, flexible repayments, and a collaborative community.

### Key Advantages of the New Features



SMEs Community  
& Networking



Accessible  
Business Loans

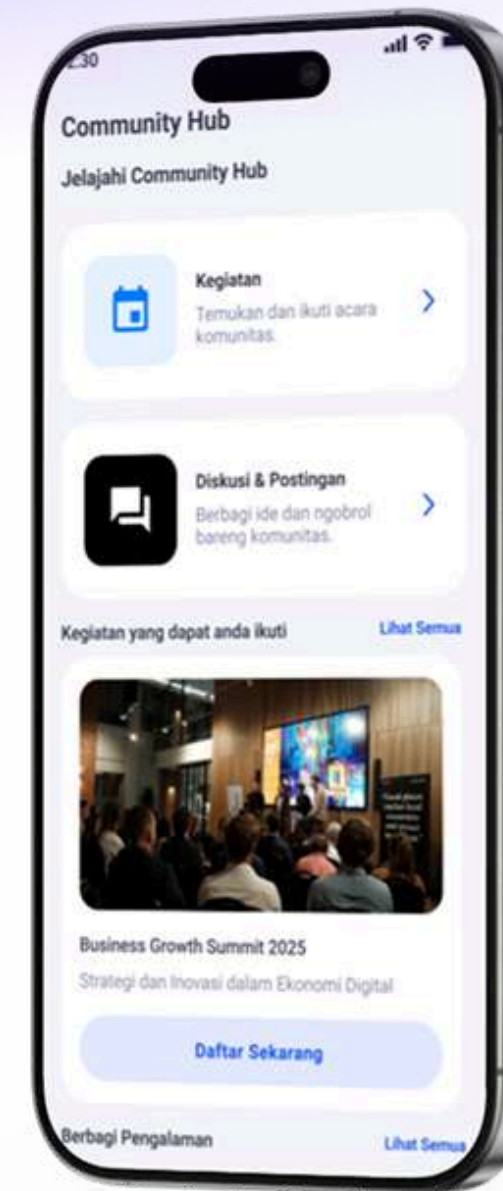


Easy-to-use digital  
payment & sales tracking

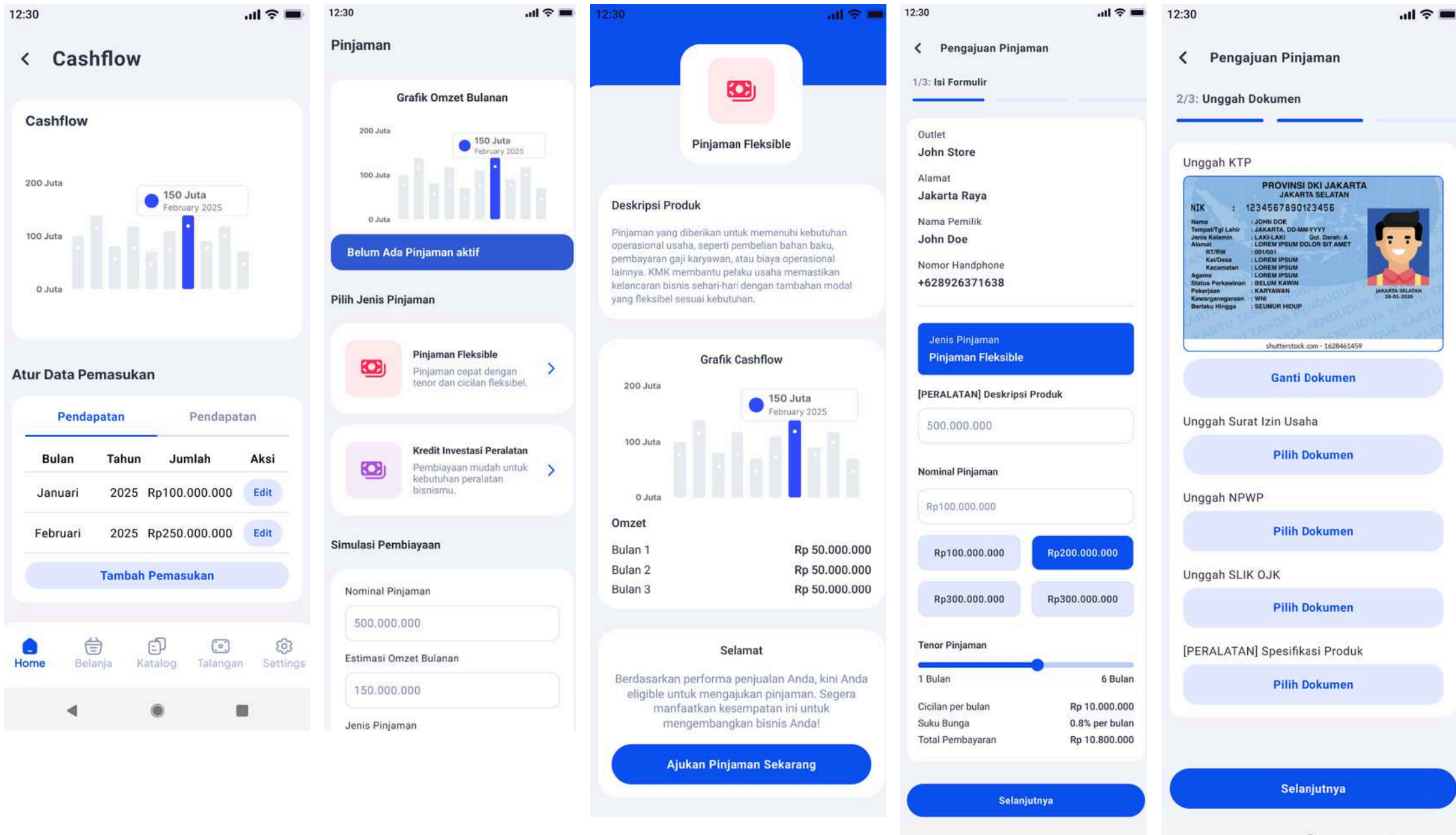


Business & Digital  
Education

# Livin' Merchant is reaching the next level to empower more SMEs







# MVP Features

## LOAN FEATURES

**INTEGRATED CASH FLOW MANAGEMENT**

Synchronizes with transaction data for financial oversight

**STREAMLINED REGISTRATION & APPROVAL**

Fast and efficient loan application process



[Wireframe Link](#)

# MVP Features

## COMMUNITY HUB

**INTERACTIVE DISCUSSION FORUM**

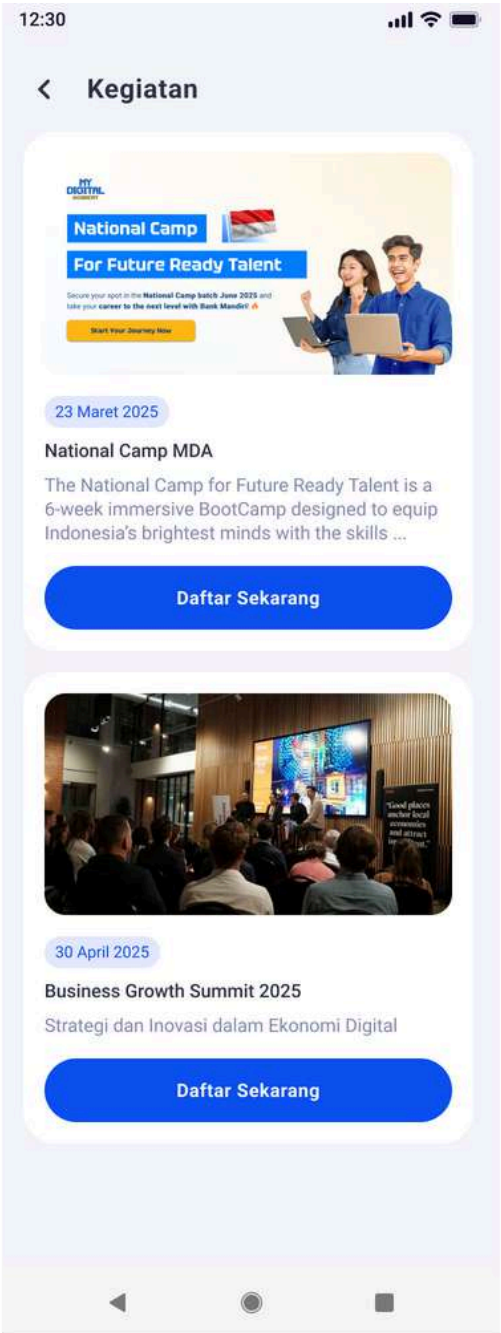
Share and learn from business experiences

**EVENT LISTING & PARTICIPATION**

Discover and join relevant business events

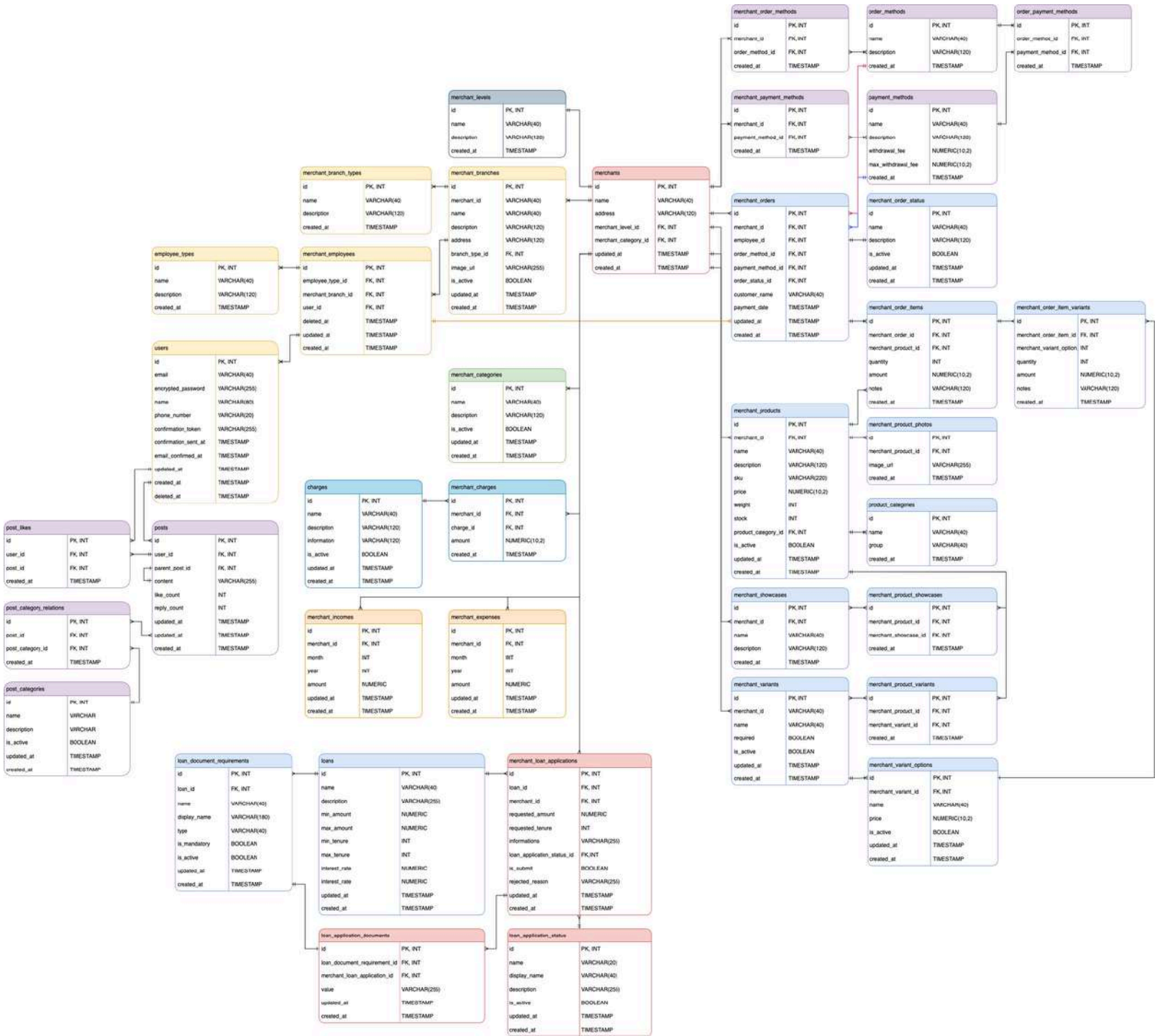


[Wireframe Link](#)





# MVP System Architecture & Technology Stack



Web Development Framework



Database, Authentication, Storage



supabase

Authentication & Storage



supabase

Deployment & Version Control



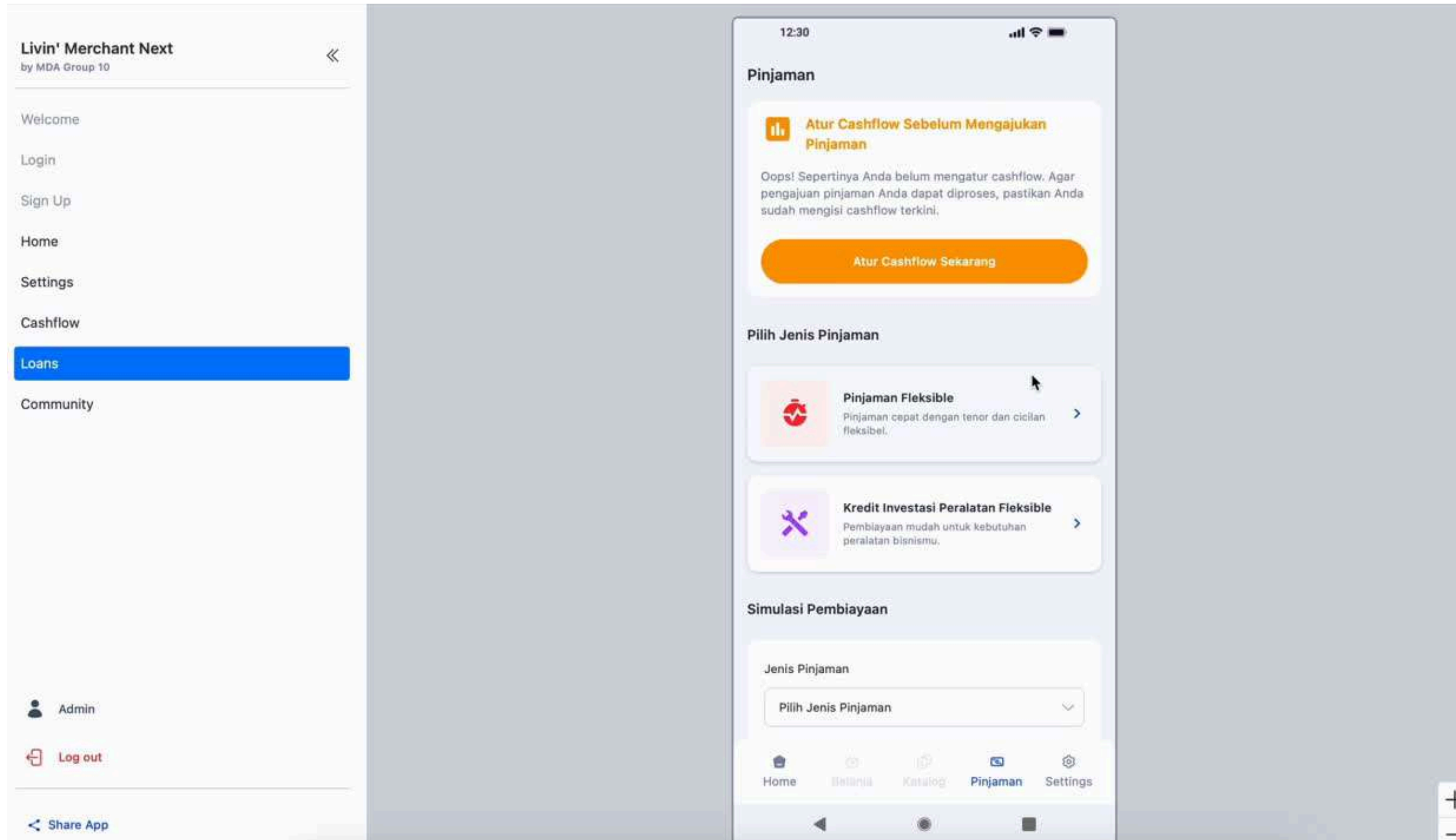
[DB Design](#)



[Prototype Link](#)



# MVP Demonstration



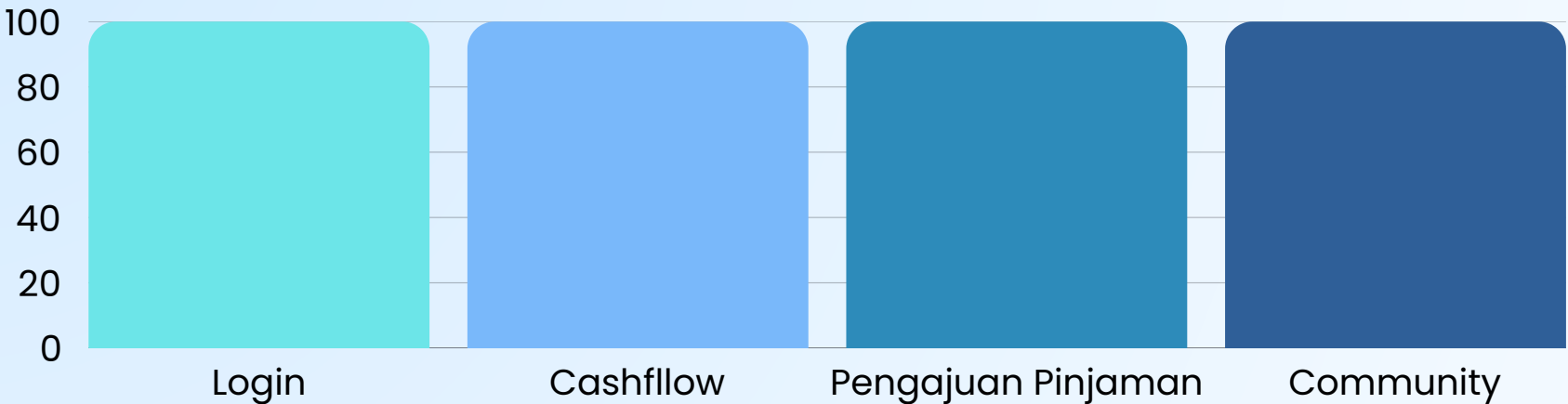
[Prototype Link](#)



[MVP Demonstration Link](#)

# MVP Usability Test Result

Success Rate



SUS Score Calculation

Skor Perhitungan SUS											Jumlah	Nilai (Jumlah x 2,5)
Nama	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10		
User 1	4	4	4	4	4	4	4	4	4	4	40	100
User 2	3	4	4	4	4	3	3	4	4	3	36	90
Rata-Rata												95

The SUS score calculation **resulted in a value of 95**, which corresponds to an adjective rating of **"Excellent."**

## System Usability Scale (SUS) Questionnaire

- 1.I think that I would like to use this system frequently.
- 2.I found the system unnecessarily complex.
- 3.I thought the system was easy to use.
- 4.I think that I would need the support of a technical person to be able to use this system.
- 5.I found the various functions in this system were well integrated.
- 6.I thought there was too much inconsistency in this system.
- 7.I would imagine that most people would learn to use this system very quickly.
- 8.I found the system very cumbersome to use.
- 9.I felt very confident using the system.
- 10.I needed to learn a lot of things before I could get going with this system.



[User Testing Report](#)



**Livin' Merchant enhances SMEs growth through seamless financial access and community connections, positioning it as the go-to digital solution for SMEs in Indonesia.**

Aspek	Livin' Merchant	BRI Microfinance	BCA Business Loan	Fintech (Modalku, KoinWorks)
Target Market	Livin' Merchant user MSMEs	MSME & Micro	MSME & Corporate	Online Stratups & MSMEs
Submission Process	Online melalui Livin' Merchant	Manual to branch, need physical documents	Semi-digital, visit required	Digital, AI-based scoring
Approval Time	Fast (24 hours)	3-7 days	3-5 days	Very fast (<24 hours)
Interest Rate	Competitive	Low (government subsidized)	Competitive, tougher	Higher than banks
Credit Limit	Customized with financial statements	IDR 50 - IDR 500 million	IDR100 million - IDR1 billion	IDR 10 million - IDR 2 billion
Strength	Integrated in Livin' Merchant, seamlessly	Extensive network, focused on MSMEs	Large bank stability	Fast & flexible, unsecured
Weakness	Newly implemented, market education needed	Long process, bureaucracy	Not too focused on MSMEs	High risk, expensive interest

# Business Model Canvas

## Key Partners

- Bank Mandiri
- Fintech & Payment Gateway
- Marketplace & E-commerce
- MSME Community & Business Association
- Financial Institutions & Investors



## Key Activities

- Credit Scoring & Analysis
- Marketing
- Community Platform Management
- Educational Content Creation



## Key Resources

- Technology & IT Infrastructure
- MSME data & Scoring Algorithm
- Finance and Business Expert
- Bank Mandiri Ecosystem Network



## Value Propositions

- Cash flow-based Loans
- Community Engagement
- Integrated Digital Services



## Customer Relationships

- Self-service Digital Platform
- AI-based Customer Support and Human Agent
- Interactive Community
- Loyalty Program & Incentive



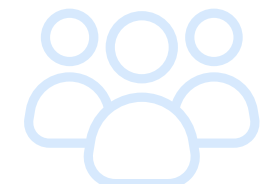
## Channels

- Livin Merchant
- Website & Social Media
- MSMEs partner



## Customer Segments

- MSMEs → Retail, Culinary, Service, and Trade Business Owners.
- Digital-based MSMEs
- Grocery Stores



## Cost Structure

- Platform Development & Maintenance
- Operations & Customer Service
- Marketing & Customer Acquisition



## Revenue Streams

- Loan Interest
- POS transaction Fee





# Livin' Merchant evolves from early adoption to market expansion, reaching more SMEs.

## TIMELINE PENETRATION



## CUSTOMER SEGMENTATION GROWTH



Livin' Merchant users who need quick capital.



Early digital MSMEs that have not used financial services.



Traditional MSMEs that need digital education.

## AIDA FRAMEWORK



**ATTENTION**

Digital campaigns, community collaborations, and educational webinars introduced Livin' Merchant's lending features and MSME community.



**INTEREST**

Educational content, user testimonials, and interactive loan simulations build interest in new features.



**DESIRE**

Incentives such as cashback, low interest, and personalized notifications encourage users to avail the service.



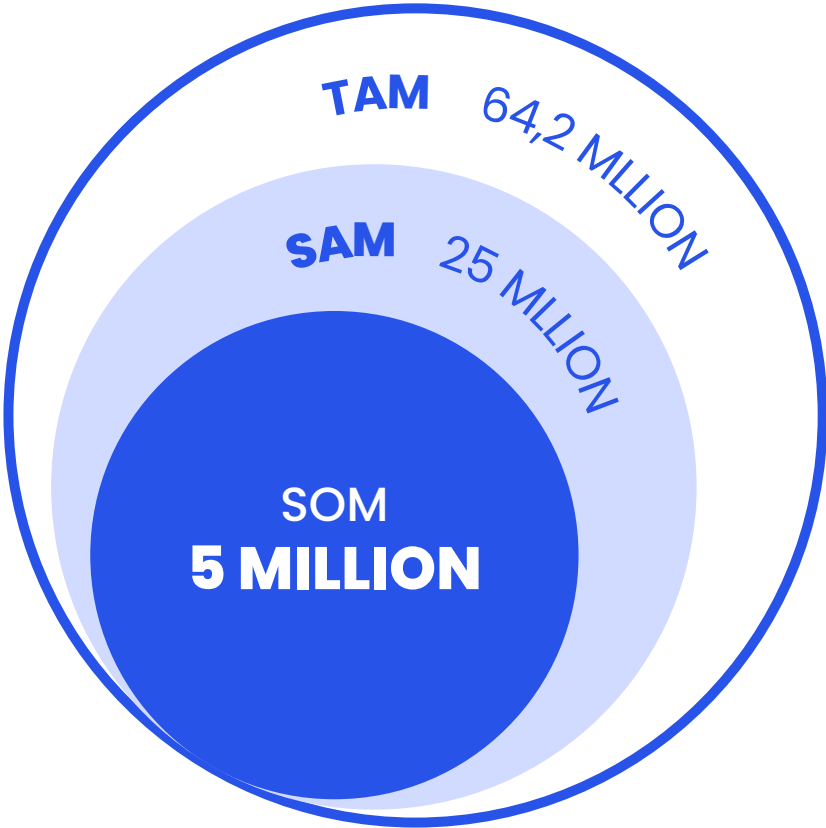
**ACTION**

Clear call-to-actions and a quick submission process ensure users immediately use the lending and community features.

With 5 million SMEs targeted in 5 years, Livin' Merchant is set to achieve a 1-year payback period and 16.7% ROI, with digital transaction revenue growing by 20% annually.

PRICING STRATEGY

- LOAN INTEREST RATE**  
The loan interest rate range is 5-7% per year.
- TRANSACTION FEE**  
Transaction Fees: 0.5% - 1% per transaction made through Livin' Merchant.



FINANCIAL FEASIBILITY



**Revenue Projections**

- **Income from credit interest:** IDR 300-500 billion per year.
- **Income from POS transactions:** IDR75-225 billion per year.

**Cost Projections**

- **Technology Development:** IDR 80-120 billion per year.
- **Marketing & User Acquisition:** IDR 110-150 billion per year.
- **Operations & Customer Support:** IDR 50 - 260 billion per year.

FINANCIAL INDICATORS

**152 BILLION**

Net Cash Flow

**16,7%**

Return on Investment (ROI)

**1 YEAR**

Payback Period



# Livin' Merchant manages risks with strong compliance, tech safeguards, and continuous innovation to ensure steady growth.

Risk Type	Description	Impact	Possibilities	Mitigation Strategy
Regulatory Risk	Changes in OJK & BI regulations	HIGH	MEDIUM	Compliance team & regulatory consulting
Regulatory Risk	Data protection obligations under the PDP Law	HIGH	MEDIUM	Implementation of encryption & data privacy policies
Regulatory Risk	Digital services tax changes	MEDIUM	LOW	Tax policy monitoring & consultation with regulators
Operational Risk	System errors or bugs	HIGH	LOW	QA & periodic monitoring
Operational Risk	Downtime or server disruption	HIGH	MEDIUM	Cloud-based architecture & failover system
Operational Risk	Human error in automated transactions	MEDIUM	MEDIUM	Multiple verification & approval system
Business Risk	Changes in user preferences	MEDIUM	MEDIUM	Market research & feature iteration
Business Risk	Competitors offer similar features	MEDIUM	MEDIUM	Value-added services & innovation
Business Risk	Economic uncertainty affecting purchasing power	HIGH	MEDIUM	Adaptive business model & revenue diversification

With every SME we support, we build a stronger ecosystem, drive growth, foster connections and open doors to new opportunities.

What's the Impact?



FOR MSME



FOR BANK  
MANDIRI

- Facilitating access to financing without collateral, encouraging business growth.
- Providing business education and insight through community features.
- Expanding business networks and opening up opportunities for collaboration with other MSMEs.

- Increasing Financial Inclusion: Providing access to financing 5 million MSMEs in the first 5 years, accelerating the growth of the MSME sector.
- Diversifying sources of income through loan services and community features.
- Strengthening Bank Mandiri's position in the digital financial and fintech ecosystem.

What's Next

Short Term  
(1 year)

Medium Term  
(2–3 year)

Long Term  
(4–5 year)

- Focus on onboarding digital MSMEs and active Livin' Merchant users. Intensive marketing campaigns and business digitalization education. Evaluate the performance of loan and community features to improve services.

- Expansion to Tier-2 and Rural Markets: Developing partnership-based onboarding strategies with cooperatives and local communities
- Diversification: Adding subscription features such as business insurance, micro-investment, and supply chain financing solutions.

- Expansion to Southeast Asian Markets: Adapting business models to countries with similar MSME characteristics such as Vietnam, Thailand, and the Philippines. Automation & AI-driven Insights: Using AI-based data analysis to offer more personalized services, increase user engagement, and prevent financial risks.





In today's economic landscape, SMEs are the driving force that keeps Indonesia strong. By giving them the tools to grow, we're not just supporting businesses,

**We're Securing The Future of Our Economy**