





Construction Labours Built These!!



# Problems → and Solutions

<i>"Clients are not able to reach workers on an efficient basis"</i>	Use an app-based system to help clients and workers reach each other
Contract and work assurance	Integrate an agreement-based working environment, alongside its consequences
Material and processes pricing transparency	provide information of what products are needed, and prices of each items.
Construction workers cannot find stable source of work	Connecting the construction workers with small - moderate construction business that could partner up with us
Unprofessionalism of workers, felt by the customers	Having a rating system for the construction business that partners up with us and oversee the workers, to create an autonomous review and evaluate system
Pre-construction consultation are often a hassle	Equip free online consulting, to provide estimated fees before projects are performed



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# Vision

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Creating a world where people can **easily access** reliable and affordable labour and construction services in a touch of a button from anywhere and everywhere, while **promoting a sustainable economy**.

# Mission

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Deliver an application that performs as a **one-stop-shop** for clients in need of labour and construction services. while protecting workers through **fair wages** and **safe working** conditions, along side with providing **transparency** and **assurance** for clients.

# Goals →

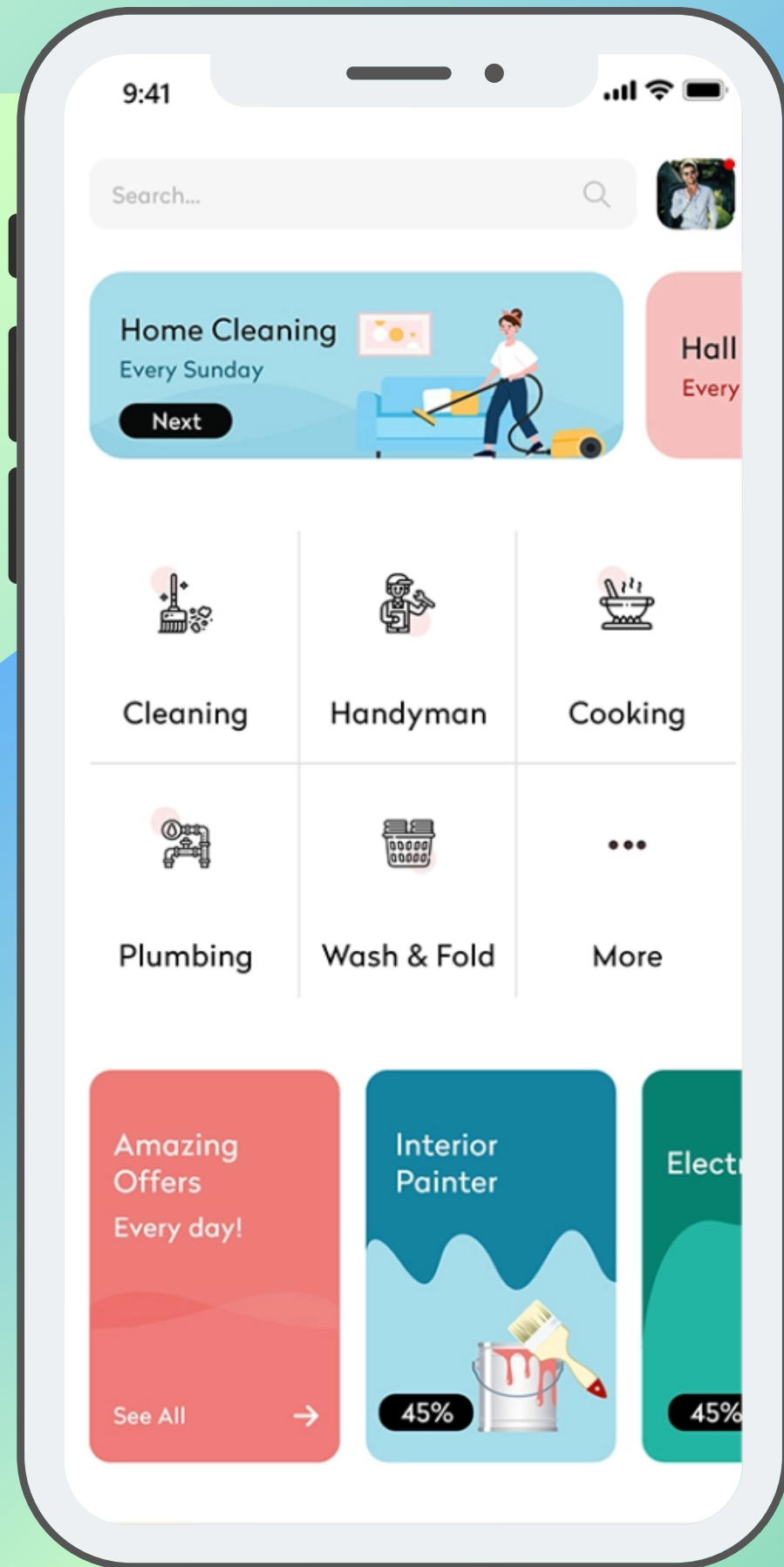
Achieve a  
Sustainable  
economy

Promote  
growth on  
labour industry

Providing  
stable jobs and  
safety

Ease the access  
of labour  
workers

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# Our Product →

Our platform provides clients with a digital marketplace where they can easily find skilled labor and construction workers for any project. Clients can search through a pool of workers based on their skills, experience, and ratings using an easy-to-use interface.

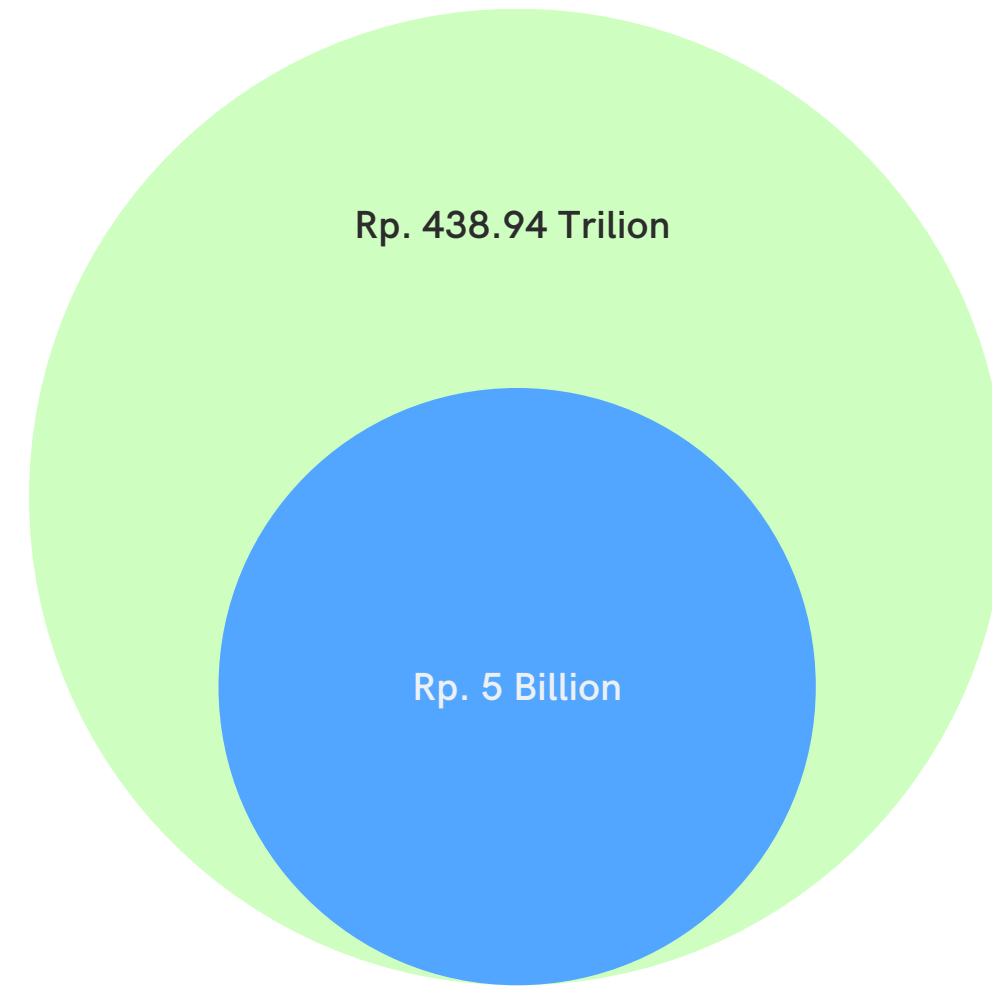
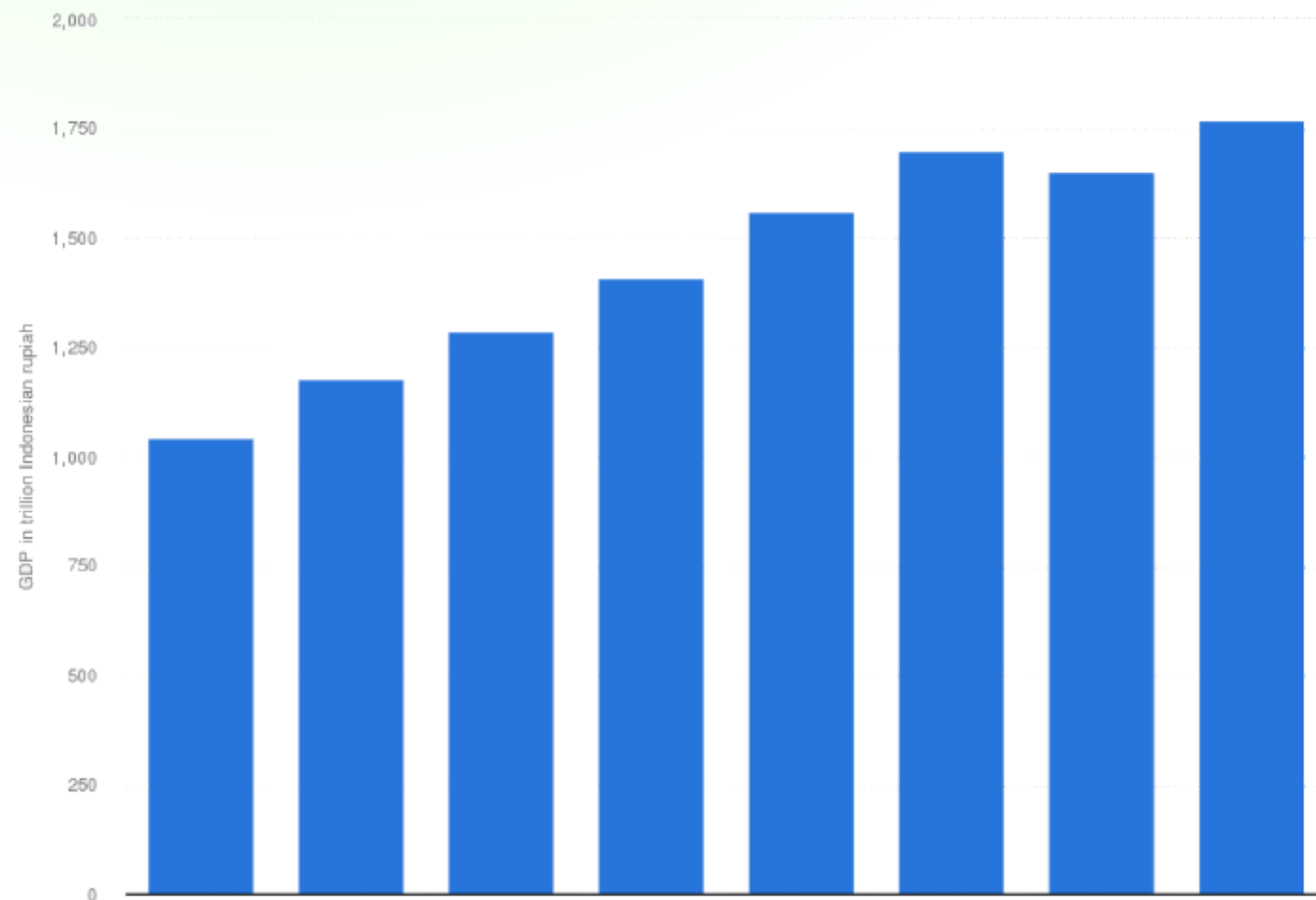
They can hire a suitable worker with a few clicks and track the project's progress in real-time once they've found one. Our professional construction workers excel at what they do, delivering high-quality work that meets the needs of our clients.



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# Market Size and Potential



Construction work revenue in Indonesia (2020):

Rp. 438.94 Trilion

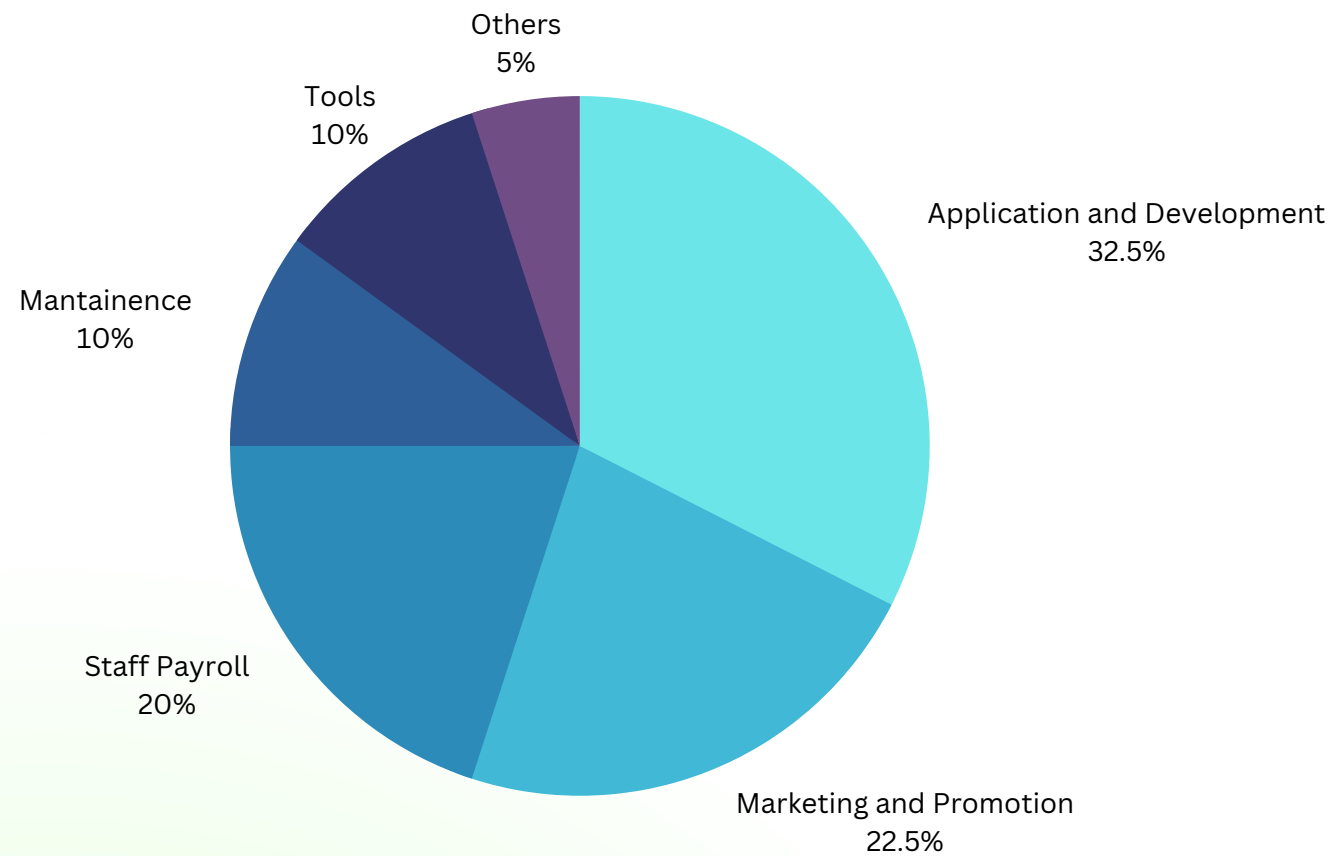
Serviceable Available Market (SAM):

Rp. 5.67 Billion \*minimum

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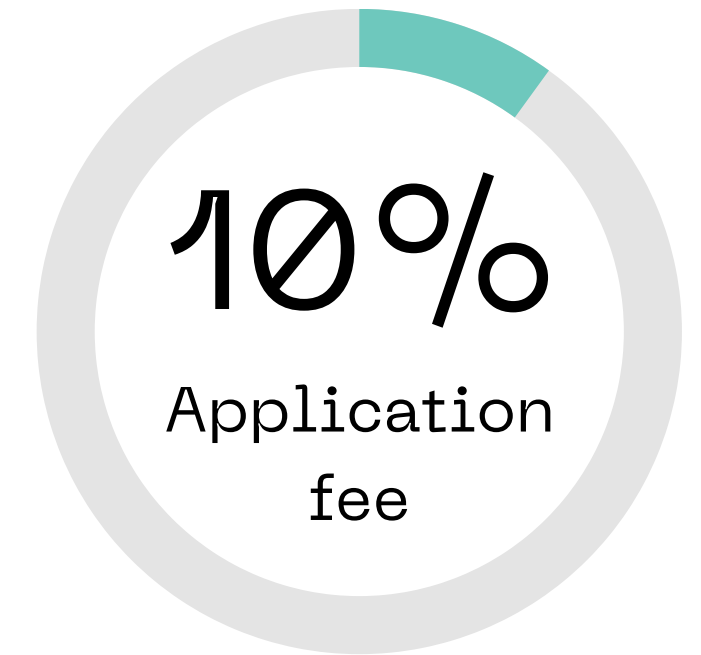
*\*Statista, BFI*

# Business model



(Investment needed for Spending:  
Rp. 500 Million

Rp. 3  
Million  
per/meter



Application profit per-meter square:  
Rp. 300k \*minimum



# Timeline & Team →

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Q1

Brainstorming the ideas for kuli

Q2

Presenting the idea to investors

Q3

Development stage

Q4

Launching our product (Kuli) to public

Q5

Advertise Kuli

**Louis Widi Anandaputra**

22/492218/PA/21090

Hustler (Business and sales)

**Dilya Salsabila**

22/492256/PA/21098

Handler (Product manager)

**Dewi Adelia Priyono**

22/496118/PA/21305

Hipser (UI/UX Design)

**Albert Cristianto Halim**

22/492268/PA/21099

Hacker (Developer)

**Argya Nur Adhirajasa**

22/492170/PA/21079

Hustler (Business and sales)

**Deska Andriawan Moenandar**

22/497598/PA/21432

Handler (Product manager)

**Kemal Susanto**

22/496137/PA/21310

Hacker (Developer)

Bersama Kuli  
Membangun  
Negri →

