

GAKACA road to Unicorn.

I am sorry , I send again pitch deck.

Because my company e-mail error to accept e-mail.

So I use my private e-mail.

Vision:

Brighten the days.

Mission:

Develop an application that is useful for the community and brings profit to the company.

Gakaca is a group ecosystem of several companies, groups consisting of social media, payment gateways. This combination makes gakaca turn into a business group that is symbiotic mutualism, or profitably.

Gakaca was inspired by the story of a hero named Gatotkaca in an ancient Indonesian legend.

Where Gatotkaca is a Legend Hero born from a Pandawa family.

He is the son of Bimasena or Wrekudara.

What is unique about Gatotkaca is that he does not go through the phase of children and adolescents. But after he was born, he was put into the crater of Candradimuko, and many god's weapons were put in as well and fused in him. Soon he was transformed into a mighty young man.

He became an unparalleled hero of super power. All enemies are defeated by his power.

Meanwhile, the gakaca products was originally a social media that was transformed into an extraordinary money collection tool.

The social media can be accessed as GAKACA, with link address:

<https://www.gakaca.asia>

For demo :

username 1 : **demo33** password : **demo33**

username 2 : **demo77** password : **demo77**

1. GAKACA is a social media like Instagram, twitter or tik tok.

So, users can interact with other users such as being a follower of other users. Can send direct messages, can post pictures or videos.

Can click the button to like other users' postings. And others.

But what's interesting about GAKACA is that its features are different from other social media.

Where GAKACA provides a special button that is useful for buying vouchers. Vouchers here can be used as a means of payment to be upgraded.

If the participant is able to win this contest, then he will get a prize money of Rp. 100 million IDR up to Rp. 1 billion IDR.

This is that make interesting about GAKACA for investors, where participants must be able to get the most points to win this contest.

In order to get the most points, participants must make as many postings as possible. Every time a participant makes a posting. Participants can make as many as possible posting per day but limited 5 posting/day.

To ensure advertising become viral:

All contestants face challenge to upload hashtag
#winGAKACA100MillionIDR #winGAKACA100MIDR #winGAKACARp.100MIDR
in all posting at Facebook , Instagram or X or Tik Tok.

A combination of big prizes and marketing using local celebrities, 100 thousand micro and nano Influencers also challenge to make viral in popular social media will make GAKACA flooded with participants from all over this country. The target of 50 million users for 4 months is a very realistic target to be achieved. **And target 1 – 10 million PREMIUM USERS is also realistic to be achieved.**

The second application in the GAKACA group:

2. PAYZONE: Payzone is actually a payment gateway created by HIPS.COM.

Gakaca can provide a new name and logo, because HIPS.com create a white label service.

With the debit and credit card API service feature, payzone can be integrated into the GAKACA application.

PAYZONE.COM will available at 2028. At now GAKACA use ADYEN.COM as payment gateway.

Thus the review for the couple of applications in GAKACA.

So with the combination of a contestation event that all users participate in as content creators. While the assessment of success is based on the collection of points. Contestants must collect as many POINTS as possible to win the contest.

There are 3 categories, namely: Freedom. NewTrend and Amazing. The first three winners of all three categories will each receive a PRIZE of Rp.100 million IDR.

The 3 second winners will each get PRIZE of Rp 75 million IDR. The 3 third winners will get PRIZE of Rp.50 million IDR each.

And the rest of 291 winners will get Rp. 10 million IDR each.

By using the POINTS and PRIZE systems, it makes gakaca an application that does not require an initial phase like other social media. Rather, it turns into an application that is immediately able to gain profit in the first month after its debut or release. My hope is that it will break the world record to generate a PROFIT of over \$ 100 million USD, after 4 months of release. Assuming the number of contestants grows by 10 million premium users in 4 months, then the world record for the most and fastest and biggest profit for startup will be achieved.

GAKACA now features an upgrade option: users who purchase 10 vouchers can upgrade to Premium and receive a "dollar badge" with a blue circle.

Upgrading to Premium offers strategic advantages for winning competitions, such as:

1. Access to a treasure map containing clues on how to achieve a high score.
2. Receiving 2,000 points.

Additional benefits for Premium members include:

1. Free file protection software.
2. Access to download exciting action novels.
3. Access to download a book on the secrets to a happy life.

4. The ability to change avatars.
5. The ability to change passwords and email addresses.
6. An increased video upload limit of 20MB (compared to the standard 10MB).
7. The ability to mute comments and use "ghost mode."
8. An ad-free experience.
9. Users can get money from advertising.

Since this is not a gambling arena, non-premium participants can also win the contest. However, the contest is designed so that the winner is likely to be someone skilled at selling premium memberships to new users. Because participants must demonstrate the ability to sell premium upgrades, we refer to this initiative as an "internship program with rewards." The primary objective of the contest is to serve as an initial screening process for recruiting future PT GDI employees. Participants must be capable of securing premium clients, as this represents a key initial revenue stream for the startup. It embodies the proverb: "once time to row and two or three island has been reach" (or in this case, reaching multiple goals with a single effort). By requiring participants to attract premium clients, we ensure a high conversion rate from non-premium to premium users, as participants are motivated by two major factors: substantial prizes and the potential for future permanent employment.

This represents a highly beneficial "win-win" solution for both PT GDI and participants aspiring to work for a startup.

This feature is expected to drive user conversion to premium status. The initial target is to secure approximately 10 million premium participants.

This volume is sufficient to generate profit for the company:

Revenue = 10 million participants × \$10 USD = \$100 million USD.

(Budget assumption: IDR 29–60 billion – parameters can be changed appropriate with target).

The combination of massive prizes and marketing featuring famous celebrities, influencers, and large-scale advertising campaigns will see GAKACA flooded with participants from across the country.

Reaching a target of 10 million premium users within 3 to 4 months is a highly achievable goal.

The second application in the GAKACA group:

2. PAYZONE: Payzone is essentially a payment gateway created by HIPS.COM. Gakaca can apply its own name and logo, as HIPS.com offers white-label services. Consequently, PAYZONE can be operational at <https://www.payzone.com> within a timeframe of two weeks to one month.

With its debit and credit card API features, Payzone can be seamlessly integrated into the GAKACA application.

Currently, GAKACA.ASIA utilizes adyen.com as its payment gateway; however, in the future, GAKACA.ASIA will operate its own proprietary payment gateway.

This concludes the overview of the two primary applications within the GAKACA ecosystem.

By combining this with a contest where all users participate as content creators, the GAKACA product is poised to attract a massive influx of new users, ensuring marketing targets are met.

Success in the contest is determined by a point-accumulation system.

Contestants must gather as many points as possible to win the competition. There are three categories:

New Trend, Freedom, and Amazing.

(Estimated Budget: IDR 29–60 billion)

The top three winners across the three categories will each receive a prize of Rp. 100 million IDR up to IDR 1 billion; the three second-place winners will each receive IDR 75 million; and the three third-place winners will each receive IDR 50 million.

Meanwhile, winners ranked 4th through 100th (across the three categories) will each receive a prize of IDR 10 million.

The point-hunting and prize-winning system makes Gakaca a highly appealing application for many people. Driven by the substantial prizes and the opportunity for employment at PT GDI, participants will actively compete to acquire clients and persuade them to upgrade to premium memberships, thereby ensuring a steady revenue stream. Gakaca is expected to generate a profit within 2–4 months, meaning the application

will not require the lengthy initial phase typical of other social media platforms.

My hope is that Gakaca will be able to achieve the target of generating a profit within 2 to 4 months.

RESUME

Meanwhile, each contestant is required to buy a voucher or coin for \$ 10 USD to upgrade to be premium. Become premium means creators get strategic advantage to win contest. Premium users will get access to secret MAP to the treasures. If contestants want to win, contestants must make as many postings as possible. POINTS is obtained from each posting made, plus the total number of likes and the increase in the number of followers.

Points are also earned by securing clients—individuals who sign up with a participant acting as their mentor; this is the core of the contest, as victory hinges on sales ability. GAKACA plans to recruit the competition winners as employees, ensuring that the company's workforce truly understands the products being sold and how the business generates revenue.

Points can also be accumulated through the total number of likes and follower growth. Beyond sales skills, participants must be proficient in creating digital content. Another way to earn bonus points is by promoting GAKACA on social media platforms such as X, YouTube, Instagram, and Facebook.

Additionally, there is a point-claiming feature for GAKACA product ambassadors; participants receive 20 bonus points each time they claim credit for a social media post (on X, Instagram, YouTube, or Facebook) that encourages friends to sign up for the GAKACA app.

The "GAKACA Product Ambassador" point-claiming feature—where participants earn 20 bonus points for every social media post (on X, Instagram, YouTube, or Facebook) inviting friends to sign up for the GAKACA app—will foster public appreciation for the brand. The competition winner will be determined by a combination of accumulating the most points and creating content that garners the highest number of public "likes," alongside demonstrating the sales ability to drive contest participation and upgrades to premium status. This powerful combination of mechanics ensures that the ultimate winner is a top-tier content creator. Consequently, the competition will yield high-quality output rather than mere quantity, while also generating substantial profit for the company.

Furthermore, PT GDI will gain access to prospective employees who have already proven their ability to sell premium products.

Number of followers is the main goal of content creators registering in social media applications. With a big number of followers, content creators will be able to find wealth from endorsements in the future.

For social media, it was created by myself as long as 20 years or more, created from scratch. Meanwhile, payment gateways and Neo Bank are made by other companies in ready-to-use form, with global financial licenses or white labels, then we just need to provide a name and logo. This way we save money and time until release.

It will be more flexible if we have our own banking license by buying bank "licenses" in the European Union, America and Asia.

The primary focus is the Indonesian market, given that the country has 150 million digital consumers. This vast pool of potential internet users is expected to drive significant traffic to GAKACA.ASIA.

Market Analysis by the world's Top 4 Agencies
(Budget Assumption: IDR 29–60 billion)

CLAUDE – AI (Antrophic)

I HIRE micro and nano influencers 100 thousand persons, how many amount new registration with viral strategy to my new social media ?

Scenario	Signup beginning	+ viral loop (k-factor 1.2-1.5x)	
Conservative	~500.000	~650.000 - 750.000	
Base case	~1,2 million	~1,5 - 1,8 million	
Optimistic	~2,4 million	~3 - 3,6 million	

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I add Rp. 35.1 billion IDR for prize, 3 winners grand prize 1 billion IDR, 3 second winners get Rp. 750 billion IDR, 3 third winners get \$ 500 million IDR ,and rest 291 winners will get Rp. 100 million IDR ,how many new registration in Indonesia for my new social media ?

Scenario	Signup
Conservative	1,5 - 2 million
Base case	3 - 4 million
Optimistic (viral breakout, national media get down it)	6 - 8 million

Hire Ria Ricis and velmie as ambassador and Shiela on 7 will show live on TV how many new registration in Indonesia ?

Scenario	Total unique reach effective	Conversion → signup	Estimation signup
Conservative	~50 million	6-8%	3 - 4 million
Base case	~80 million	8-12%	6,5 - 9,5 million
Optimistic (trending national)	~120 million	12-18%	14 - 21 million

GROK A-I

I HIRE micro and nano influencers 100 thousand persons, how many amount new registration with viral strategy to my new social media ?

Influencer Active	Average Followers / Influencer	Engagement Rate	Conversion to Signup (viral)	Estimation Total Signup
50.000 – 100.000	5.000 – 20.000	5–8%	2–8%	50.000 – 500.000+

For a major campaign: If successful in recruiting 20,000–50,000 active influencers (rather than a full 100k),

and employing a strong strategy, it is possible to generate 100,000 to over 1 million sign-ups within a few months (depending on virality and app retention). Many factors are involved, such as app quality and commission rates.

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Scenario	Amount Influencer Active	Conversion Rate Rata 2	Estimasi Signup	Note
Conservative	20.000–40.000	3–6%	300.000 – 1 million	Banyak influencer pasif
Realistic	40.000–70.000	5–10%	1 – 3 million	Strategi viral bagus, FYP boost
Optimistic	70.000–100.000	8–15%+	3 – 7 million+	Viral organik + word-of-mouth meledak

Hire Ria Ricis and velmie as ambassador and Shiela on 7 will show live on TV how many new registration in Indonesia ?

Scenario	Amount Influencer Active	TV + Celebrity Impact	Conversion Rate	Estimasi Total Signup	Note
Conservative	30.000–60.000	Sedang	5–8%	2 – 6 million	Eksekusi standar
Realistic	50.000–80.000	Tinggi	8–12%	5 – 10 million	Viral
Optimistic	70.000–100.000	Sangat tinggi	12–20%+	10 – 20 million+	FYP + word-of-mouth meledak

GEMINI – AI

I HIRE micro and nano influencers 100 thousand persons, how many amount new registration with viral strategy to my new social media ?

Signup DIRECT FROM Influencer	1.800.000 REGISTER
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Viral EFFECT/contes / Referral Loop	720.000
TOTAL PROJECTION	2.520.000 New users

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Signup direct from Influencer	5.250.000 user
Fase 2: Exponential Viral Explode(Referral Loop)	6.825.000
TOTAL PROJECTION	12.075.000 New users

Hire Ria Ricis and Velmie as ambassador and Shiela on 7 will show live on TV how many new registration in Indonesia ?

3. Total Estimation Signups

Acquisition after TV show channel	Amount Estimation of register
Fase 1: Effect 100K Influencer + Ambassador	7.500.000
Fase 2: Live Conversion 4 TV Nasional (SO7)	5.250.000
Fase 3: Contes UGC Organic explosion (K-Factor 1,8)	22.950.000
TOTAL PROJECTION	35.700.000 New users

CHAT – GPT

I HIRE micro and nano influencers 100 thousand persons, how many amount new registration with viral strategy to my new social media ?

Scenario	Conversion rate	Sign Up
Conservative	300 million $\times$ 0,1%	300.000 user
Realistic	300 million $\times$ 0,5%	1,5 million user
Optimistic	300 million $\times$ 1%	3 million user
Very success	2 million user - 10 million user	2 million user - 10 million user

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Scenario	Conversion rate	Sign Up
Conservative	20–50%.	1,2–3 million user
Realistic		3–8 million user
Optimistic		8–15 million user

Very success		Start 10–20 million user After referral viral effect: 20–50 million user
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Hire Ria Ricis and Velmie as ambassador and Shiela on 7 will show live on TV how many new registration in Indonesia ?

Scenario	Note	Sign Up
Conservative		
Realistic	Program referral work well.	10–20 million user
Optimistic	Campaign goes viral	20–40 million user
Very success	Referral make growth chain.	40–80 million user

COST DETAIL

Cost 100000 micro and nano influencers: Rp. 4 billion IDR

Cost celebrity:

1. Velmie + Ria Ricis Rp.2 billion IDR
2. Fuji Rp.1 billion IDR

COST OF HOSTING

Gemini - AI, Cost of hpe greenlake for 20 million users of social media?

Calculation Estimation Total

Component	Service	Estimation Cost (Month)
Server/Compute	GCP (Cloud Run / GKE)	\$4,500
Database	PlanetScale	\$5,500
Edge/CDN	Cloudflare	\$1,500
Storage & Bandwidth	GCP Storage + Egress	\$3,500
Total Estimation		\$15,000 / month

Amount of employee for 20 million users

100 STAFS : wage Rp. 350 million IDR/month = Rp. 4,2 Billion
IDR/ year

1 dev/op engineers Rp. 1 Billion IDR/years

1 flutter programmers Rp. 1 Billion IDR/years

1 marketing /seo / analyst digital manager Rp. 1 Billion
IDR/years

1 accountant = Rp. 1 Billion IDR/years

1 lawyer = Rp. 1 Billion IDR/years

1 secretary = Rp. 1 Billion IDR/years

1 finance expert = Rp. 1 Billion IDR/years

TOTAL: Rp. 7 billion IDR/YEARS

PRICING of Payment gateway

Cost of payment gateway

Infrastructure \$2500/ month - 6000/month

Total All of Digital Banking and Payment Gateway

More or less USD \$300,000 /year

Total all cost of money(IDR) for 4 month:

Prize of contest : Rp.3,85 - 35 billion IDR,-

Advertising : Rp. 7 billion IDR, -

Cost of hosting/4month : Rp. 5 billion IDR, -

wage of employee : Rp. 11 billion IDR, -

Operational cost : Rp. 1 billion IDR, -

Reserve : Rp. 1 billion IDR, -

Total : Rp. 29 - 60 billion IDR rupiah

BREAK EVEN POINT

Assumption total cost Rp. 29 - 60 billion IDR

BEP with minimum users buying for upgrade premium

\$ 10 X number of contestants = total

\$ 10 X 0.161 - 3.33 million = Rp.28.98 - 59,4 Billion IDR

BEP will be achieved when number of premium users is = 161 thousand - 3,33 million users.

RISK AND CHALLENGE :

With budget Rp. 3 billion IDR for sosial media in Indonesia to hire micro and nano influencers 100 thousand persons or more.

Potential Risk:

Automation is Mandatory: We cannot manage 100 thousand people manually.

We must use an Influencer Management Platform (IMP) or an automated API-driven campaign (like Partipost or AnyMind) to handle payouts and tracking.

Rp. 3.85 - 35 billion IDR for prize

Potential Risk:

Fraud and Bots. With Rp. 3.85 - 35 billion IDR on the line, we will be targeted by bot farms.

We must allocate at least Rp. 2 Billion IDR of our Rp. 7 billion IDR operational budget to advanced KYC (Know Your Customer)

Verification age with selfie and hold ID-CARD will ensure these "registrations" are real people.

Add budget Rp. 7 billion IDR to hire influencers, ambassador, and top local celebrities.

Potential Risk:

Critical Warning: Infrastructure

At 20 Million+ registrations, our biggest risk is no longer marketing—it is technology.

[! IMPORTANT]

Server Load: We will likely see spikes of 500,000+ concurrent users the moment ambassador or a top celeb posting.

If our app/website crashes, we will lose 30% of your conversion instantly.

We must reserve at least Rp. 1 billion IDR – Rp. 3 billion IDR for high-concurrency cloud architecture (AWS/Google Cloud).

A NOTE:

The complaint from the contest participants may be about the small number of winners.

So their chances of getting prizes are very slim.

And it can cause reluctance among internet users to register to be a contestant participant.

For this I give an additional number of prizes:

1. The winners were multiplied which was originally only 3 winners for each category.

So, in the new version, the winner is made up to the 100th winner of each category.

First Grand Prize for 3 persons, where is each winner will get Rp. 100 million IDR.

Second Grand Prize for 3 persons, where is each winner will get Rp. 75 million IDR.

Third Grand Prize for 3 persons, where is each winner will get Rp. 50 million IDR.

Meanwhile the rest, the prize is Rp. 10 million IDR, number of prizes for 3 X 97 winners.

MY REALISTIC TARGET FOR 4 MONTHS CAMPAIGN:

1. CONTESTANTS RANGE: 10 – 20 MILLION USERS

2. PREMIUM USERS RANGE: 1- 10 MILLION USERS.

5 X 10 VOUCHERS = 10 M USD

20 X 10 VOUCHER = 100 M USD

IT IS ALREADY ENOUGH TO COVER COST AND INTEREST OF BONDS.

%%%%%%%% %%%%%%%%% %%%%%%%%%