

BAB IX

PROYEKSI KEUANGAN


9.1 Pendanaan dan Biaya

Proyeksi keuangan sangat penting dalam sebuah bisnis karena membantu dalam perencanaan strategis dan pengambilan keputusan yang terinformasi, menarik investor dan mendapatkan pendanaan, mengukur kinerja operasional, serta mengelola arus kas secara efektif. Dengan proyeksi keuangan, perusahaan dapat merencanakan alokasi sumber daya, menetapkan target yang jelas, dan mengantisipasi serta mengelola risiko keuangan. Berikut proyeksi keuangan dari ZapSafe:

Pendanaan:

Modal pribadi = Rp 25.000.000

Pengeluaran Marketing Tahun 1 :

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
<div>  slidebean </div> <div> ZapSafe Operating Expenses (SG&A) </div>			<div> Knowledge Base: Visit KB Talk to an expert: Book a Call </div>											
Expense Category			Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Platforms														
Diskon 5000 Pengguna pertama	IDR	0	0	0	0	0	0	0	0	75,000,000	0	0	0	0
Social Media Management	IDR	0	0	0	0	0	0	0	0	1,700,000	1,700,000	1,700,000	1,700,000	1,700,000
Email Marketing	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Konten Video Edukatif	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Publikasi Update & Patch Aplikasi	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Otomotif RWB	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Publikasi Konten Testimoni Pelanggan	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Referral	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Partisipasi dalam acara Komunitas EV	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Otomotif GIIAS	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Diskon harga & materi <i>brand promotion</i> (long-term)	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Paid Reviews	IDR	0	0	0	0	0	0	0	0	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000
Platform 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Platform 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Platform 14	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	79,200,000	4,200,000	4,200,000	4,200,000	4,200,000
Digital Marketing														
Google Ads	IDR	0	0	0	0	0	0	0	0	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000
Iklan Bertarget (Instagram, Facebook)	IDR	0	0	0	0	0	0	0	0	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000
App Store & Play Store Ads (ASO)	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	16,750,000	16,750,000	16,750,000	16,750,000	16,750,000
Brand Awareness Campaigns														
Konten Video Edukatif	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Konten Video Kreatif	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Contract Influencer	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Campaign 4	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	0	0	0	0	0

Gambar 9.1 Pengeluaran Marketing ZapSafe

Sumber : ZapSafe (2024)

- Biaya insentif: Diskon khusus untuk *user* setelah masa *free trial* berakhir = Diskon 50 persen untuk 5000 pengguna pertama dalam kurun waktu 1 bulan memerlukan biaya sebesar Rp. 75.000.000.
- Biaya Social management pada saat masa peluncuran memerlukan biaya sebesar Rp. 1.700.000/bulan selama 4 bulan
- Biaya Google Ads = Rp 15.000.000/bulan selama 4 bulan
- Biaya Iklan target = Rp. 1.750.000/bulan selama 4 bulan

Pengeluaran Marketing Tahun 2 :



		Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28
Expense Category		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Platforms													
Diskon 5000 Pengguna pertama	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Social Media Management	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Email Marketing	IDR	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Konten Video Edukatif	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Publikasi Update & Patch Aplikasi	IDR	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Event Otomotif RWB	IDR	0	20,000,000	0	0	0	0	0	0	0	0	0	0
Publikasi Konten Testimoni Pelanggan	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Referral	IDR	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000
Partisipasi dalam acara Komunitas EV	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Event Otomotif GILAS	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Diskon harga & materi <i>brand promotion</i> (long-term)	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Paid Reviews	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 14	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	80,500,000	100,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000	80,500,000
Digital Marketing													
Google Ads	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Iklan Bertarget (Instagram, Facebook)	IDR	0	0	0	0	0	0	0	0	0	0	0	0
App Store & Play Store Ads (ASO)	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Brand Awareness Campaigns													
Konten Video Edukatif	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Konten Video Kreatif	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Contract Influencer	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Campaign 4	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000

Gambar 9.2 Pengeluaran Marketing ZapSafe

Sumber : ZapSafe (2024)

- Biaya kampanye *email marketing* = Rp 500,000 per bulan selama 12 bulan
- Biaya pembuatan konten video edukatif = Rp 2,000,000/bulan selama 12 bulan atau 1 konten video per bulan
- Biaya publikasi tentang pembaruan aplikasi di media komunitas kendaraan mobil listrik dan situs teknologi = Rp 1,000,000 / artikel per bulan
- Biaya insentif untuk program referral = memerlukan biaya sebesar Rp. 75.000.000 per bulan, referral (terus-menerus)
- Biaya *event* otomotif RWB (biaya *stand*, materi promosi, dan tenaga operasional) = Rp 20,000,000 frekuensi *event* 1 kali per tahun
- Biaya publikasi pembuatan konten dan iklan testimoni pelanggan di media sosial = Rp 2,000,000. 2 publikasi artikel per bulan

Pengeluaran Marketing Tahun 3 :

<div> <div>slidebean</div> <div>ZapSafe</div> <div>Operating Expenses (SG&A)</div> </div>		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
Expense Category		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Platforms													
Diskon 5000 Pengguna pertama	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Social Media Management	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Email Marketing	IDR	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Konten Video Edukatif	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Publikasi Update & Patch Aplikasi	IDR	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Event Ocomotif RWB	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Publikasi Konten Testimoni Pelanggan	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Referral	IDR	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000	75,000,000
Partisipasi dalam acara Komunitas EV	IDR	6,000,000	0	0	6,000,000	0	0	6,000,000	0	0	6,000,000	0	0
Event Ocomotif GIAS	IDR	0	0	0	0	0	30,000,000	0	0	0	0	0	0
Diskon harga & materi brand promotion (long-term)	IDR	0	0	0	0	0	0	0	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Paid Reviews	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Platform 14	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	86,500,000	80,500,000	80,500,000	86,500,000	80,500,000	110,500,000	86,500,000	80,500,000	90,500,000	96,500,000	90,500,000	90,500,000
Digital Marketing													
Google Ads	IDR	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000
Iklan Bertarget (Instagram, Facebook)	IDR	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
App Store & Play Store Ads (ASO)	IDR	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Total	IDR	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000	29,000,000
Brand Awareness Campaigns													
Konten Video Edukatif	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Konten Video Kreatif	IDR	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Contract Influencer	IDR	50,000,000	0	0	0	0	0	50,000,000	0	0	0	0	0
Campaign 4	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	54,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	54,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000

Gambar 9.3 Pengeluaran Marketing ZapSafe

Sumber : ZapSafe (2024)

- Biaya iklan digital (Google Ads, Instagram, LinkedIN, dan Facebook) = Rp 15,000,000 per bulan
- Biaya iklan bertarget yang diadakan pada berbagai media sosial (Instagram, Facebook, LinkedIN) = Rp 4,000,000 per bulan
Biaya untuk marketing melalui email = Rp. 500.000 per bulan
- Biaya pembuatan konten *video edukatif marketing* ZapSafe = Rp 2,000,000 1 konten video per bulan
- Biaya publikasi pembuatan konten dan iklan testimoni pelanggan di media sosial = Rp 2,000,000. 2 publikasi artikel per bulan

- Biaya partisipasi dalam acara komunitas kendaraan mobil listrik (biaya *booth*, materi promosi, dan demo) = Rp 6,000,000 4 kali *visit* per tahun (triwulan)
- Biaya *event* GIIAS (biaya *stand*, materi promosi, dan tenaga operasional) = Rp 30,000,000 frekuensi *event* 1 kali per tahun
- Biaya insentif untuk program referral = memerlukan biaya sebesar Rp. 75.000.000 per bulan, referral (terus-menerus)
- Biaya pengurangan harga dan materi promosi jangka panjang = Rp 5,000,000 untuk insentif 1 program besar per tahun
- Biaya ASO dan periklanan di *App Store* dan *Play Store* = Rp 10,000,000 per bulan
- Biaya *Influencer* = Rp 50,000,000 untuk 1 *influencer* per semester (6 bulan)

Pengeluaran Operasional Tahun 1

- Biaya Infrastruktur Server dan Hosting = Rp 30.000.000 selama 6 bulan
- Launch produk pada appstore : Rp. 1.500.000 per tahun
- Launch produk ke playstore : Rp. 400.000 sekali beli
- Biaya Developer Independen (Muhammad Rizal) : Rp 150 juta atau 25 juta/bulan selama 6 bulan

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Expense Category		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
CONSOLIDATED COGS													
Server/Infrastructure Costs	IDR	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	5,000,000	59,714,235	110,505,245	161,027,495	210,366,785	262,614,185
Payment Processing	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Other COGS	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total COGS	IDR	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	5,000,000	59,714,235	110,505,245	161,027,495	210,366,785	262,614,185
Server/Infrastrucure Costs													
Server	IDR	0	0	0	0	0	0	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
API	IDR	0	0	0	0	0	0	0	52,814,235	105,505,245	156,027,495	205,366,785	257,614,185
App Store	IDR	0	0	0	0	0	0	0	1,500,000	0	0	0	0
Play Store	IDR	0	0	0	0	0	0	0	400,000	0	0	0	0
Developer Independen	IDR	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	0	0	0	0	0	0
Pengembangan Fitur	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Monitoring Aplikasi	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Analitik Kampanye Iklan	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Pengembangan Backend Iklan	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 10	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 11	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	25,000,000	5,000,000	59,714,235	110,505,245	161,027,495	210,366,785	262,614,185

Gambar 9.4 Pengeluaran Operation ZapSafe

Sumber : ZapSafe (2024)

Pengeluaran Operasional Tahun 2

- Pengujian dan Monitoring Aplikasi = Rp 60.000.000 selama 12 bulan atau Rp. 5.000.000/bulan
- Infrastruktur Server untuk Personalisasi = Rp 120.000.000 selama 12 bulan atau Rp 10.000.000/bulan

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
Expense Category		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
CONSOLIDATED COGS													
Server/Infrastructure Costs	IDR	339,836,940	397,481,595	459,858,090	526,301,010	593,590,665	689,681,520	797,725,200	917,619,780	1,031,211,930	1,143,420,615	1,253,140,155	1,360,666,290
Payment Processing	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Other COGS	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total COGS	IDR	339,836,940	397,481,595	459,858,090	526,301,010	593,590,665	689,681,520	797,725,200	917,619,780	1,031,211,930	1,143,420,615	1,253,140,155	1,360,666,290
Server/Infrastructure Costs													
Server	IDR	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
API	IDR	309,836,940	367,481,595	429,858,090	496,301,010	578,590,665	674,681,520	782,725,200	901,119,780	1,016,211,930	1,128,420,615	1,238,140,155	1,345,666,290
App Store	IDR	0	0	0	0	0	0	0	1,500,000	0	0	0	0
Play Store	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Developer Independen	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Pengembangan Fitur	IDR	15,000,000	15,000,000	15,000,000	15,000,000	0	0	0	0	0	0	0	0
Monitoring Aplikasi	IDR	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Analitik Kampanye Iklan	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Pengembangan Backend Iklan	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 10	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 11	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	339,836,940	397,481,595	459,858,090	526,301,010	593,590,665	689,681,520	797,725,200	917,619,780	1,031,211,930	1,143,420,615	1,253,140,155	1,360,666,290

Gambar 9.5 Pengeluaran Operation ZapSafe

Sumber : ZapSafe (2024)

Pengeluaran Operasional Tahun 3

- Pengujian dan Monitoring Aplikasi = Rp 60.000.000
- Infrastruktur Server dan Penyesuaian Iklan = Rp 600.000.000 selama 12 bulan atau Rp. 50.000.000/bulan
- Sistem Analitik untuk Monitoring Kampanye Iklan = Rp 50.000.000
- Pengembangan Backend Iklan : Rp. 360.000.000 selama 12 bulan atau Rp. 30.000.000/bulan

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
Expense Category		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
CONSOLIDATED COGS													
Server/Infrastructure Costs	IDR	1,461,882,700	1,488,819,685	1,530,371,155	1,587,572,200	1,663,823,830	1,747,206,670	1,917,991,815	2,012,950,360	2,180,317,900	2,377,009,645	2,603,768,290	2,862,540,790
Payment Processing	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Other COGS	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total COGS	IDR	1,461,882,700	1,488,819,685	1,530,371,155	1,587,572,200	1,663,823,830	1,747,206,670	1,917,991,815	2,012,950,360	2,180,317,900	2,377,009,645	2,603,768,290	2,862,540,790
Server/Infrastructure Costs													
Server	IDR	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000	50,000,000
API	IDR	1,361,882,700	1,388,819,685	1,430,371,155	1,487,572,200	1,563,823,830	1,662,206,670	1,782,991,815	1,936,450,360	2,095,317,900	2,292,009,645	2,518,768,290	2,777,540,790
App Store	IDR	0	0	0	0	0	0	0	1,500,000	0	0	0	0
Play Store	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Developer Independen	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Pengembangan Fitur	IDR	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	0	0	0	0	0	0	0
Monitoring Aplikasi	IDR	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Analitik Kampanye Iklan	IDR	0	0	0	0	0	0	50,000,000	0	0	0	0	0
Pengembangan Backend Iklan	IDR	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000
Service 10	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 11	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 12	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Service 13	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	1,461,882,700	1,488,819,685	1,530,371,155	1,587,572,200	1,663,823,830	1,747,206,670	1,917,991,815	2,012,950,360	2,180,317,900	2,377,009,645	2,603,768,290	2,862,540,790

Gambar 9.6 Pengeluaran Operation ZapSafe

Sumber : ZapSafe (2024)

Pengeluaran SDM Tahun 1 :

Pajak = 7%

pengeluaran setelah pajak :

- CEO: Rp 16.050.000
- CTO: Rp 16.050.000
- CFO: Rp 16.050.000

- CMO: Rp 16.050.000
- Marketing Officer: Rp 16.050.000
- COO: Rp 16.050.000
- Teknisi IT: Rp 7,000,000
- Sales Manager: Rp 7,000,000

			Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Expense Category			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Payroll														
Operations														
Chief Executive Officer	Ops	IDR	0	0	0	0	0	0	0	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Chief Financial Officer	Ops	IDR	0	0	0	0	0	0	0	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Chief Technology Officer	Ops	IDR	0	0	0	0	0	0	0	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Product														
Chief Operational Officer	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Teknisi IT	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Marketing & Sales														
Chief Marketing Officer	Growth	IDR	0	0	0	0	0	0	0	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Marketing Officer	Growth	IDR	0	0	0	0	0	0	0	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Sales Manager	Growth	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total Payroll	IDR		0	0	0	0	0	0	0	80,250,000	80,250,000	80,250,000	80,250,000	80,250,000

Gambar 9.7 Pengeluaran SDM ZapSafe

Sumber : ZapSafe (2024)

Pengeluaran SDM Tahun 2 :

			Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
Expense Category			Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Payroll														
Operations														
Chief Executive Officer	Ops	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Chief Financial Officer	Ops	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Chief Technology Officer	Ops	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Product														
Chief Operational Officer	R&D	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000
Teknisi IT	R&D	IDR	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000	14,238,000
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Marketing & Sales														
Chief Marketing Officer	Growth	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Marketing Officer	Growth	IDR	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	16,050,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Sales Manager	Growth	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Total Payroll	IDR		110,538,000	110,538,000	110,538,000	110,538,000	110,538,000	110,538,000	110,538,000	118,563,000	118,563,000	118,563,000	118,563,000	118,563,000

Gambar 9.8 Pengeluaran SDM ZapSafe

Sumber : ZapSafe (2024)

Pengeluaran SDM Tahun 3 :

			Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
Expense Category			Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Payroll														
Operations														
Chief Executive Officer	Ops	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	19,420,500	19,420,500	19,420,500	19,420,500	19,420,500
Chief Financial Officer	Ops	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	19,420,500	19,420,500	19,420,500	19,420,500	19,420,500
Chief Technology Officer	Ops	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	19,420,500	19,420,500	19,420,500	19,420,500	19,420,500
Product														
Chief Operational Officer	R&D	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000
Teknisi IT	R&D	IDR	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800	15,661,800
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
	R&D	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Marketing & Sales														
Chief Marketing Officer	Growth	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	19,420,500	19,420,500	19,420,500	19,420,500	19,420,500
Marketing Officer	Growth	IDR	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	17,655,000	19,420,500	19,420,500	19,420,500	19,420,500	19,420,500
Sales Manager	Growth	IDR	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000	7,119,000
Total Payroll			IDR	128,710,800	128,710,800	128,710,800	128,710,800	128,710,800	128,710,800	137,538,300	137,538,300	137,538,300	137,538,300	137,538,300

Gambar 9.9 Pengeluaran SDM ZapSafe

Sumber : ZapSafe (2024)

9.2 Proyeksi Penjualan

Dalam perjalanan ZapSafe 3 tahun berhasil mendapatkan revenue sebanyak Rp. 28.296.822.560 dengan proyeksi penjualan dalam 3 tahun sebagai berikut:

		2025	2026	2027
		Year 1	Year 2	Year 3
KEY INDICATORS				
INCOME STATEMENT				
Revenue	IDR	946,230,000	11,583,060,000	28,296,822,560
Brand Promotion	IDR	0	300,000,000	800,000,000
Subscription	IDR	946,230,000	11,283,060,000	27,130,560,000
Advertising Business	IDR	0	0	366,262,560
	IDR			

Gambar 9.10 Proyeksi Penjualan

Sumber : ZapSafe (2024)

9.3 Proyeksi Penjualan 3-Tahun

Dalam perjalanan selama 3 tahun ZapSafe berhasil mengumpulkan user sebanyak 139.420, dengan proyeksi penjualan sebagai berikut:

Tahun 1:

		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
KEY INDICATORS													
Pengguna (User)	#	0	0	0	0	0	0	0	2,143	4,281	6,331	8,333	10,453
Advertising Business													
Cost per View	Rp	60	60	60	60	60	60	60	60	60	60	60	60
Cost per Click	Rp	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total view	#	0	0	0	0	0	0	0	0	0	0	0	0
Total click	#	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue (View)	Rp	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue (Click)	Rp	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	0	0	0	0
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Subscription													
Subscribe	Rp	0	0	0	0	0	0	0	30,000	30,000	30,000	30,000	30,000
Subscriber	#	0	0	0	0	0	0	0	2,143	4,281	6,331	8,333	10,453
Total Revenue	Rp	0	0	0	0	0	0	0	64,290,000	128,430,000	189,930,000	249,990,000	313,590,000

Gambar 9.11 Proyeksi Penjualan 3 Tahun

Sumber : ZapSafe (2024)

Tahun 2:

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
KEY INDICATORS													
Pengguna (User)	#	12,572	14,911	17,442	20,138	23,477	27,376	31,760	36,564	41,234	45,787	50,239	54,602
Advertising Business													
Cost per View	Rp	60	60	60	60	60	60	60	60	60	60	60	60
Cost per Click	Rp	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total view	#	0	0	0	0	0	0	0	0	0	0	0	0
Total click	#	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue (View)	Rp	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue (Click)	Rp	0	0	0	0	0	0	0	0	0	0	0	0
Total	IDR	0	0	0	0	0	0	0	0	0	0	0	0
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Subscription													
Subscribe	Rp	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Subscriber	#	12,572	14,911	17,442	20,138	23,477	27,376	31,760	36,564	41,234	45,787	50,239	54,602
Total Revenue	Rp	377,160,000	447,330,000	523,260,000	604,140,000	704,310,000	821,280,000	952,800,000	1,096,920,000	1,237,020,000	1,373,610,000	1,507,170,000	1,638,060,000
Total	IDR	377,160,000	447,330,000	523,260,000	604,140,000	704,310,000	821,280,000	952,800,000	1,096,920,000	1,237,020,000	1,373,610,000	1,507,170,000	1,638,060,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	20.27%	18.60%	16.97%	15.46%	16.58%	16.61%	16.01%	15.13%	12.77%	11.04%	9.72%	8.68%

Gambar 9.12 Proyeksi Penjualan 3 Tahun

Sumber : ZapSafe (2024)

Tahun 3:

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
KEY INDICATORS													
Pengguna (User)	#	55,260	56,353	58,039	60,360	63,454	67,446	72,347	78,168	85,020	93,001	102,202	112,702
Advertising Business													
Cost per View	Rp	60	60	60	60	60	60	60	60	60	60	60	60
Cost per Click	Rp	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total view	#	165,780	169,059	174,117	181,080	190,362	202,338	217,041	234,504	255,060	279,003	306,606	338,106
Total click	#	4,145	4,226	4,353	4,527	4,759	5,058	5,426	5,863	6,377	6,975	7,665	8,453
Total Revenue (View)	Rp	9,946,800	10,143,540	10,447,020	10,864,800	11,421,720	12,140,280	13,022,460	14,070,240	15,303,600	16,740,180	18,396,360	20,286,360
Total Revenue (Click)	Rp	12,433,500	12,679,425	13,058,775	13,581,000	14,277,150	15,175,350	16,278,075	17,587,800	19,129,500	20,925,225	22,995,450	25,357,950
Total	IDR	22,380,300	22,822,965	23,505,795	24,445,800	25,698,870	27,315,630	29,300,535	31,658,040	34,433,100	37,665,405	41,391,810	45,644,310
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	1.98%	2.99%	4.00%	5.13%	6.29%	7.27%	8.05%	8.77%	9.39%	9.89%	10.27%
Subscription													
Subscribe	Rp	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Subscriber	#	55,260	56,353	58,039	60,360	63,454	67,446	72,347	78,168	85,020	93,001	102,202	112,702
Total Revenue	Rp	1,657,800,000	1,690,590,000	1,741,170,000	1,810,800,000	1,903,620,000	2,023,380,000	2,170,410,000	2,345,040,000	2,550,600,000	2,790,030,000	3,066,060,000	3,381,060,000
Total	IDR	1,657,800,000	1,690,590,000	1,741,170,000	1,810,800,000	1,903,620,000	2,023,380,000	2,170,410,000	2,345,040,000	2,550,600,000	2,790,030,000	3,066,060,000	3,381,060,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	1.21%	1.98%	2.99%	4.00%	5.13%	6.29%	7.27%	8.05%	8.77%	9.39%	9.89%	10.27%

Gambar 9.13 Proyeksi Penjualan 3 Tahun

Sumber : ZapSafe (2024)

Berdasarkan data ini hitung bahwa untuk setiap pengguna aplikasi diestimasikan akan membeli Subscription ZapSafe selama 12 bulan, Oleh karena itu total pendapatan ZapSafe setiap bulannya akan disesuaikan dengan faktor-faktor tersebut. Berikut adalah tabel mengenai penjelasan lebih rinci mengenai Revenue dari ketiga business model ZapSafe:

Revenue Subscription Tahun 2025 :

		Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
		Month 8	Month 9	Month 10	Month 11	Month 12
Subscription						
Subscribe	Rp	30,000	30,000	30,000	30,000	30,000
Subscriber	#	2,143	4,281	6,331	8,333	10,453
Total Revenue	Rp	64,290,000	128,430,000	189,930,000	249,990,000	313,590,000
Total	IDR	64,290,000	128,430,000	189,930,000	249,990,000	313,590,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	99.77%	47.89%	31.62%	25.44%

Gambar 9.14 Revenue Subscription

Sumber : ZapSafe (2024)

Revenue Subscription Tahun 2026 :

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Subscription													
Subscribe	Rp	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Subscriber	#	12,572	14,911	17,442	20,138	23,477	27,376	31,760	36,564	41,234	45,787	50,239	54,602
Total Revenue	Rp	377,160,000	447,330,000	523,260,000	604,140,000	704,310,000	821,280,000	952,800,000	1,096,920,000	1,237,020,000	1,373,610,000	1,507,170,000	1,638,060,000
Total	IDR	377,160,000	447,330,000	523,260,000	604,140,000	704,310,000	821,280,000	952,800,000	1,096,920,000	1,237,020,000	1,373,610,000	1,507,170,000	1,638,060,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	20.27%	18.60%	16.97%	15.46%	16.58%	16.61%	16.01%	15.13%	12.77%	11.04%	9.72%	8.68%
Brand Promotion													
Brand Promotion Campaign	Rp	0	0	0	0	0	0	100,000,000	100,000,000	100,000,000	0	0	0
Total	IDR	0	0	0	0	0	0	100,000,000	100,000,000	100,000,000	0	0	0
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-100.00%	0.00%	0.00%

Gambar 9.15 Revenue Subscription

Sumber : ZapSafe (2024)

Revenue Subscription Tahun 2027 :

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Subscription													
Subscribe	Rp	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Subscriber	#	55,260	56,353	58,039	60,360	63,454	67,446	72,347	78,168	85,020	93,001	102,202	112,702
Total Revenue	Rp	1,657,800,000	1,690,590,000	1,741,170,000	1,810,800,000	1,903,620,000	2,023,380,000	2,170,410,000	2,345,040,000	2,550,600,000	2,790,030,000	3,066,060,000	3,381,060,000
Total	IDR	1,657,800,000	1,690,590,000	1,741,170,000	1,810,800,000	1,903,620,000	2,023,380,000	2,170,410,000	2,345,040,000	2,550,600,000	2,790,030,000	3,066,060,000	3,381,060,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	1.21%	1.98%	2.99%	4.00%	5.13%	6.29%	7.27%	8.05%	8.77%	9.39%	9.89%	10.27%

Gambar 9.16 Revenue Subscription

Sumber : ZapSafe (2024)

Revenue Brand Promotion Tahun 2026 :

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Brand Promotion													
Brand Promotion Campaign	Rp	0	0	0	0	0	0	100,000,000	100,000,000	100,000,000	0	0	0
Total	IDR	0	0	0	0	0	0	100,000,000	100,000,000	100,000,000	0	0	0
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-100.00%	0.00%	0.00%

Gambar 9.17 Revenue Brand Promotion

Sumber : ZapSafe (2024)

Revenue Brand Promotion Tahun 2027 :

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Brand Promotion													
Brand Promotion Campaign	Rp	0	100,000,000	100,000,000	100,000,000	100,000,000	0	0	0	100,000,000	100,000,000	100,000,000	100,000,000
Total	IDR	0	100,000,000	100,000,000	100,000,000	100,000,000	0	0	0	100,000,000	100,000,000	100,000,000	100,000,000
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	0.00%	0.00%	0.00%	0.00%	-100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Gambar 9.18 Revenue Brand Promotion

Sumber : ZapSafe (2024)

Revenue Iklan Tahun 2027 :

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Advertising Business													
Cost per View	Rp	60	60	60	60	60	60	60	60	60	60	60	60
Cost per Click	Rp	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total view	#	165,780	169,059	174,117	181,080	190,362	202,338	217,041	234,504	255,060	279,003	306,606	338,106
Total click	#	4,145	4,226	4,353	4,527	4,759	5,058	5,426	5,863	6,377	6,975	7,665	8,453
Total Revenue (View)	Rp	9,946,800	10,143,540	10,447,020	10,864,800	11,421,720	12,140,280	13,022,460	14,070,240	15,303,600	16,740,180	18,396,360	20,286,360
Total Revenue (Click)	Rp	12,433,500	12,679,425	13,058,775	13,581,000	14,277,150	15,175,350	16,278,075	17,587,800	19,129,500	20,925,225	22,995,450	25,357,950
Total	IDR	22,380,300	22,822,965	23,505,795	24,445,800	25,698,870	27,315,630	29,300,535	31,658,040	34,433,100	37,665,405	41,391,810	45,644,310
VAT/Sales Tax	IDR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Growth	%	0.00%	1.98%	2.99%	4.00%	5.13%	6.29%	7.27%	8.05%	8.77%	9.39%	9.89%	10.27%

Gambar 9.19 Revenue Iklan

Sumber : ZapSafe (2024)

9.4 Proyeksi Laba Rugi

Perhitungan laba rugi dari perusahaan ZapSafe dapat dilihat pada tabel berikut, dengan total laba bersih perusahaan sebesar Rp. 1.717.900.420 pada tahun ke-3:



		2025	2026	2027
		Year 1	Year 2	Year 3
KEY INDICATORS				
INCOME STATEMENT				
Revenue	IDR	946,230,000	11,583,060,000	28,296,822,560
Brand Promotion	IDR	0	300,000,000	800,000,000
Subscription	IDR	946,230,000	11,283,060,000	27,130,560,000
Advertising Business	IDR	0	0	366,262,560
	IDR			
COGS	IDR	959,227,945	9,510,533,790	23,434,255,040
Server/Infrastructure Costs	IDR	959,227,945	9,510,533,790	23,434,255,040
Payment Processing	IDR	0	0	0
Other COGS	IDR	0	0	0
Gross Profit	IDR	(12,997,945)	2,072,526,210	4,862,567,520
<i>Gross margin</i>	%	-1.4%	17.9%	17.2%
SG&A	IDR	582,800,000	2,376,581,000	3,144,667,100
Payroll	IDR	401,250,000	1,366,581,000	1,588,667,100
Marketing & Growth	IDR	179,750,000	1,010,000,000	1,556,000,000
Advisory & Professional Services	IDR	1,800,000	0	0
Rent	IDR	0	0	0
Tech Support & Services	IDR	0	0	0
Insurance	IDR	0	0	0
Utilities	IDR	0	0	0
Other Expenses	IDR	0	0	0
EBITDA	IDR	(595,797,945)	(304,054,790)	1,717,900,420
<i>EBITDA margin</i>	%	0.0%	0.0%	6.1%
D&A	IDR	0	0	0
EBIT	IDR	(595,797,945)	(304,054,790)	1,717,900,420
<i>EBIT margin</i>	%	0.0%	0.0%	6.1%
Interest expense	IDR	0	0	0
Income taxes	IDR	0	0	0
Net income	IDR	(595,797,945)	(304,054,790)	1,717,900,420
<i>Net margin</i>	%	0.0%	0.0%	6.1%

Gambar 9.20 Proyeksi Laba rugi

Sumber : ZapSafe (2024)

9.5 Balance Sheet

Balance sheet dari ZapSafe menunjukkan total aset yang dimiliki hingga tahun ke-3 sebanyak Rp. 818.047.685 dengan perhitungan sebagai berikut:

		2025	2026	2027
		Year 1	Year 2	Year 3
BALANCE SHEET				
Excess cash	IDR	(595,797,945)	(899,852,735)	818,047,685
Inventories	IDR	0	0	0
Prepaid expenses	IDR	0	0	0
Current Assets	IDR	(595,797,945)	(899,852,735)	818,047,685
PP&E (net)	IDR	0	0	0
Intangible assets	IDR	0	0	0
Investments	IDR	0	0	0
Other assets (net)	IDR	0	0	0
Non-Current Assets	IDR	0	0	0
Total Assets	IDR	(595,797,945)	(899,852,735)	818,047,685
Financial obligations (Debt)	IDR	0	0	0
Total Liabilities	IDR	0	0	0
Common equity	IDR	0	0	0
Net earnings	IDR	(50,224,185)	76,330,710	403,125,220
Retained earnings	IDR	(545,573,760)	(976,183,445)	414,922,465
Total Equity	IDR	(595,797,945)	(899,852,735)	818,047,685
Total Liabilities + Equity	IDR	(595,797,945)	(899,852,735)	818,047,685
		0.0	0.0	0.0

Gambar 9.21 Balance Sheet

Sumber : ZapSafe (2024)

9.6 Arus Kas 3-Tahun

Arus kas dari ZapSafe selama 3 tahun menunjukkan saldo akhir yang dimiliki perusahaan sebesar Rp. 969.847.685 sebagai berikut:

		2025	2026	2027
		Year 1	Year 2	Year 3
CASH FLOW				
Initial cash balance	IDR	151,800,000	(443,997,945)	(748,052,735)
Funding Round				
Cash infusions	IDR	0	0	0
Operating Change in Cash	IDR	(595,797,945)	(304,054,790)	1,717,900,420
Net income	IDR	(595,797,945)	(304,054,790)	1,717,900,420
(+) D&A	IDR	0	0	0
(-) CAPEX	IDR	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0
Ending cash balance		(443,997,945)	(748,052,735)	969,847,685

Gambar 9.22 Arus Kas 3 Tahun

Sumber : ZapSafe (2024)

9.7 Break Even Point

BEP : Berdasarkan laporan arus kas pada tahun 2025 sampau 2027, perusahaan ZapSafe mencapai titik impas pada bulan Oktober tahun 2027. ketika saldo kas akhir kembali positif setelah mengalami defisit berkepanjangan. Ini menunjukkan titik keseimbangan di mana pendapatan mulai menutupi biaya, dan perusahaan memasuki fase keuangan yang lebih stabil.

Perhitungan BEP pada tahun 2025

		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
CASH FLOW													
Initial cash balance	IDR	151,800,000	125,000,000	100,000,000	75,000,000	50,000,000	25,000,000	0	(5,000,000)	(176,624,235)	(259,899,480)	(332,196,975)	(393,773,760)
Funding Round													
Type of funding													
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(26,800,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(5,000,000)	(171,624,235)	(83,275,245)	(72,297,495)	(61,576,785)	(50,224,185)
Net income	IDR	(26,800,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(5,000,000)	(171,624,235)	(83,275,245)	(72,297,495)	(61,576,785)	(50,224,185)
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	125,000,000	100,000,000	75,000,000	50,000,000	25,000,000	0	(5,000,000)	(176,624,235)	(259,899,480)	(332,196,975)	(393,773,760)	(443,997,945)

Gambar 9.23 BEP

Sumber : ZapSafe (2024)

Perhitungan BEP pada tahun 2026

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
CASH FLOW													
Initial cash balance	IDR	(443,997,945)	(599,712,885)	(762,902,480)	(892,538,570)	(1,007,737,580)	(1,090,056,245)	(1,151,495,765)	(1,089,458,965)	(1,011,221,745)	(906,476,675)	(877,350,290)	(824,383,445)
Funding Round		Series A											
Type of funding		Priced/Equity Round											
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(155,714,940)	(163,189,595)	(129,636,090)	(115,199,010)	(82,318,665)	(61,439,520)	62,036,800	78,237,220	104,745,070	29,126,385	52,966,845	76,330,710
Net income	IDR	(155,714,940)	(163,189,595)	(129,636,090)	(115,199,010)	(82,318,665)	(61,439,520)	62,036,800	78,237,220	104,745,070	29,126,385	52,966,845	76,330,710
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	(599,712,885)	(762,902,480)	(892,538,570)	(1,007,737,580)	(1,090,056,245)	(1,151,495,765)	(1,089,458,965)	(1,011,221,745)	(906,476,675)	(877,350,290)	(824,383,445)	(748,052,735)

Perhitungan BEP pada tahun 2027

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
CASH FLOW													
Initial cash balance	IDR	(748,052,735)	(827,965,935)	(745,583,455)	(653,489,615)	(554,026,815)	(430,742,575)	(399,464,415)	(415,956,495)	(303,247,115)	(59,570,215)	224,077,245	566,722,465
Funding Round		Series B											
Type of funding		Priced/Equity Round											
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(79,913,200)	82,382,480	92,093,840	99,462,800	123,284,240	31,278,160	(16,492,080)	112,709,380	243,676,900	283,647,460	342,645,220	403,125,220
Net income	IDR	(79,913,200)	82,382,480	92,093,840	99,462,800	123,284,240	31,278,160	(16,492,080)	112,709,380	243,676,900	283,647,460	342,645,220	403,125,220
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	(827,965,935)	(745,583,455)	(653,489,615)	(554,026,815)	(430,742,575)	(399,464,415)	(415,956,495)	(303,247,115)	(59,570,215)	224,077,245	566,722,465	969,847,685

Gambar 9.24 BEP

Sumber : ZapSafe (2024)

9.8 Payback Period

Berdasarkan laporan arus kas pada tahun 2025, kurun waktu yang diperlukan oleh perusahaan ZapSafe untuk mencapai titik impas adalah 35 bulan atau 2 tahun 11 bulan, ini adalah waktu yang diperlukan perusahaan untuk memulihkan semua kerugian atau saldo negatif sebelumnya hingga mencapai kondisi kas positif. Dengan total investasi Rp. 1.151.495.765 dan ROI sebesar

10% dan bunga perbulan sebesar 0,1% sehingga ZapSafe perbulannya akan membayar Rp. 10.746.547/bulan dengan rincian Rp. 1.151.416 untuk bunga dan Rp. 9.595.131 untuk investor sehingga investor mendapatkan total keuntungan mencapai 1.266.645.341. Payback ZapSafe akan dilakukan di bulan Oktober sebesar Rp. 224.077.245, lalu dibulan November 2027 sebesar Rp. 566.722.465 dan sisanya sebesar Rp. 475.845.631 pada bulan Desember 2027.

Cashflow tahun ke-1 :

		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
CASH FLOW													
Initial cash balance	IDR	151,800,000	125,000,000	100,000,000	75,000,000	50,000,000	25,000,000	0	(5,000,000)	(176,624,235)	(259,899,480)	(332,196,975)	(393,773,760)
Funding Round													
Type of funding													
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(26,800,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(5,000,000)	(171,624,235)	(83,275,245)	(72,297,495)	(61,576,785)	(50,224,185)
Net income	IDR	(26,800,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(25,000,000)	(5,000,000)	(171,624,235)	(83,275,245)	(72,297,495)	(61,576,785)	(50,224,185)
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	125,000,000	100,000,000	75,000,000	50,000,000	25,000,000	0	(5,000,000)	(176,624,235)	(259,899,480)	(332,196,975)	(393,773,760)	(443,997,945)

Gambar 9.25 Payback period

Sumber : ZapSafe (2024)

Cashflow tahun ke-2 :

		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
CASH FLOW													
Initial cash balance	IDR	(443,997,945)	(599,712,885)	(762,902,480)	(892,538,570)	(1,007,737,580)	(1,090,056,245)	(1,151,495,765)	(1,089,458,965)	(1,011,221,745)	(906,476,675)	(877,350,290)	(824,383,445)
Funding Round		Series A											
Type of funding		Priced/Equity Round											
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(155,714,940)	(163,189,595)	(129,636,090)	(115,199,010)	(82,318,665)	(61,439,520)	62,036,800	78,237,220	104,745,070	29,126,385	52,966,845	76,330,710
Net income	IDR	(155,714,940)	(163,189,595)	(129,636,090)	(115,199,010)	(82,318,665)	(61,439,520)	62,036,800	78,237,220	104,745,070	29,126,385	52,966,845	76,330,710
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	(599,712,885)	(762,902,480)	(892,538,570)	(1,007,737,580)	(1,090,056,245)	(1,151,495,765)	(1,089,458,965)	(1,011,221,745)	(906,476,675)	(877,350,290)	(824,383,445)	(748,052,735)

Gambar 9.25 Payback period

Sumber : ZapSafe (2024)

Cashflow tahun ke-3 :

		Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
		Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
CASH FLOW													
Initial cash balance	IDR	(748,052,735)	(827,965,935)	(745,583,455)	(653,489,615)	(554,026,815)	(430,742,575)	(399,464,415)	(415,956,495)	(303,247,115)	(59,570,215)	224,077,245	566,722,465
Funding Round		Series B											
Type of funding		Priced/Equity Round											
Cash infusions	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Effective Interest Rate	IDR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Operating Change in Cash	%	(79,913,200)	82,382,480	92,093,840	99,462,800	123,284,240	31,278,160	(16,492,080)	112,709,380	243,676,900	283,647,460	342,645,220	403,125,220
Net income	IDR	(79,913,200)	82,382,480	92,093,840	99,462,800	123,284,240	31,278,160	(16,492,080)	112,709,380	243,676,900	283,647,460	342,645,220	403,125,220
(+) D&A	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) CAPEX	IDR	0	0	0	0	0	0	0	0	0	0	0	0
(-) Dividends Paid to Investors	IDR	0	0	0	0	0	0	0	0	0	0	0	0
Ending cash balance	IDR	(827,965,935)	(745,583,455)	(653,489,615)	(554,026,815)	(430,742,575)	(399,464,415)	(415,956,495)	(303,247,115)	(59,570,215)	224,077,245	566,722,465	969,847,685

Gambar 9.26 Payback period

Sumber : ZapSafe (2024)