

## **CHAPTER II**

### **FORMATION OF BUSINESS IDEAS**

#### **2.1 Business Idea Validation**

This part of the paper will explain about the process of developing the idea validation for MoovPal. In the effort of building a Business Idea Validation, multiple steps were done to achieve the best ideas for MoovPal. Those steps include main data collection via interviews and questionnaire, business values, and group discussions.

##### **2.1.1 Business Idea Development Flow**

The idea of MoovPal was taken from the desire to create enjoyment from exercising in hopes of increasing user's desires to build consistency in exercising. After an observation on the surrounding environment around young adults between the ages of 20–24, it can be concluded that many of young adults struggles with unhealthy lifestyle habits and eating habits along with the lack of physical activities. According to Kemenkes (2023), the absence of physical activities could lead to the increase of non-communicable diseases in the future. With the issue established, the writer and team developed a way to help those young adults between the age of 20–24 to transition into a healthier lifestyle.

The first iteration of the business idea was targeted towards the 20–30 age group that lacks physical activities in their daily lives. The idea lacked proper data and research from existing applications and target markets. This leads to a lot of changes in the future of the business idea. In this stage of ideation, the main feature mentioned was the personalization of lifestyle goals in the medial field.

Face-to-face interviews and online questionnaire were done with users between the age of 20–24 living in Tangerang with minimum physical activity. The face-to-face interviews revealed that the respondents found interest in living a healthier lifestyle but unable to find the motivation or friend who share the same interest. From the interview, it can be concluded that respondents

prefer to start their exercises along with friends or a community. In the modern day, sports and fitness are a medium to express social engagements. This fact was backed by another phenomenon, the padel increase of popularity as a way to network between like-minded young adult (Rohmah, 2025).

Questionnaire results demonstrated a clear need for a change. 39.8% of respondents reported little to no weekly exercise, while 42.7% exercised only one to three times per week. These findings align with expert insight from Dr. Dessy Hendro Guyanto, a general practitioner who emphasized during the interview that sustainable healthy lifestyles begin with small habits. Consequently, the application is designed to support users in consistently maintaining these small but foundational behaviors.

How often do you exercise in one week?

103 responses

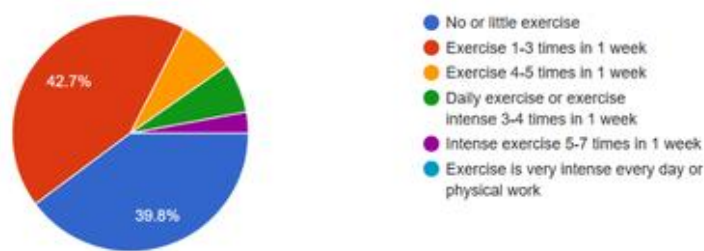


Figure 2.1 Exercise Frequency in a Week

In response to the data obtained, the application was directed to have a clear and easy guidance feature for beginners and newcomers. Gamifications will also be an extra feature to help user's consistency in maintaining daily physical activity among young adults who prefer a more fun approach to the application.

### 2.1.2 Business Idea Finalization

After completing the secondary research, validating findings through primary data collection, and continuing with discussions with the Supervisor, the business concept was refined into an application designed to promote consistency. This is achieved through three core features, social features, gamification elements, and personalized goal-settings. This interpretation of

the app is supportive of in-app communities to further encourage users toward a healthier lifestyle.

### **1. Business Model**

MoovPal operates under a business-to-Consumer (B2C) model, where individuals or groups serve as the primary consumer (Kenton, 2025). Moov generates its main revenue stream through subscriptions that unlock premium features and bonuses. This serves as the main revenue for MoovPal due to its business-to-Consumer model.

Additionally, MoovPal includes events as extra revenue stream that includes exercise classes. MoovPal will provide users with personal trainers and exercise instructors on each class and users will pay registration fees. In the future, MoovPal will develop this business model into a business-to-business model (B2B). The B2B will allow personal trainers and exercise instructors to promote their own classes via MoovPal with their own requirements, schedule, and pricing. MoovPal will receive part of the profit made by the personal trainer and exercise instructors.

Additional revenue stream comes from partnerships with other sports businesses, mainly field renters or gym owners. These partnerships benefit these partners by increasing their visibility through in-app marketing, while MoovPal receives monetary compensation or customized partnership benefits. This partnership allows sports businesses to reach Moovpal's audience while contributing to the application's revenue.

### **2. Features**

The three core features of MoovPal are Exercise Guidance, Social Feature, Tracker, Challenges, and Expedition as explained:

#### **a. Exercise Guidance**

For new users who are just beginning their fitness journey, the application allows those users to input their primary exercise goals. Users can also adjust their own exercise preferences and desired difficulty level. Based on these inputs, the application will evaluate the targets and will share exercise recommendations that are suitable

to the goal with provided visual guidance with timers along with daily reminders to motivate consistency.

Each exercise is categorized by type, difficulty level, intensity, and equipment required. Users can also add custom exercises not available in the application and assign their own specific categories. Other than that, new contents will be updated periodically. The application will introduce fresh exercise and routines. These challenges remain completely optional to users who are not interested. When successfully completed, users can add these challenges into their daily exercise routines.

Exercise sessions accommodate both individual and group sessions. When exercising with friends, each user can either maintain their personal routine or select a new series of exercise to perform together. These sessions work whether participants are at the same location or different location, as long as their application stay active during the exercise. Then lastly the feature also tracks calories burned during physical activity and records other statistics from individual Exercises. This gives more experienced users clear visibility into their own exercise outcomes.

#### **b. Social Feature**

Moovpal provides social features such as group chats and private chats with other users along with forums to push experienced users to help beginner users with things they are unsure of, especially complicated exercises beginner users may not understand how to do. Additionally, users can also follow and befriend other users to see their statistics and forum posts more frequently. For users who have connected as friends, periodic exercise challenges can be sent between them and successfully completing these challenges will award the users with points.

### **c. Tracker**

The tracker feature supports exercise consistency by recording user activities, whether it is individual exercises or group exercises. Users can start an exercise session with friends regardless of whether they follow the same routine or not. All activities that are recorded in the tracker will generate points for the users.

Points will accumulate throughout the week and will appear on the leaderboard shared with the user's friend group. These points can be spent on badges, profile decoration, or additional features such as streak freeze and double point multipliers.

### **d. Challenges**

MoovPal's gamification aspect stands from the challenges. Users will be given a predetermined group of exercises to be completed. If users are able to complete all the exercises within the challenge, users will receive extra points that can be used as an in-app currency to buy profile decorations. There are two types of challenges, private challenge where all the exercises are done by the user and public challenge where the exercises can be shared with other users.

### **e. Expedition**

The expedition feature is one of MoovPal's unique selling point. In this feature, users or players are encouraged to play with 2–4 other players as a team. Players will then be given a map of exercise with three components, such as Exercise Session, Special Event, and Boost. Additionally, players are allowed to choose their exercise preference before starting the expedition.

Within the expedition, players will be given a map with randomized points using the three components. In Exercise Session components, users will complete various exercises according to the chosen preferences. Special Event components include heavier

exercises from outside of player's preference but finishing them will grant higher point counts. Lastly, the Boost component allows players to choose skills and upgrades that can be used within the expedition session.

After reaching the end of the map, players are greeted with the final boss. The accumulated points gained by all the players from the same expedition will be used against the final boss. If the players are able to gain enough or higher points against the boss, the players are described as the winner against the boss and will receive extra points. If the players are unable to gain enough points against the boss, the players are described as losers against the boss and will not receive extra points.

### **3. Marketing**

To build user growth, MoovPal will prioritize in digital marketing through social media contents. The initial launch will feature simple introductions to the application itself publicly in a light and relaxed tone, adding humor and internet culture to familiarize with young adults. This informal communication style is intentional for reinforcing MoovPal's identity as a platform built around communities. Along with the general tone of the brand itself, comes the design style that could connect to a more fun and friendly user interface to grow user's comfort in using MoovPal

Beyond the digital space, MoovPal will establish a physical presence towards new users via physical areas like gyms and field venues from associated partners offering discounted subscriptions for loyal customers within the gym or fields. This strategy will be done with strategically placed brochures, banners, and posters. With this marketing approach, MoovPal aims to not only introduce itself to a wider audience but also attract partner venue visitors to download and use the application.

## 2.2 Business Model Canvas

After constructive discussions with the Supervisor and Advisor, Business Model Canvas was then created to clearly illustrate the business model MoovPal will use. According to Rizki (2024), Business Model Canvas (BMC) is known to be a visualization of plans and business model analysis to construct a clear guide into identifying business opportunity.

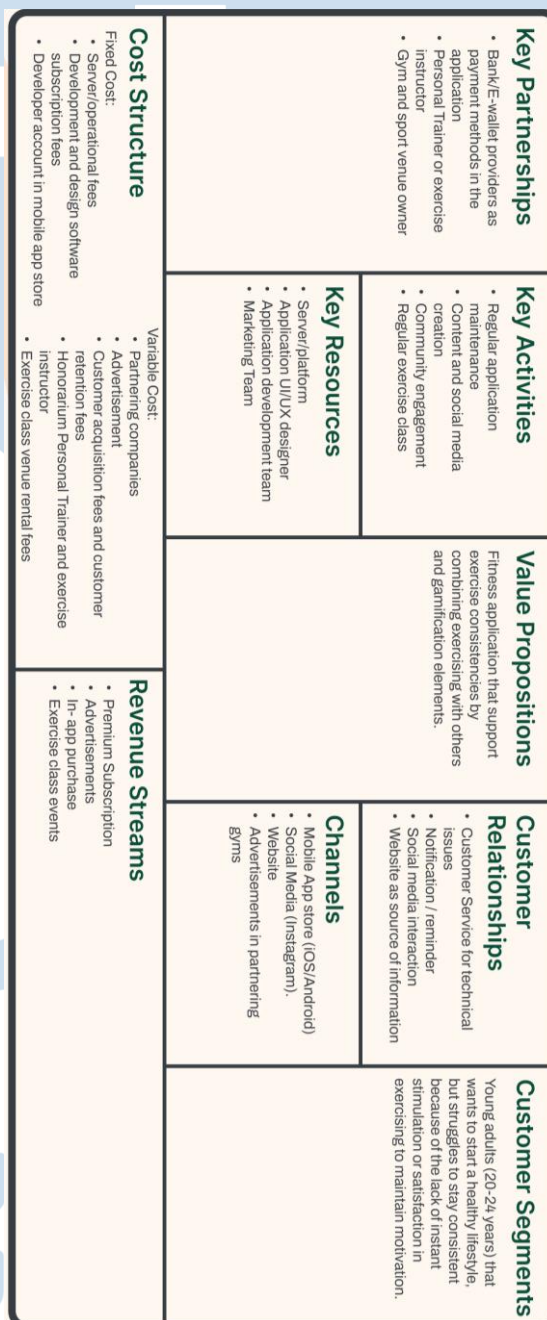


Figure 2.2 Business Model Canvas for MoovPal

The BMC contains multiple points, ranging from Key Partnership until Revenue Stream. The explanation of those points will be stated as follow:

### **1. Key Partnership**

Key Partnership is a list of collaborative partnership outside of the company team to help the success of the business (Rizki, 2024). With this, there are a few key partnerships to be considered. The first key partnerships are done with bank and e-wallet providers will serve as a financial and digital payment platform that can be used for enabling easy and secure in-app transactions between users. These partnerships ensure that users can complete in-app purchases and subscription payments through trusted payment methods.

The partnership between MoovPal and personal trainers or exercise instructors are carried out in two ways, by allowing them to lead exercise events or classes and aid in MoovPal's application growth. With this partnership, users are able to register and enter exercise event or classes that will be led by the personal trainers or instructors. Besides this, the partnering personal trainers and instructors will aid MoovPal's growth by approving new exercise guides within the applications to reduce mistakes that may hinder beginner user's experience in the application.

Furthermore, MoovPal will partner with gyms that can provide paid users with advantages such as gym membership discounts. In this partnership, the partnering gyms will receive promotion within the application. This will assure a profitable transaction between MoovPal and partnering gyms while also attracting new users for both parties.

### **2. Key Activities**

Key Activities refer to the series of activities or actions that must be performed regularly to maintain the business's value proposition for customers (Rizki, 2024). Key activities represent the most important actions and processes that MoovPal must perform effectively to operate successfully. As a mobile application, MoovPal must be provided with continuous technical

maintenance to ensure the functionality of the application. This activity focuses on multiple areas, including bug fixes, technical issues, application optimization, performance testing, application updates, and maintaining compatibility between iOS and Android operating systems.

It is also important for MoovPal to have an engaging social media to explore new markets and increase visibility. This activity involves research on trending topics and formats that are known to be popular among young adults. Other than that, visuals and copywriting are also important to build familiarity and relatability between MoovPal and the target market.

Creating an engaging community to foster interaction within MoovPal's users in the application is done by creating a safe space for users to share their own content and progress such as exercise photos and their personal achievements. Strong community engagement in MoovPal could create a social space where users can feel a sense of connectivity with other users. Lastly, MoovPal will regularly host exercise events and classes to strengthen the social aspect of MoovPal as an application. These events may include classes led by a partnering personal trainer and instructor to create a beginner friendly environment.

### **3. Key Resources**

Key Resources are the primary assets required to operate a business, whether physical, human labor, or financial resources (Rizki, 2024). Key resources are essential for MoovPal in integrating into as a way to deliver value proposition and reach the desired target market.

One of the main assets to focus on is maintaining server and platform for the MoovPal application. Without these assets, MoovPal would not function as needed. Therefore, it is important to maintain the servers and platforms of MoovPal periodically.

UI and UX application designs are just as important as maintaining the server. Creative professionals are responsible for designing engaging interface to encourage user retentions. The designs are also significant in building a comfortable space for users within the application that reflects MoovPal's

brand identity. The design directly influences user satisfaction and retention to the application for the long run.

The development team is also needed as a part of MoovPal's development into a working application. These developers are in charge of developing the front-end of the application, ensuring the applications functionality. Along with the development team is the marketing team that are in charge of promoting the application to new users while also maintaining the relevancy of the brand and application.

#### **4. Value Propositions**

Value Propositions describes the benefits provided by a business' products or services to its customers (Rizki, 2024). The Value Proposition describes the unique products and services MoovPal provides for users to create value for customer segments. Young adults between the age of 20-24 wish to adopt healthier lifestyles but lacks the knowledge to begin maintaining consistent physical activities. With this, MoovPal is designed to be an application designed to help young adults build consistency in exercise and healthy lifestyle habits.

Moovpal can be described as a fitness application that support exercise consistencies by combining exercising socially with other and gamification elements together. Social motivation is an important value for MoovPal due to the demand of social exercise with friends and peers using the chat and community feature. Along with the social aspect, gamification will also be present as an element to create a rewarding sensation in consistency rather than being burdensome to users in the form of challenges and points, both individually or socially.

With both social and gamification present as separate features, MoovPal created a combination between both aspects using the Expedition feature that allows multiple users to exercise together as a team. Not only that, MoovPal was also designed to cater towards exercise beginners. With that, clear guidance is provided in the form of animated instructions for all kinds of exercises. MoovPal will also provide user with personalized goals within the

application exercise tracker to receive tailored exercise recommendations and also provide users with a clear progress on the tracking features to show calories burned and many other statistics.

## **5. Customer Relationship**

Customer Relationships refer to the relationship between a business and its customers (Rizki, 2024). This describes the type of interactions MoovPal will establish with users. The first part included customer service such as in-app help center or email support to ensure that users receive assistance when encountering technical issues within the application.

Notifications and reminders are also part of a way to communicate with customers or users. Automated notifications and reminders about daily challenges can encourage user's consistency in application usage and exercise participation. These notifications and reminders may include daily exercise reminders, encouragement messages, notifications about new features and content, alerts about community activities, and even celebration of user's milestones.

Social media presence can also create a two-way communication system that humanizes the brand itself. Through comments, replies, and direct messages, MoovPal can engage in users ongoing conversations beyond the application itself. along with the social media presence, MoovPal also provide information about the application via a website as the search engine optimization (SEO).

## **6. Channels**

Channels are the means by which products or services will be distributed to customers (Rizki, 2024). In MoovPal's case, channels are the medias used to promote MoovPal. One of the few channels are mobile app stores such as App Store and Play Store are used as the primary distribution channels where users will discover and install MoovPal. In promoting MoovPal into new users, social media channels are used to serve multiple functions, such as building brand awareness, demonstrating application value through feature highlights,

and even creating humorous, trendy, or relatable content. Lastly, a website will also be used to provide a more in-depth description and information about MoovPal as an application and what it is trying to achieve.

## **7. Customer Segment**

Customer Segments refer to the segmentation of the target market that will become consumers of a business's products or services (Rizki, 2024). MoovPal is an application created to transform exercise into an enjoyable experience through social and gamified features. The application will be specially designed for young adults between the age of 20-24 living in Tangerang. These users are individuals who struggles with unhealthy lifestyle habits and expresses their desire to become more active but struggles with where and how to begin. By accommodating their busy schedules and providing consistent stimulation, the application can help bridge the gaps between needs and gains.

## **8. Cost Structure**

Cost Structure calculates all costs associated with business operations, including production, distribution, operational costs, and others (Rizki, 2024). In MoovPal's case, the cost structure includes both fixed cost and variable cost. The fixed cost focused more on server and operational fees, software subscriptions, and the developer account in mobile app stores. The variable cost will focus more on partnering companies, advertisements, customer acquisition and customer retention fees, honorary personal trainer or exercise instructors, and exercise class venue rental.

## **9. Revenue Stream**

Revenue Streams calculates all sources of income generated by the business (Rizki, 2024). The revenue streams within MoovPal to represent generated incomes from in-app purchases. The primary revenue stream will come from premium subscriptions, which users can pay for on a monthly or annual basis with applicable discounts. By subscribing, users will gain access to paid features within the application. Supporting revenue stream for MoovPal

will come from exercise events and classes with personal trainer or instructors; rewarded advertisements; and in-app purchases with coin top ups.

### **2.3 Company Description**

A significant problem inspired MoovPal's creation and it is that there exist countless individuals who desires healthier lifestyles, and many of these individuals turn to fitness applications for help. Yet these applications consistently fail to retain users simply because of repetition and data intimidation. In research about fitness application usage given to 427 respondents by Herian et al., (2025) reveals that 75% of respondents abandon fitness applications within a short span of time. Moovpal was deliberately designed for young adults between the age of 20-24 to address this retention issue by offering external stimuli in the form of gamified exercise routine and social features.

Integrating healthy lifestyle into people's daily routine through enjoyable activities becomes MoovPal's core vision. With that, the application is designed to make exercising more entertaining and engaging by utilizing the social and gamification aspect as the primary system for transforming exercises from mundane tasks into an encouraging experience with user-generated communities, points collection as rewards, and leaderboard competitions to boost retention.

From the vision itself, Moovpal's fundamental missions can be determined to support Indonesian public health through technological innovation integrated into daily life and to build supportive communities that enhances connectivity in exercising. MoovPal as a fitness application can be described as the technological innovation that will accompany users throughout their journey to build a healthier lifestyle.

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



Figure 2.3 MoovPal logo

The name MoovPal was created through careful consideration and deliberate meanings. The word “Moov” was creatively modified from the word “Move”, which is defined as taking action. The word “Pal” itself is used as another term of friend. Together these words form a clear identity, a friend that accompanies users in every action they take. This positions MoovPal not merely as a tool but as a friendly companion supporting users through their daily exercise activities.

A logotext becomes the foundation of MoovPal’s logo, created from the word “Moov”. When viewed as a whole, the logo resembles a rabbit, an animal deliberately chosen for its agility and swiftness in physical activities. Each letter contributes to this visual identity, the letter M shapes the rabbit’s ears, the two O’s becomes a pair of eyes, and the V forms the side of the rabbit’s head. Every element works together to create an image that immediately communicates movement and energy.

MoovPal uses three main values, Playful, Connection, and Encouraging. The word playful is shown by the gamification aspect, especially challenges and expedition. Connection resembles the social aspect of the application such as communities and friends. Encouraging describes the application itself providing support for users to feel encouraged in exercising. With these, MoovPal provide users with an application that support exercise consistencies using social and gamification aspects as it will also be distributed with the subscription model.

## 2.4 Company Organizational Structure

This section explains the company organizational structure to create a more professional environment and organized system, as such:

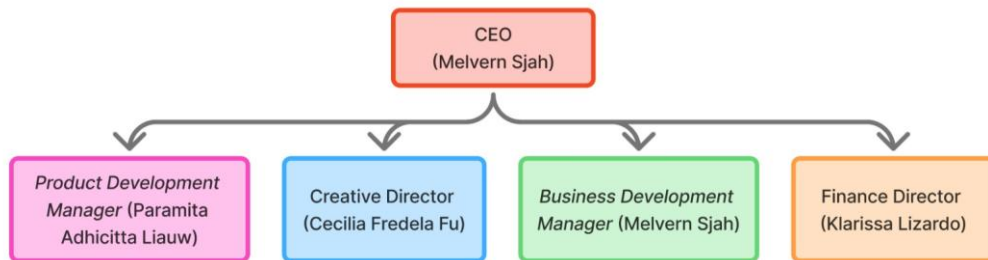


Figure 2.4 Entrepreneurship & Innovation Program Team Structure

### 1. Melvern Sjah, Chief Executive Officer

Identify developing markets that have potential for business growth, building and maintaining relationships with industry associations, regulators, vendors, or high-value clients, leading discussions on proposals, pricing agreements, and contract preparation in collaboration with legal and financial teams, as well as overseeing strategic account planning and coordinating implementation workflows.

### 2. Klarissa Lizardo, Finance Director

Designing long-term financial strategies and monitoring financial performance. Overseeing budgets, cash flow, investments, taxation, and ensuring financial systems, policies, and reporting operate effectively and comply with regulations. Acting as a liaison with banks, auditors, investors, and the public.

### 3. Cecilia Fredela Fu, Creative Director

Designing long-term financial strategies and monitoring financial performance. Overseeing budgets, cash flow, investments, taxation, and ensuring financial systems, policies, and reporting operate effectively and comply with regulations. Acting as a liaison with banks, auditors, investors, and the public.

#### 4. Paramita Adhicitta Liauw, Product Development Manager

Responsible for creating products in the form of application UI/UX by focusing on user experience, trends in the market or similar applications, and adapting to the determined business model. The product creation process includes research, prototyping, market testing, and product launch.

#### 2.5 Company Workflow

A structured workflow is essential in application development to gain an organized and collaborative environment that supports consistency and efficiency. During the Pro-Step Entrepreneurship program, the team's workflow followed a clear hierarchy beginning with Internal and External Advisors, passing through the Chief Executive Officer (CEO) and ultimately reaching the Creative Director.

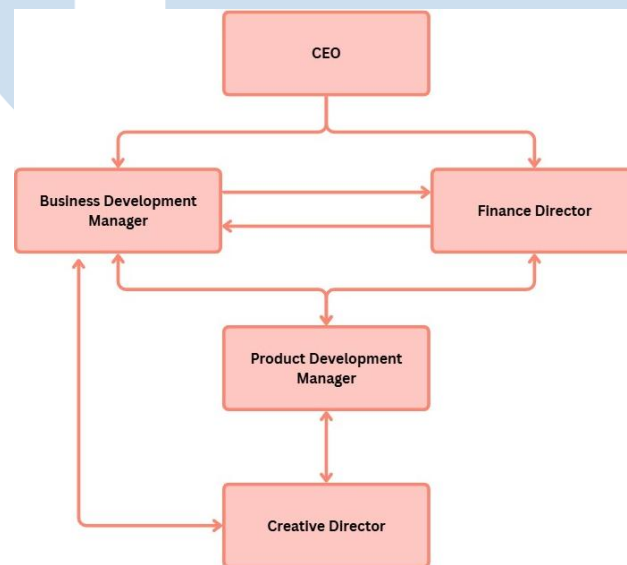


Figure 2.5 Entrepreneurship & Innovation Program Team Workflow Process

The process begins with the CEO, who generates a business idea and provides direction to the team, particularly the Business Development Manager and the Finance Director. From there, The Business Development Manager is responsible for validating the business idea while ensuring the viability of the idea, followed by developing the marketing and business strategies. Meanwhile, the Finance Director is directed to create a monetization system to determine how the app generates revenue and manage finances to prevent losses. The Business Development

Manager and Finance Director will collaborate to document key requirements needed for the application. this collaboration also provides direction for the Product Development Manager. The Product Development Manager then conducts research, builds the application's feature, while also manages the administration of both the application and its website. Finally, after receiving directions from the other divisions, the Creative Director will step into developing the visual elements, including illustrations, application user interface (UI), and the visual design of MoovPal's social media presence.

## 2.6 Business Feasibility Analysis

The feasibility of a business will be calculated using Break Even Point analysis. Break Even Point (BEP) is a financial calculation that determines when a business's total revenue exactly equals its total costs and the moment when the business neither makes a profit nor suffers a loss (Jobstreet, 2024). In simple terms, it is the point where the business "breaks even". Through this calculation, a company can estimate the time required to break even, as well as the minimum number of units and revenue that must be achieved in order to break even.

Table 2.1 Fixed Cost Analysis

FIXED COST				
Expenses	Duration	Qty.	Cost	Amount
Legal				
PT Registration	lifetime	1	Rp3.249.000	Rp3.249.000
Copyright Registration	lifetime	1	Rp.500.000	Rp.500.000
Trademark Rights Registration	120 months	1	Rp.500.000	Rp.500.000
Application Publication				

Developer Registration account in Play Store	lifetime	1	Rp.400.000	Rp.400.000
<b>Application Development</b>				
Figma Developer Account Subscription	12 months	2	Rp2.436.638	Rp58.479.312
Application Maintenance	1 month	12	Rp600.000	Rp7.200.000
Adobe Creative Cloud Pro Subscription	12 months	2	Rp560.056	Rp13.441.344
Server Cost (Firebase) (15 GB storage addition)	12 months	1	Rp79.157	Rp949.884
Procreate	lifetime	1	Rp195.000	Rp195.000
Website Hosting	12 months	1	Rp371.628	Rp371.628
<b>Fixed Cost Total</b>				<b>Rp85.286.168</b>
<b>Total Per Month (Average)</b>				<b>Rp7.104.180,67</b>

The fixed costs required to establish and maintain MoovPal's foundational operations total Rp85.286.168. Legal expenses include PT registration at Rp3.249.000, copyright registration at Rp500.000, and trademark rights registration at Rp500.000 valid for 120 months. Application development costs cover the Play Store developer registration account at Rp400.000 for a one-year subscription. Additionally, the fixed cost includes two Figma development, Application maintenance, two Adobe Creative Cloud Subscription, Firebase server costs including 15 GB of storage addition, procreate one-time license fee, and website hosting. These costs remain constant regardless of how many users subscribe to the application.

Table 2.2 Tabel Cost Variable Analysis

VARIABLE COST				
Expenses	Duration	Qty.	Cost	Amount
Service Cost				
Google Play Store Service Fee (15%)	12 months	45	Rp 5.250	Rp 2.835.000
Xendit service tax (on average)	12 months	45	Rp 4.440	Rp 2.397.600
Application Content and Marketing				
Honorarium personal trainer and exercise expert to create informative content in the application	2 months	6	Rp 1.500.000	Rp 9.000.000
Instagram advertisement	2 months	1	Rp 2.500.000	Rp 2.500.000
Exercise Classes				
Field and gym rental	12 months	24	Rp 1.000.000	Rp 24.000.000
Honorarium Instructor	12 months	12	Rp 750.000	Rp 36.000.000
Variable Cost Total				Rp 76.732.000
Variable Cost Month Total (on average)				Rp 6.394.333

The variable costs for MoovPal amount to Rp76.732.000 annually, averaging Rp6.394.333 per month. These costs fluctuate based on transaction volume and include the Google Play Store service fee of 15 percent, calculated at Rp2.835.000, Xendit service tax averaging Rp2.397.600 annually and more such as, honorarium

personal trainer and exercise expert to create informative content in the application, Instagram advertisement, field and gym rental, and honorarium instructor for classes. Unlike fixed costs, these expenses increase proportionally as more users subscribe and process payments through the application.

Table 2.3 Income Analysis

INCOME				
Income	Duration	User Qty.	Cost /month (with Xendit and PPN cut cost)	Amount
Subscription				
Tier 1 Subscription	12 months	20 users	Rp 30.560	Rp 7.334.400
Tier 2 Subscription	12 months	15 users	Rp 44.560	Rp 8.020.000
In-App Purchases	12 months	10 users	Rp 12.560 (Average price)	Rp 3.014.400
Exercise Classes				
Online Classes Income	12 months (4 session per month)	30 users (Per session)	Rp 60.000	Rp 86.400.000
Advertisements				
Income	Duration	Income per 1000 clicks	Estimated total income	
Google AdMob	12 months	Rp 142.760	Rp 750.000	
TOTAL Income				Rp 104.011.600
TOTAL per Month (average)				Rp 8.667.664

The Break-Even Point (BEP) will be calculated using the projection of expenses and revenues for the next 12 months. However, as the substitute for the selling price per unit, the team first calculates the Average Revenue Per User (ARPU) before calculating the BEP. The formula for ARPU is as follows:

$$\begin{aligned}\text{ARPU} &= \text{Total Income per month} / \text{Total Active User} \\ &= \text{Rp } 8.667.700 / 200 \text{ user} \\ &= \text{Rp } 43.339\end{aligned}$$

After determining the ARPU, the User BEP and Rupiah BEP can be calculated as follows:

1. User BEP = Total Fixed Cost per Month / (ARPU – Variable Cost per user)  
= Rp 7.104.180 / (Rp 43.339 – (Rp 6.394.333/200 user))  
= Rp 7.104.180 / (Rp 43.339 – Rp 31.972)  
= Rp 7.104.180 / Rp 11.367  
= 625 users

2. Rupiah BEP = ARPU x User BEP  
= Rp 43.339 x 625  
= Rp 27.086.875

Based on this calculation, the minimum active user in the application to reach the BEP are 625 users with Rp27.086.700 total average income. With this data, MoovPal is calculated to hit BEP with the following formula:

$$\text{Rp } 27.086.875 / \text{Rp } 8.667.700 = 3,12$$

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