

KATALISATOR MUDA INDONESIA

(YOUTH CATALYST INDONESIA)



PROBLEM

A perspective where conflict can be solved with violence continues being inputted in Indonesian youth. This making them unable to manage conflict in daily life and always led to violence activities (physical, psychological, and sexual violence). Year after years, the number of youth involvement in violence activities (as victims and perpetrators) continue to increase in Indonesia. A report from the Indonesia's National Commission on Woman in 2019 stated, there are 406,178 of violence cases in Indonesia that involved youth as victims or perpetrators. This number includes physical, psychological, and sexual violence.

SOLUTION

In Katalisator Muda (KaMu) Indonesia, we strive to equip youth with certain set of skills and abilities to manage conflict in their daily life, at any level on conflict. we would like to change the perspective that conflict can be positive and solve it without violence. To reduce the number of youth involvement in violence activities in Indonesia. Where it could lead to a better relationships, inclusive communities, and a peaceful society.

To do that, we actively implementing our approach through Workshop and Campaign on Conflict and Violence.

MARKET SIZE

We are targeting youth in a range of 17 – 27 Years old in Indonesia (total Population: 44,098,900 (Statistics Indonesia)). In the next few years, we will strive to reach out youth that living in Jakarta (total: 1,476,300 (Statistics Indonesia)).

COMPETITION

There are many campaign activities about violence being held by the government and local organizations in each city in Indonesia. Yet, there are no any specific competitors that provide workshops and social media campaigns on changing perspectives about conflict and violence in Jakarta..

REVENUE MODEL

Transactional – Where are targeting School, Universities, Local Government and International Actors that have concern on youth development in Peace and conflict. we are selling them our program and the youth as beneficiaries can have access to our workshops and campaign for free.

Subscription – We are inviting youths to subscribe our activity in social media and memberships, where we provide several advantages that lead them to more opportunities and explore further to be a peace catalyst in Indonesia.

GO-TO-MARKET STRATEGY

Profitability

Self Service Inside Sales Field Sales Channel model

We put our first concern on the self-service method where the customer makes a purchase on their own, continued with Inside Sales where prospect needs to be nurtured by a sales rep to convert into a deal, then some field sales activity where we close large enterprise deals. The last but not least is a channel model strategy where agency or partner sells our service.

TRACTIONS

150 paying customers
(Schools, Universities,
Government agencies)
to impact the youths.

\$80K
annual revenue

20% User
growth per year

200,000
youth impacted



CONFLICT IS INEVITABLE VIOLENCE IS NOT!

Who is on the lead?

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Contact us!

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