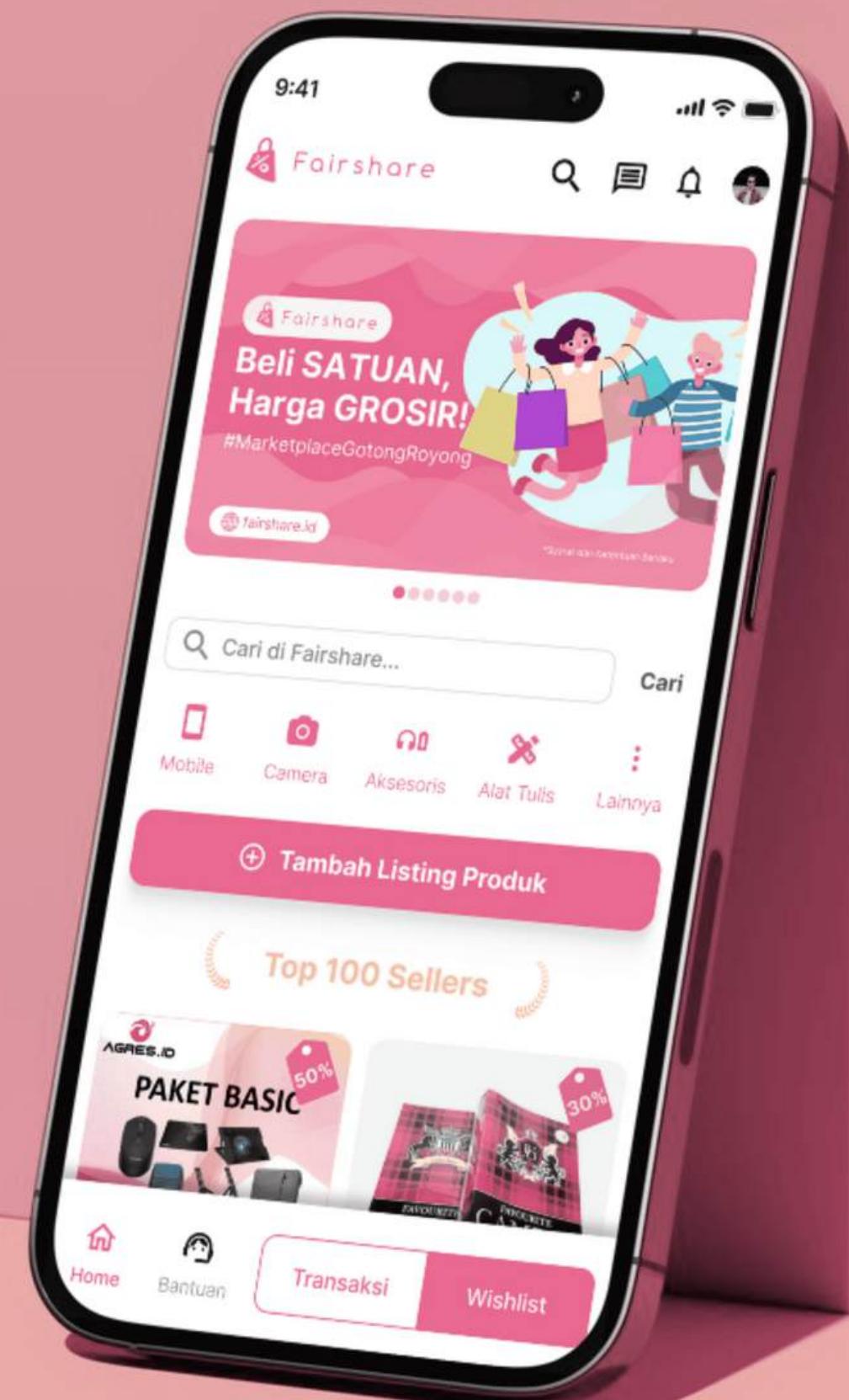


# Fairshare

Indonesia's **FIRST**  
Social Commerce Marketplace



# PROBLEM (MERCHANTS)



## Declining Sales Due to Economic Pressures

1. **Low Purchasing Power** leads to **Lower Sales** - Merchants are seeing fewer sales as people spend less.

2. **A High ICOR (above 6%)** means the economy is not very efficient. It takes a lot of money (capital) to produce a small amount of economic growth

Source : news.ums.ac.id, cnbcindonesia, tempo.co, metrotvnews.com



## High Seller Fees on other marketplace platforms

1. Marketplaces like Shopee, Tokopedia, Lazada, etc charges their sellers a lot :

- **10-15%** Base Commission Fees
- **2.5-6%** "Free Shipping Program for buyers" that sellers subsidize themselves
- Other fees like Ads and Boosters to maintain visibility, **increasing operational costs.**

2. **Fierce competition** led to sellers to keep price as low and close as possible to **COGS+Fees**. In some cases, even **Losses**.

Source : seller.shopee.co.id, assets.tokopedia.net, sellercenter.lazada.co.id, **field surveys on real life e-commerce sellers.**



## Inaccessibility of Wholesale prices to regular people

1. Merchants and Manufacturers can only offer wholesale prices to business owners or resellers(not everyone), who meet **high minimum order quantities (MOQs)**.

2. **No practical way** to facilitate group buying, either online or offline, thus **limiting sales opportunities and customer reach.**

MOQ\* = Minimum Order Quantity

# PROBLEM (CONSUMERS)



## Reduced Purchasing Power

1. **Shrinking middle class** from 23% in 2018 to 17.1% in 2024, and **share of consumption sharply decreased** from 41.9% in 2018 to 36.8% in 2023, reducing consumer base for many businesses.
2. **Increasing Layoffs** projected to cross over 70,000 this year, heightening financial caution among households.



## Increased Product Prices

1. **Elevated Pricing** for Buyers- Sellers will include marketplace **comission fees** into product prices into **upwards of 10-15%**.
2. Economic & logistic inefficiencies leading to **higher cost of goods sold**, thus increasing the prices of goods.



## Inaccesibility of Wholesale prices to regular people

1. Wholesale prices are usually reserved for businesses, requiring bulk purchases, business licenses, or minimum orders—making them inaccessible to most individuals.
2. Consumers **lack accessible tools** and means to easily form buying groups (online/offline) and meet MOQs.

Source : [www.ums.ac.id](http://www.ums.ac.id), [reuters.com](http://reuters.com), [samuel.co.id](http://samuel.co.id), [thejakartapost.com](http://thejakartapost.com), [kompas.id](http://kompas.id), [jakartaglobe.id](http://jakartaglobe.id), [tempo.co](http://tempo.co), [ft.com](http://ft.com)

Source : (Ulkhaq & Pratiwi 2025, [sunankalijaga.org](http://sunankalijaga.org)), [seller.shopee.co.id](http://seller.shopee.co.id), [assets.tokopedia.net](http://assets.tokopedia.net), [sellercenter.lazada.co.id](http://sellercenter.lazada.co.id), **field surveys on real life e-commerce sellers.**

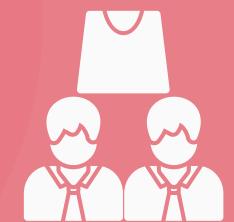
MOQ\*= Minimum Order Quantity

# SOLUTION → PRODUCT

**Fairshare.id** - A Fair Social Marketplace Powered by Communities



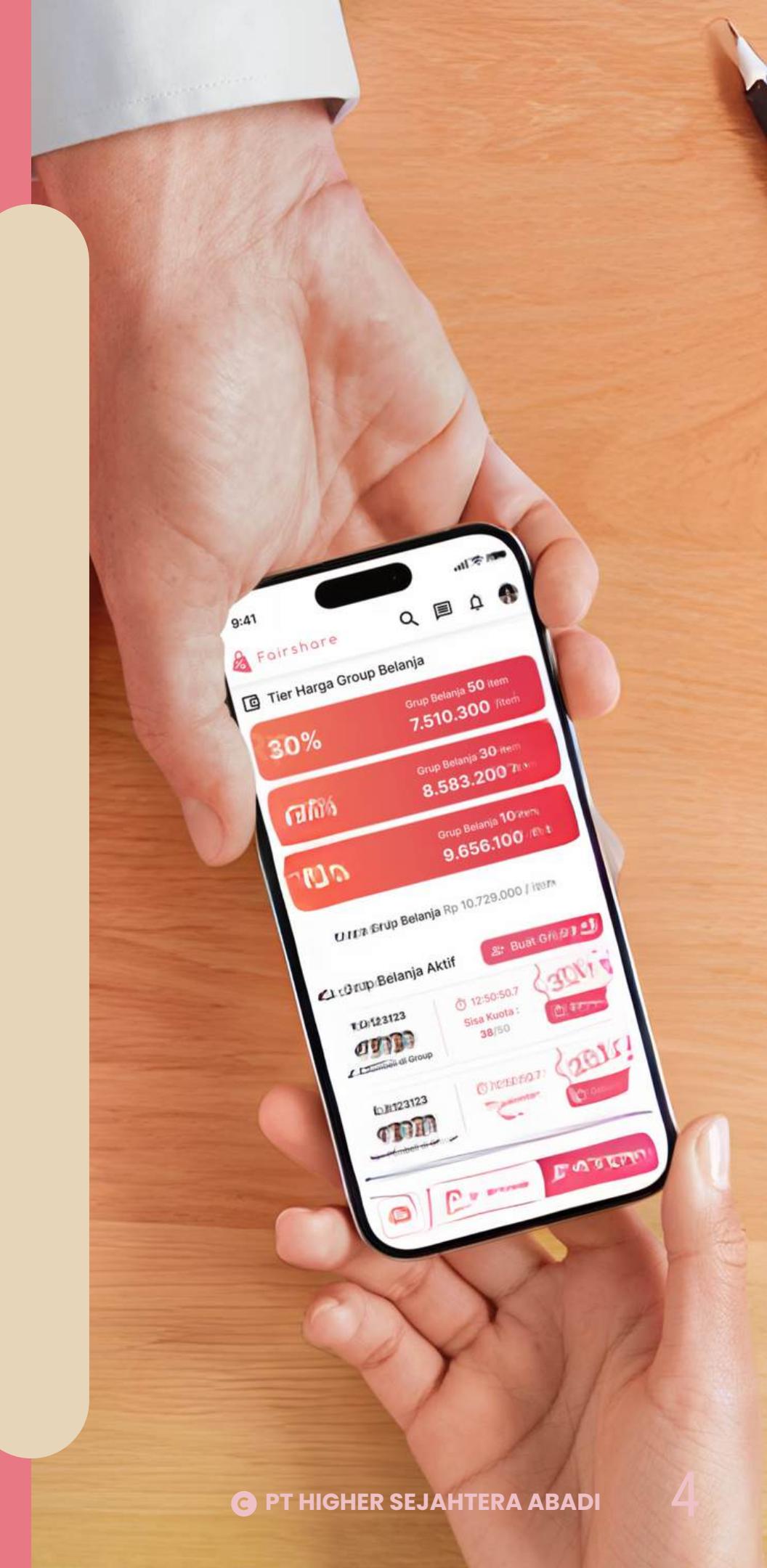
**Group Buying = Wholesale Prices.** Buyers get **Lower Prices** by creating and/or joining group buys.

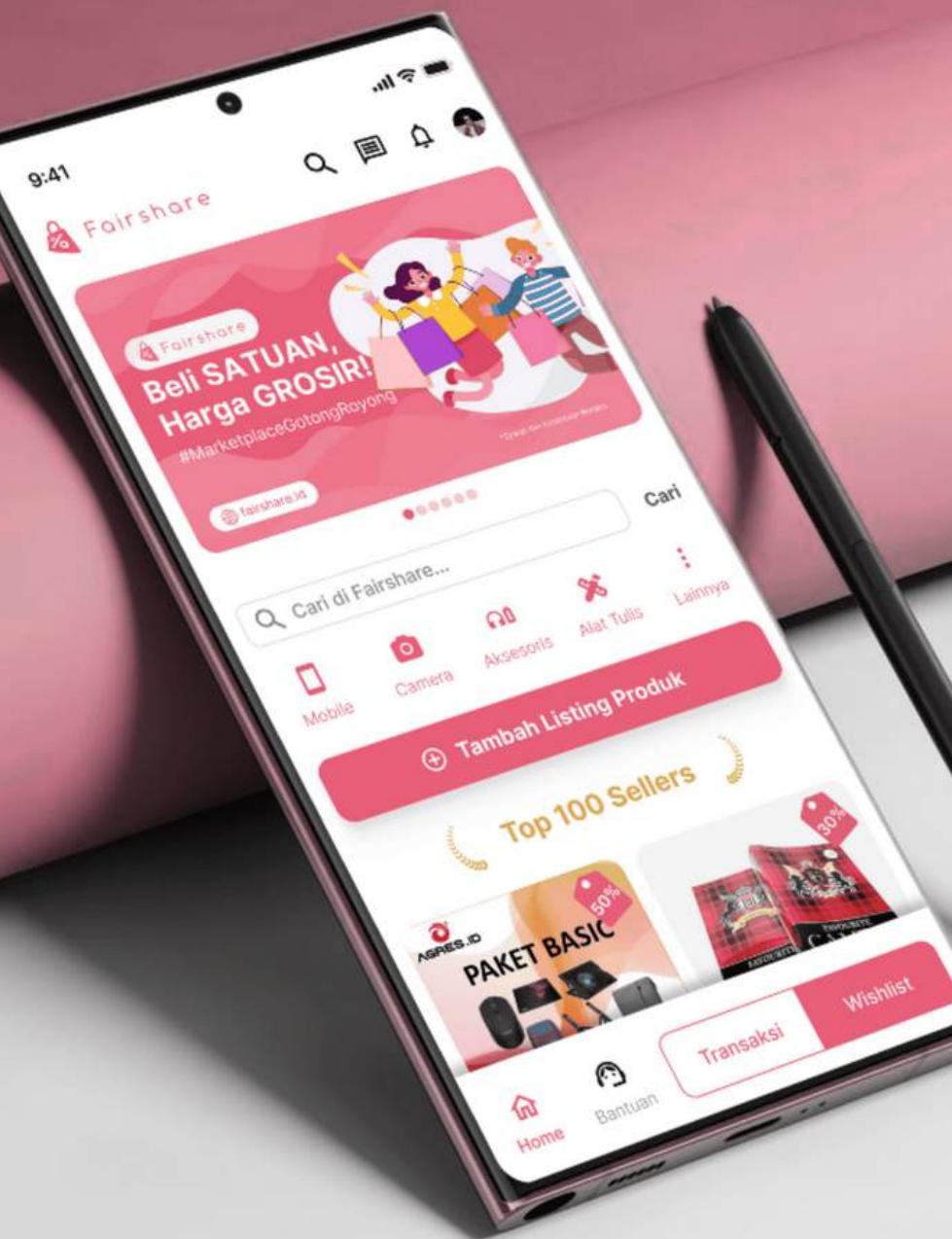


**Group Buy System** leads Sellers to get **more sales** and **better virality** with buyers **sharing and inviting** people to join their Group Buy lobbies.



Sellers can sell products at lower prices due to much lower fees in Fairshare.





## ✓ Fairer system for Buyers

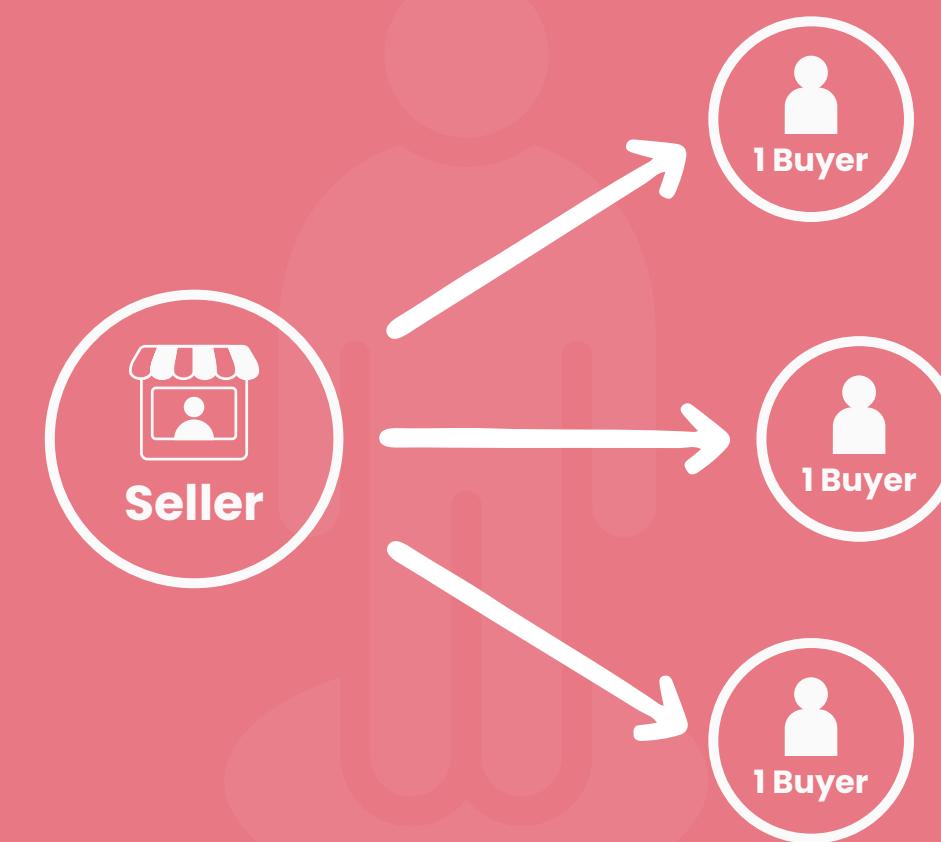
Equitable opportunities for all (Equality)

## ✓ Higher Scalability for Sellers

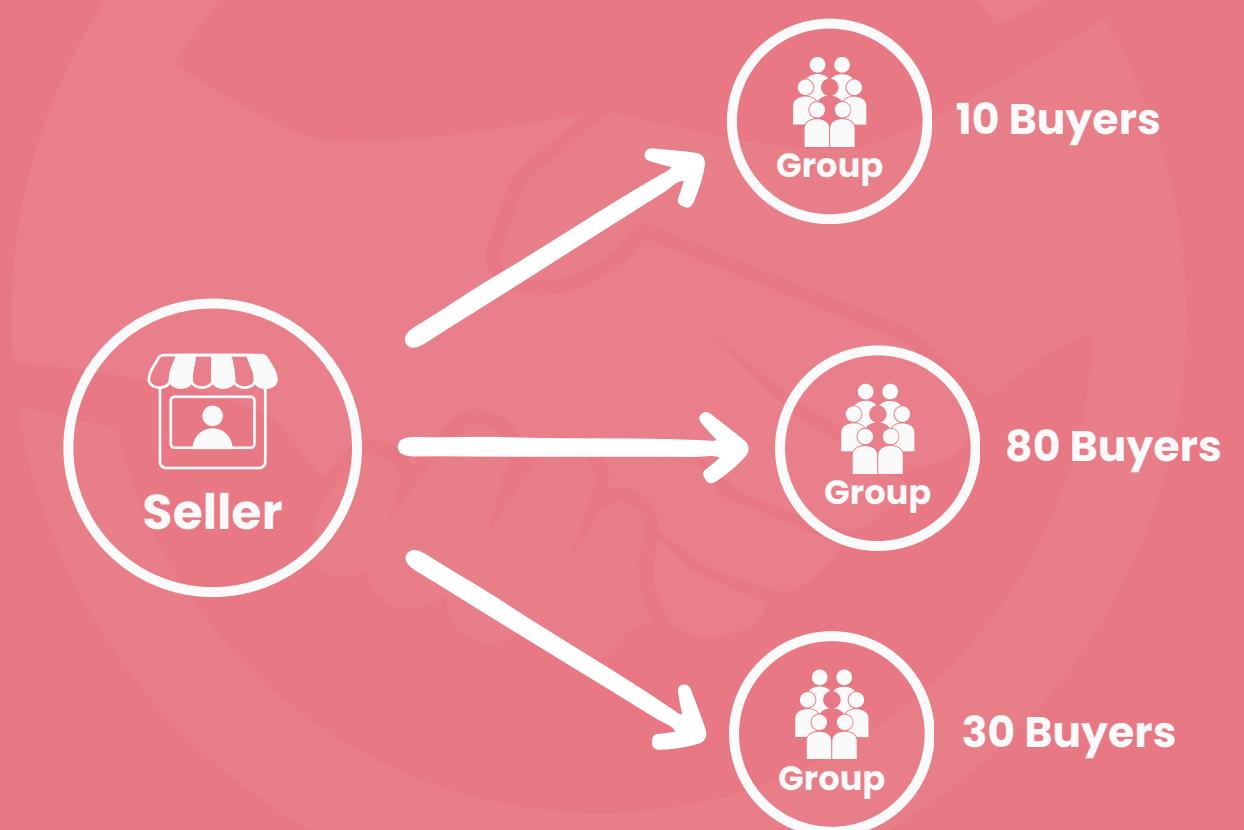
Organized network to grow

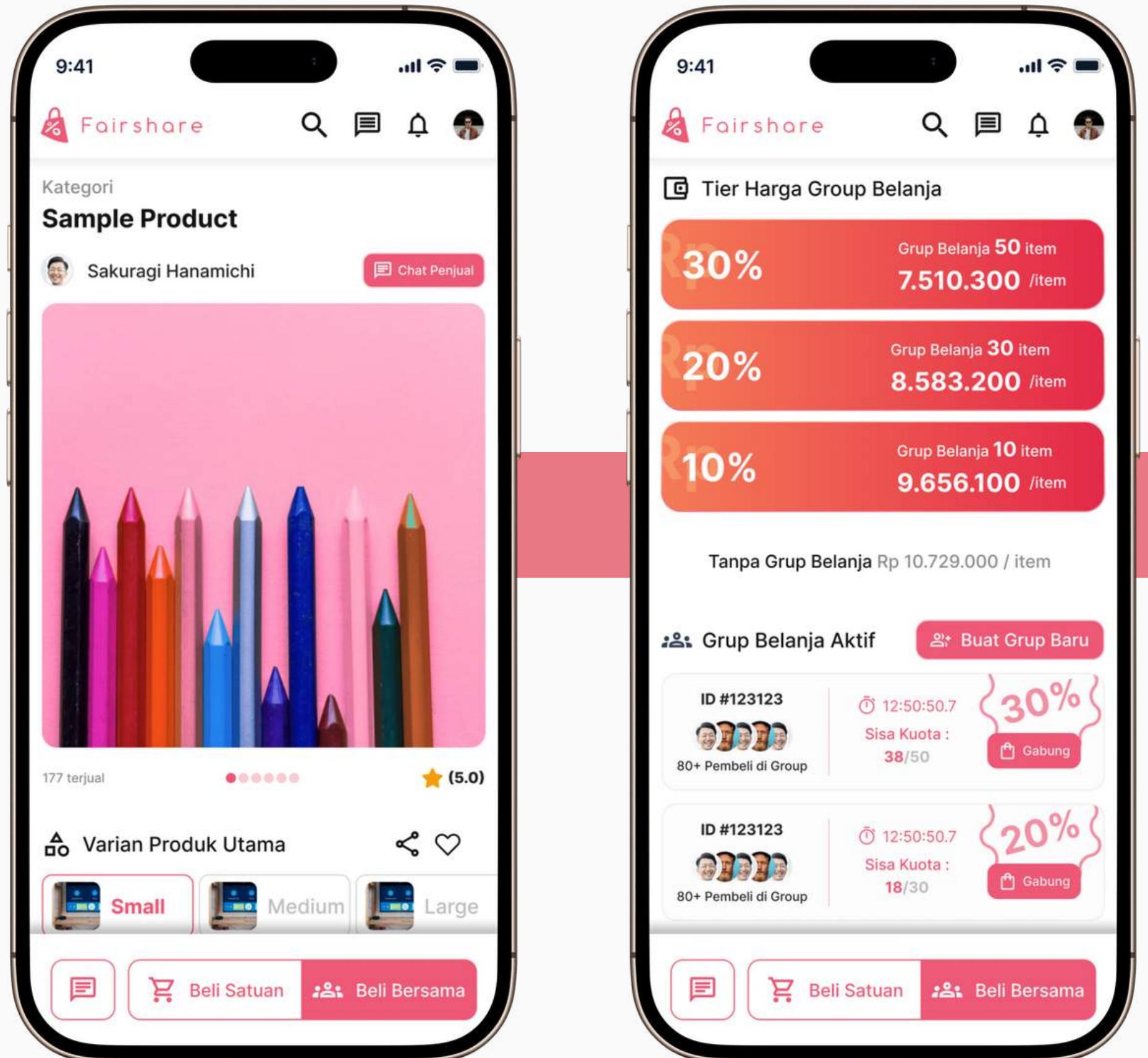
Consumer based better than any other marketplaces.

## Other Marketplace



## Fairshare.id





At Fairshare.id,  
Sellers lists **multiple**  
wholesale prices

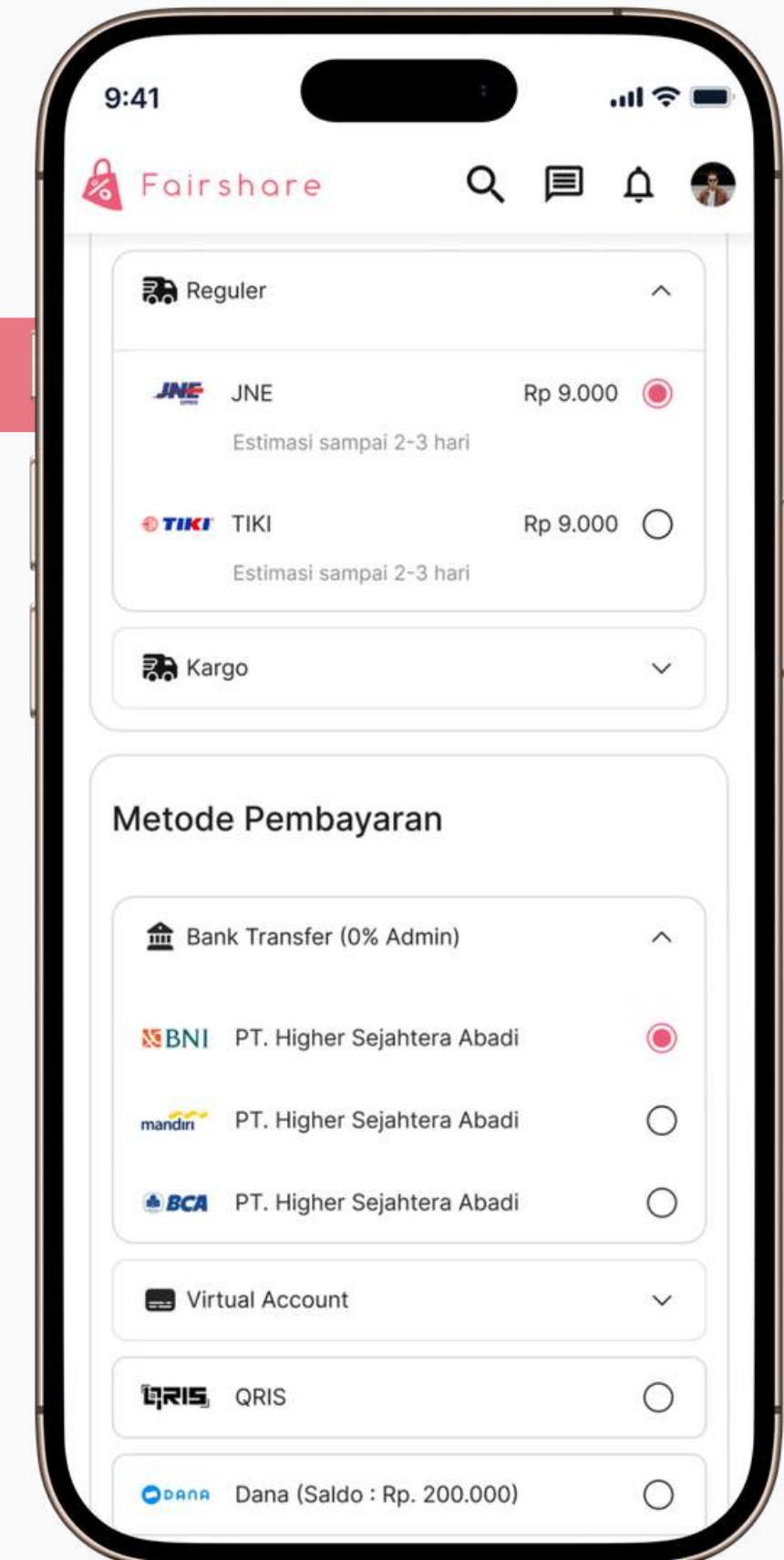
**Community-based**  
**Group-Buy system**  
with **countdown timers**

# Secure payments & trusted shipping

## Our Partners



## Powered By



# Partnerships & Sponsors

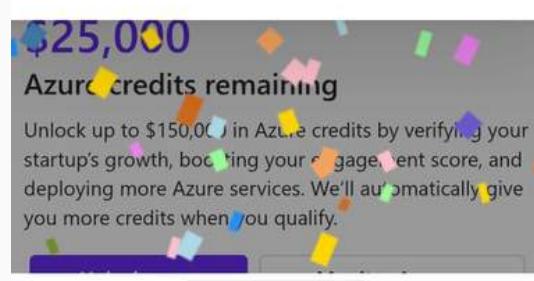


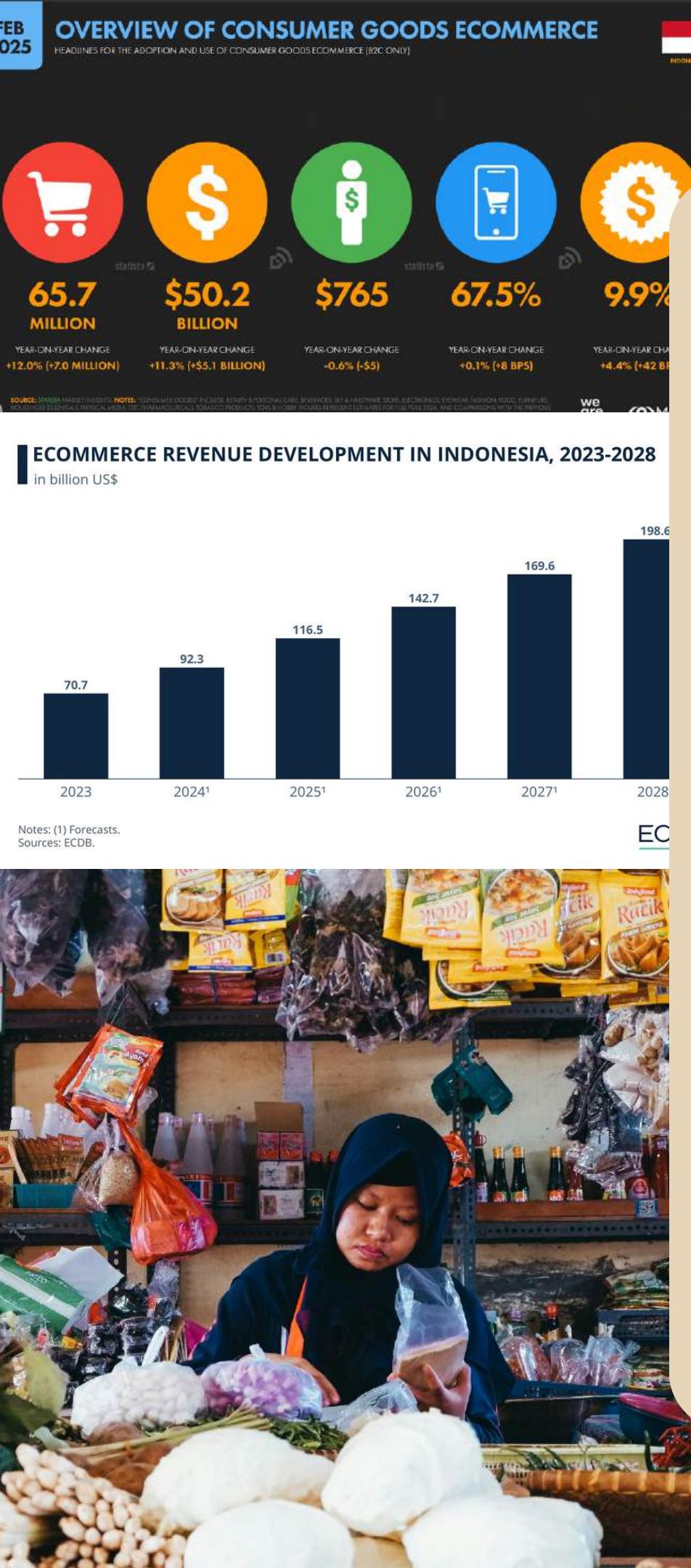
You've unlocked \$25,000 in Azure credits!

We love what you're building and are excited to see what you do next. Your Azure account now has \$25,000 in credits.

Show animations

Close





# TOTAL ADDRESSABLE MARKET

73.06  
Million

## Indonesian E-Commerce Users

Numbers Projected to Cross 73.06  
Million in 2025

Source : satudata.kemendag.go.id

\$100+  
Billion

## Indonesian E-Commerce Market

Revenues Projected to Cross US\$120  
Billion in 2025  
Source : ecdb.com

65+  
Million

## Indonesian Number of MSMEs

Numbers Projected to Cross 65 Million  
in 2025

Source : ekon.go.id, kadin.id,  
statista.com, (Ministry of  
Cooperatives and Small and  
Medium Enterprises, 2024)

(Lathif 2019 - dspace.uii.ac.id)  
(Kumala 2024 - researchgate.net)

# BUSINESS MODEL



**We take 5% commission per transaction**

Example transaction :

Transaction Amount (Before Fees) :  
Rp 1,000,000

**Fairshare Commision (5% total fee)**  
**= Rp 50.000 (5% of Rp 1.000.000)**  
**(2.5% from seller - Rp 25.000)**  
**(2.5% from buyer - Rp 25.000)**



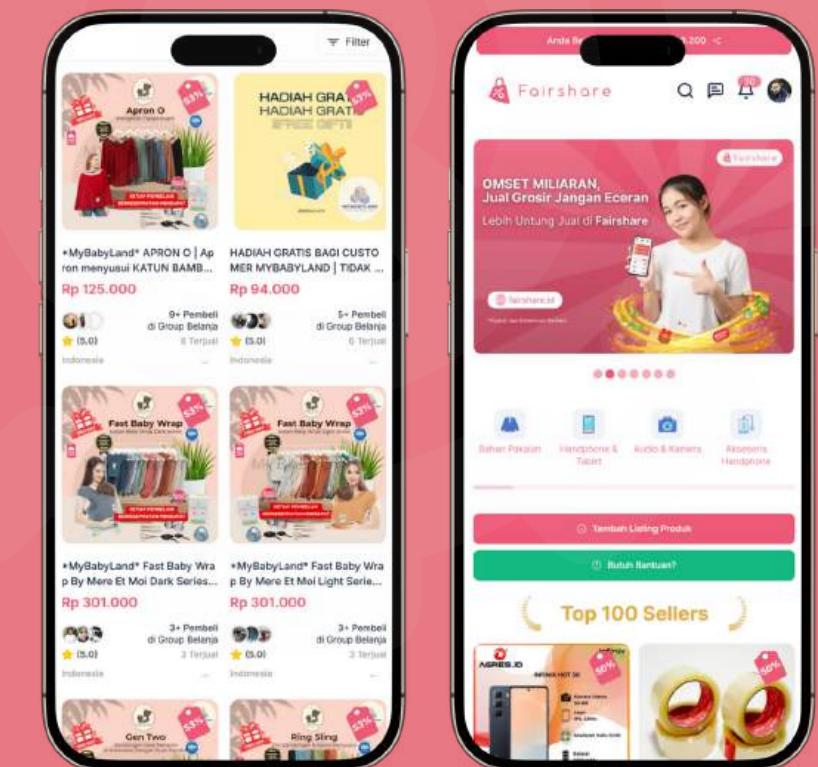
**Tiered Subscription Plans with Exclusive Benefits**



Subscription Prices subject to change.  
<https://fairshare.id/subscription-list>



**Paid ADS for sellers' listings via Fairshare platform**



**Banner Promotions & Listing Boostings**

# OUR STATISTICS



## Our Registered Users

Registered Users on  
Fairshare.id in Its Launch  
Month – May 2025



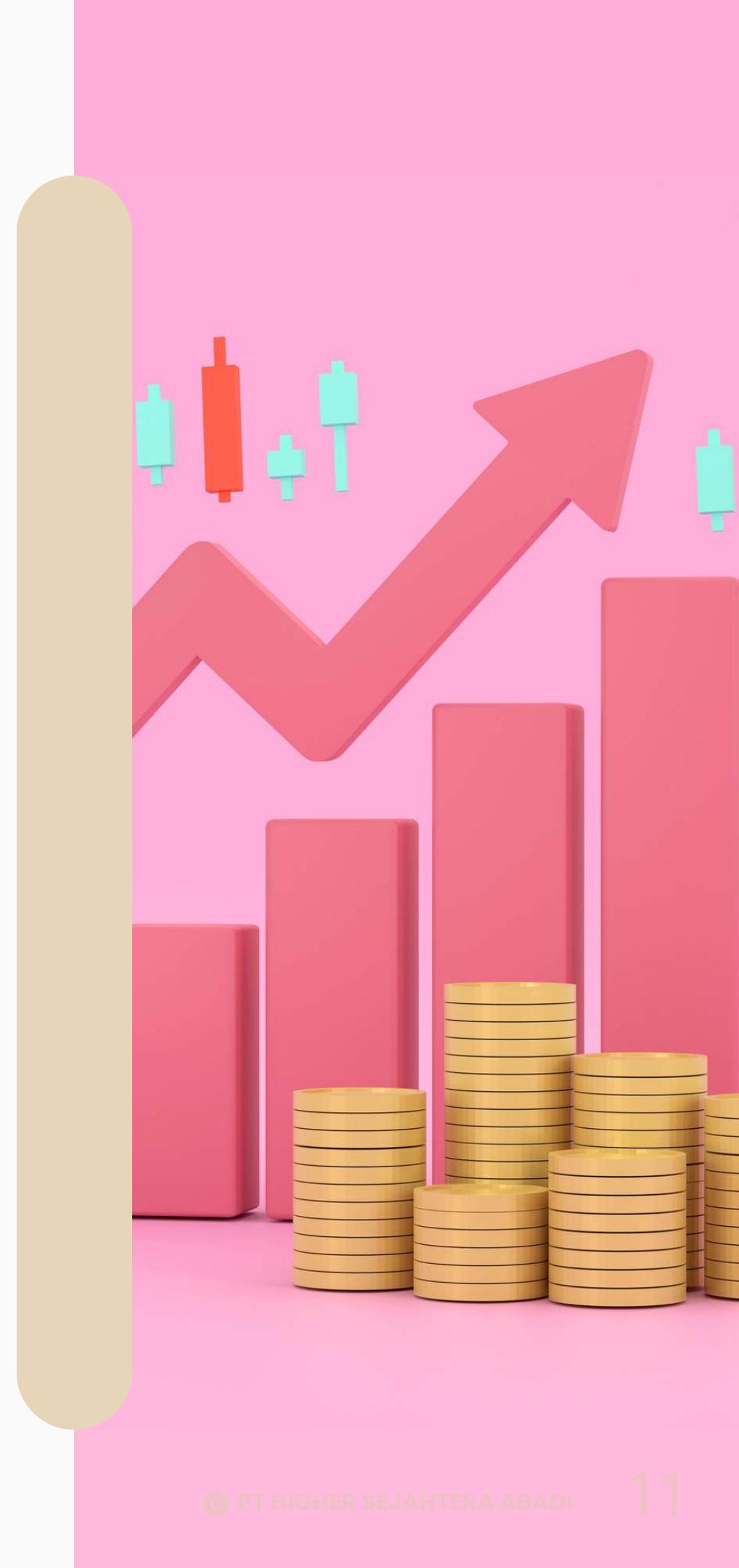
## Active Communities

Active Communities of  
Fairshare.id in Social Media  
groups as of May 2025



## Fairshare's GMV

Fairshare GMV in Its  
Launch Month – May 2025



# COMPETITIVE ADVANTAGE

WE FILL THE GAPS THAT OTHERS IGNORE



# ADVISORS



## High Profile & Experienced Industry Leaders



**Mohamad Feriadi Soeprapto**

**President Director JNE**

PT Tiki Jalur Nugraha Ekakurir

Nationwide Network Access



**Yulina Hastuti**

**CEO TIKI**

PT Citra Van Titipan Kilat

Industry Credibility & Trust



**Peterson Sukir**

**CEO Media Sports77**

Owner of Sports77 Official  
Youtube Channel with **800.000**  
**subscribers**

[https://www.youtube.com/@  
Sport77Official](https://www.youtube.com/@Sport77Official)



**Dylan Saputra**

**Monetization Strategy & Operations Tiktok**

Experience in Tiktok **China & SG**  
**Owner** of Signage Business

[https://www.linkedin.com/in/  
dylan-saputra/](https://www.linkedin.com/in/dylan-saputra/)

# ABOUT US

## The Founders



**Maftuh Ichsan**

**Fullstack Developer**

Experience 10+ Years working as  
Software Engineer &  
IT Security Specialist  
Web Dev at Hospital RSU Assalam  
Gemolong Sragen

**Summa Cum-Laude**  
BSc. **Information Technology**  
Universitas Duta Bangsa - Solo



**Hendrik Supina**

**Marketing, Team Lead**

Malaysia Experience 6 Years  
**Magna Cum-Laude**  
BSc. **International Business**  
Lim Kok Wing University

**Sold Multiple Businesses**  
rajaskin.com & dressyourphone. Id  
**Ex EVOS Pro Esports Athlete TOP 100 SEA**



**Iwan Wirawardhana**

**UI UX, Design**

Japan Experience 5 Years working in  
**Arts & Service** industry  
AEON Group, Kohrai Garden, Donguri  
Osaka Communication Arts  
**Animation CG Course & JLPT Level N2**

**Magna Cum-Laude**  
BSc. **Accounting** Podomoro Univ



# Our Team



# COMPANY PURPOSE

**“Connections before Transactions”**



Unlock **Fair** pricing for **All**



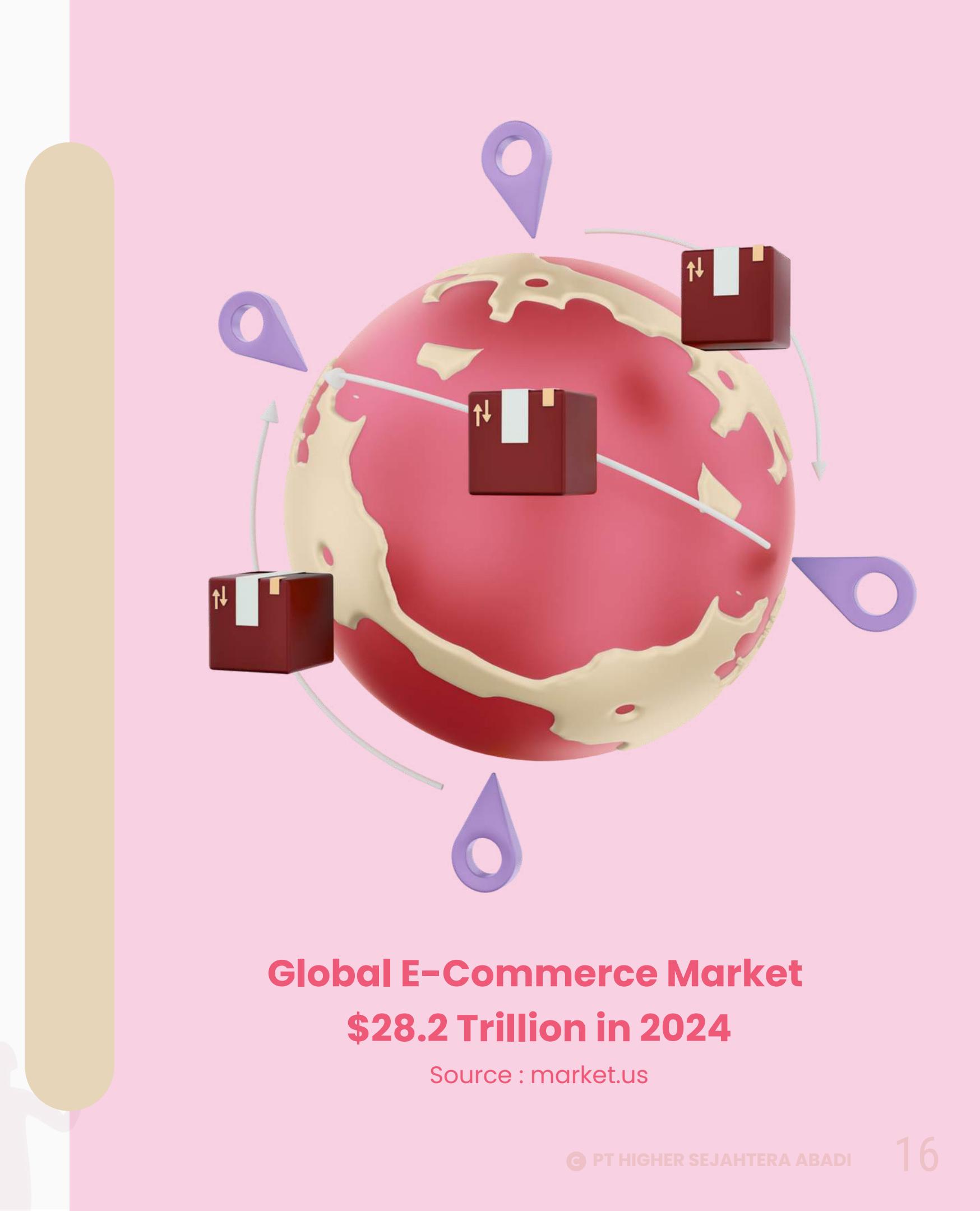
**Strengthen** MSMEs (UMKM) with  
**buying** and **selling power**



Build **most community-driven**  
marketplace



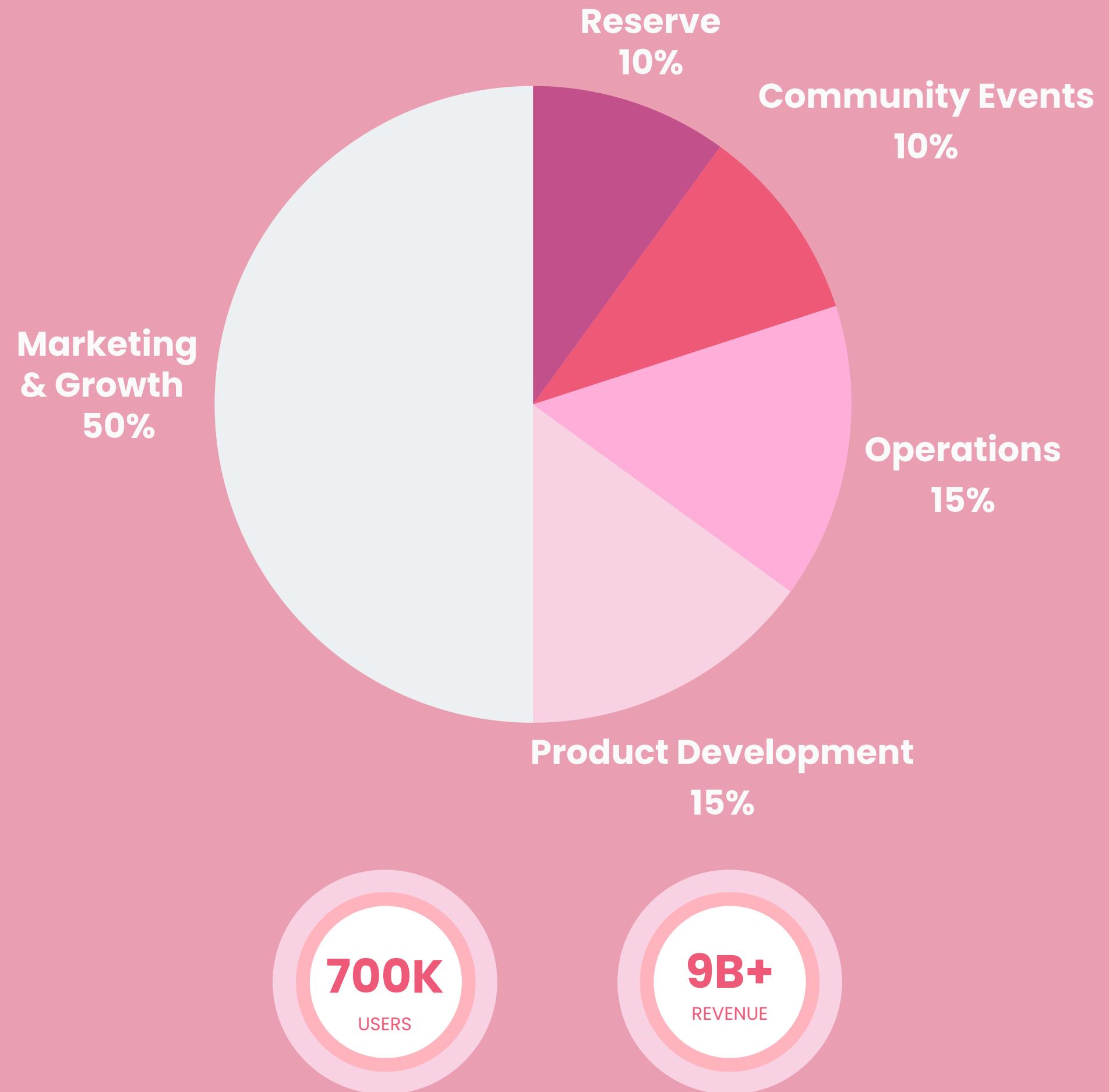
Build Indonesia's **first global company**



**Global E-Commerce Market**

**\$28.2 Trillion in 2024**

Source : market.us



# FINANCIALS

**\$600K Seed Round**  
Initial investment opportunity

We are looking for 6 months' financing to reach 700.000+ transactions on Fairshare.

That translates into Rp 9 Billion+ Revenue over 6 months.



Fairshare Higher

# PT HIGHER SEJAHTERA ABADI

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Email : [business@fairshare.id](mailto:business@fairshare.id) , [business@higher.id](mailto:business@higher.id)

Address : Jl. Pluit Karang Jelita No.39, RT.7/RW.12,  
Pluit, Kec. Penjaringan, Jkt Utara,  
DKI Jakarta 14450