

Business proposal

Help That Comes to You: On-Street Repair for Stranded Car Drivers in Surabaya

Bengkelin, an app that sends the nearest workshop to a car that has broken down

Prepared by

Amadeus Eugene Dirgantara, founder of Bengkelin
Informatics (IMT-AI), Universitas Ciputra, Surabaya
amadeuseugenedirgantara@gmail.com

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I. Executive Summary

Surabaya has 573.880 registered passenger cars (Databoks, 2025). Every year, thousands of them stop on the street because of a dead battery or a flat tyre. Both problems can be fixed on the spot in under an hour, but a stranded driver often does not know which workshop is nearby, whether it is open, or what a fair price is.

Bengkelin is a mobile app that connects these drivers with nearby workshops. The driver reports the problem and their location. Nearby workshops reply with a price and an arrival time. The driver accepts one offer, follows the mechanic on a map, and pays in the app when the job is done.

We earn Rp 26.292 on an average job, from a booking fee, a 10% commission on the service fee, and a 5% commission on batteries sold through the app. Our projections are deliberately conservative. They use the lowest breakdown rate we could find, and in that case Bengkelin breaks even in its fourth year. If Surabaya cars break down twice as often as German cars, it breaks even in its second year.

We are asking for **Rp 60.000.000 for 10% of the company**. This covers the projected losses of the first three years, with a reserve. A working prototype already exists, built as a university project, so the money goes to launch and growth, not to building the product from zero.

II. The Problem: Stranded and Not Knowing Who to Call

Picture a driver on a Surabaya street at 9 p.m. The car will not start, or a tyre is flat. The driver needs help now, but has three weak options:

- **Find a roadside tyre-patch stall.** This works only if the car can still be driven to it, and only for tyres.
- **Call a workshop they know.** Many drivers do not know one near where they broke down, and they cannot see who is open.
- **Call their insurer.** Roadside assistance from insurers covers only insured cars and has limits. One Indonesian insurer's terms, for example, cover battery jump-starts only for electric cars, and do not cover the cost of tyre repair (Sinar Mas, n.d.).

The problem is common

Germany's largest automobile club, ADAC, answered 3.633.154 breakdown calls in 2024. About 45% were caused by a dead or faulty battery, and 8.8% by tyres (auto motor und sport, 2025). Together, more than half of all breakdowns were problems a mechanic can fix at the roadside.

Germany had 49.339.166 cars that year (ecomento, 2025), so ADAC alone was called out for about 7.4 of every 100 cars. Applied to Surabaya's cars, this suggests about **20.462 on-street battery and tyre breakdowns a year** that Bengkelin can serve, after excluding the 10% we assume happen on toll roads, where Jasa Marga handles breakdowns. This is a floor. Surabaya's heat shortens battery life, and ADAC is only one of several breakdown services in Germany, so the real number is likely higher.

Prices are unclear

A stranded driver has no way to compare prices. Indonesian media has reported a driver charged Rp 100.000 for a single tyre patch (Gridoto, 2021b), while a workshop tyre patch normally costs Rp 50.000 to Rp 100.000 (Gridoto, 2022). A 24-hour mobile tyre service in Tangerang charged Rp 150.000 per call-out, negotiable on the spot (Gridoto, 2021a).

Nobody serves this well in Surabaya

Otoklix connects drivers with workshops, but it is built around booking scheduled services (SWA, 2021). Cermati's CERA emergency package covered jump-starts and tyre repair, but only in DKI Jakarta (Bisnis.com, 2021). We found no app that lets a stranded driver in Surabaya see nearby workshops, their prices and their arrival times in one place.

III. Our Solution: Bengkelin

Bengkelin works like inDrive, but for car workshops. It has two sides: an app for drivers and an app for workshops.

How it works

1. The driver opens Bengkelin, picks the problem (for example, "dead battery") and confirms their location on the map.
2. Workshops within a few kilometres receive the request and send an offer: a price and an arrival time.
3. The driver sees each offer with the workshop's rating and distance, and accepts one.
4. The driver follows the mechanic on a live map and can chat with them in the app.
5. The mechanic fixes the car. Both sides confirm the job is done, the payment is released to the workshop, and the driver rates the service.

Services at launch

Problem	What the mechanic does
Dead battery	Jump-start, or replace the battery on the spot
Flat tyre	Patch the tyre, inflate it, or fit the spare
Out of fuel	Buys fuel at a petrol station at the official price and delivers it, plus a delivery fee

We exclude accidents and serious engine failures, because those cars need towing to a workshop. We also exclude toll roads, where outside services cannot operate.

Built for an emergency

A stranded driver cannot wait for a long auction. Bengkelin keeps the choice fast:

- Each job type has a **published price range**, shown before the driver orders. Workshops cannot offer above it.
- Offers close after **3 minutes**, and the app marks the fastest arrival so the driver can accept with one tap.
- The driver's money is **held in the app** until both sides confirm the job is done, which protects the driver from overcharging and the workshop from non-payment.

Why workshops join

Many workshops have idle mechanics between scheduled services. Bengkelin brings them paid jobs nearby, with payment guaranteed, and charges only when a job is completed. There is no monthly fee.

IV. Who We Serve and How Big the Market Is

Target customers

- **Users and customers:** car drivers in Surabaya who break down on city streets. The driver is both the user and the paying customer.
- **Profile:** owners of private cars, especially cars older than five years, whose batteries and tyres fail more often; people who drive at night or outside workshop hours; and drivers new to an area who do not know a local workshop.
- **Partners:** independent car workshops and mobile tyre services in Surabaya, starting in West Surabaya.
- **Platform:** we launch on Android first, because Android runs on 77% of mobile phones in Indonesia (StatCounter, 2026).

Market size

We use the lecturer's method: market volume is the number of target customers times the penetration rate, and market value is the market volume times the average value.

Step	Value
Passenger cars in Surabaya	573.880
Breakdown call-outs per car per year (ADAC ÷ German cars)	0.074
Share fixable on the spot (battery 45% + tyre 8.8%)	53.8%
Share not on toll roads (assumption)	90%
Addressable breakdowns per year	20.462
Value of these jobs to workshops, at Rp 100.000 each	Rp 2,046.2 M
Year 3 penetration (assumption)	9%
Year 3 market volume (jobs)	1.842
Year 3 market value to Bengkelin, at Rp 26.292 per job	Rp 48.4 M

The wider market is growing. Indonesia's automotive aftermarket service market was worth about US\$5.1 billion in 2025 and is forecast to grow by 5.6% a year until 2032 (Ken Research, n.d.).

Surabaya is our first city. The same model can extend to Sidoarjo and Gresik, and to motorcycles, of which Surabaya has 3.05 million (Databoks, 2025). Neither is included in our projections.

V. Why We Can Deliver

The product already works

Bengkelin started as a university class project at Universitas Ciputra, in a team I was part of. The prototype already handles requests, offers from workshops, live tracking on a map, in-app chat, and an in-app wallet that holds payment until the job is done. Launching needs an Android version and real workshops, not a new design.

The founder

- Fifth-semester Informatics student at Universitas Ciputra, with a focus on AI (IMT-AI).
- Has written software since 2019, including freelance apps and websites for clients abroad from 2019 to 2023.
- Built a ticket booking website for a high school arts festival, which sold tickets to the public.
- Internship at Fiesto Informatika, Surabaya, working on client websites and applications.
- Accepted to the Apple Developer Academy, 2027 cohort.

What we still need

Bengkelin has one founder, and the gap is operations: signing up workshops and handling disputes. In the first year the founder covers this. From the second year, we plan to bring in a partner for workshop relations, paid from revenue once the business allows it.

VI. The Road to Launch

When	Milestone
Months 1–3	Build the Android app from the existing prototype. Interview 20 drivers and 10 workshops in West Surabaya to confirm prices and arrival times.
Month 4	Register the company (PT Perorangan) and the Play Store account. Sign up the first 10 workshops.
Months 5–6	Soft launch in West Surabaya. Target: 15 completed jobs a month.
Months 7–12	Expand to all of Surabaya. Reach 25 partner workshops and about 409 jobs in Year 1.
Year 2	50 partner workshops. Add a partner for workshop relations. About 85 jobs a month.
Year 3	80 partner workshops. About 154 jobs a month. Prepare the Sidoarjo and Gresik expansion.

VII. Prices, Projections and Your Return on Investment

What drivers pay

Job	Published price range (service only)
Jump-start	Rp 100.000 – 150.000
Battery replacement	Rp 100.000 – 150.000, plus the battery
Tyre patch, inflation or spare fitting	Rp 75.000 – 125.000
Fuel delivery	Rp 50.000, plus fuel at the official price
Booking fee (to Bengkelin)	Rp 5.000 per job

How Bengkelin earns money

Source	Per average job
Booking fee paid by the driver	Rp 5.000
10% commission on an average Rp 100.000 service fee	Rp 10.000
5% on batteries sold (30% of battery jobs, Rp 900.000 each)	Rp 11.292
Revenue per job	Rp 26.292

Our 10% commission is half the 20% that ride-hailing apps in Indonesia may charge drivers under Ministry of Transportation rules (CNN Indonesia, 2025). A low commission helps us sign up workshops.

Conservative three-year projection

	Year 1	Year 2	Year 3
Share of addressable breakdowns	2%	5%	9%
Jobs completed	409	1.023	1.842
Revenue	Rp 10.8 M	Rp 26.9 M	Rp 48.4 M
Payment gateway	-Rp 1.0 M	-Rp 2.6 M	-Rp 4.6 M
Server, maps, OTP	-Rp 12.0 M	-Rp 12.0 M	-Rp 12.0 M
Marketing	-Rp 18.0 M	-Rp 24.0 M	-Rp 30.0 M
Workshop onboarding	-Rp 3.8 M	-Rp 3.8 M	-Rp 4.5 M
Legal and admin	-Rp 3.0 M	-Rp 1.5 M	-Rp 1.5 M
Net result	-Rp 27.0 M	-Rp 16.9 M	-Rp 4.2 M
Cumulative	-Rp 27.0 M	-Rp 43.9 M	-Rp 48.1 M

Assumptions: the breakdown rate is ADAC's (the lowest we found); the founder is unpaid until the business makes a monthly profit; server, maps and OTP costs are Rp 12.0 M a year; the payment gateway costs Rp 2.500 per job; each new workshop costs Rp 150.000 to onboard.

In this conservative case, Bengkelin needs about 2.018 jobs a year to cover Year 3 costs, which is 9.9% of addressable breakdowns. At the current growth path, it reaches this early in Year 4.

If Surabaya cars break down twice as often

	Year 1	Year 2	Year 3
Jobs completed	818	2.046	3.683
Net result	-Rp 17.3 M	Rp 7.4 M	Rp 39.6 M
Cumulative	-Rp 17.3 M	-Rp 9.9 M	Rp 29.8 M

Your return on investment

Your Rp 60.000.000 buys 10% of Bengkelin, which values the company at Rp 600.0 M after the investment. The money is used for:

Use of funds	Amount
Covering the projected losses of Years 1–3	Rp 48.1 M
Reserve for slower growth than planned	Rp 11.9 M
Total	Rp 60.0 M

Your return comes from your share of profits after break-even, and from the value of your stake when Bengkelin grows to more cities or raises more funding.

VIII. Terms and Conditions

1. **Investment.** The investor pays Rp 60.000.000 in exchange for 10% of the shares of Bengkelin, to be registered as a PT Perorangan.
2. **Payment.** The money is paid in two parts: Rp 30.000.000 when this agreement is signed, and Rp 30.000.000 when the Android app is live on the Play Store.
3. **Use of funds.** The money is used only as described in Section VII.
4. **Reporting.** The founder sends the investor a report every three months, with jobs completed, revenue, costs and cash left.
5. **Control.** The founder runs the company day to day. Decisions to sell the company or take new investment need the investor's written consent.
6. **Profit sharing.** Once the company makes an annual profit, the investor receives dividends in proportion to their shares.
7. **Risk.** The investor understands that a new business can fail, and that the investment may be lost.
8. **Changes.** These terms may be changed only in writing, signed by both parties.

IX. Agreement

By signing below, both parties agree to the terms in Section VIII.

Amadeus Eugene Dirgantara
Founder, Bengkelin

Investor name

Date

Date

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