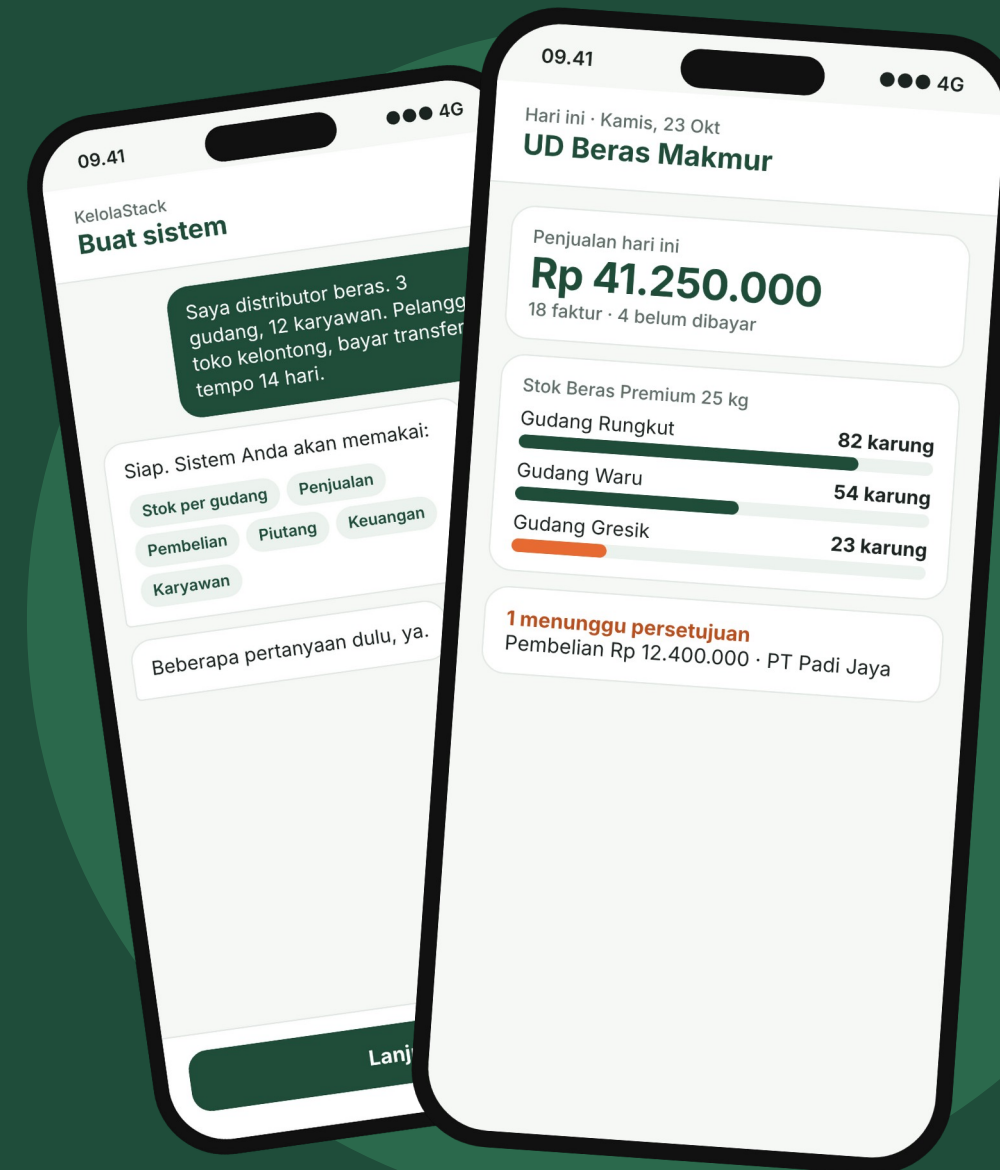


KelolaStack

Your own business system. Set up by chat.

Stock, sales, money and staff in one app

Amadeus Eugene Dirgantara • Founder
English for Business Proficiency



PROBLEM

One order, typed three times



Rice distributor

12 staff

3 warehouses

200+ shop customers



WhatsApp

Order comes in



Excel

Typed again for stock



Accounting app

Typed again for the books



Notebook

Commission counted by hand

90,627

small and medium
businesses in Indonesia

*Mistakes, late stock counts,
no daily profit*

PROBLEM

A proper system costs a house

Custom-built system



Rp 200M – Rp 800M

3–6 months

Odoo, set up by a consultant



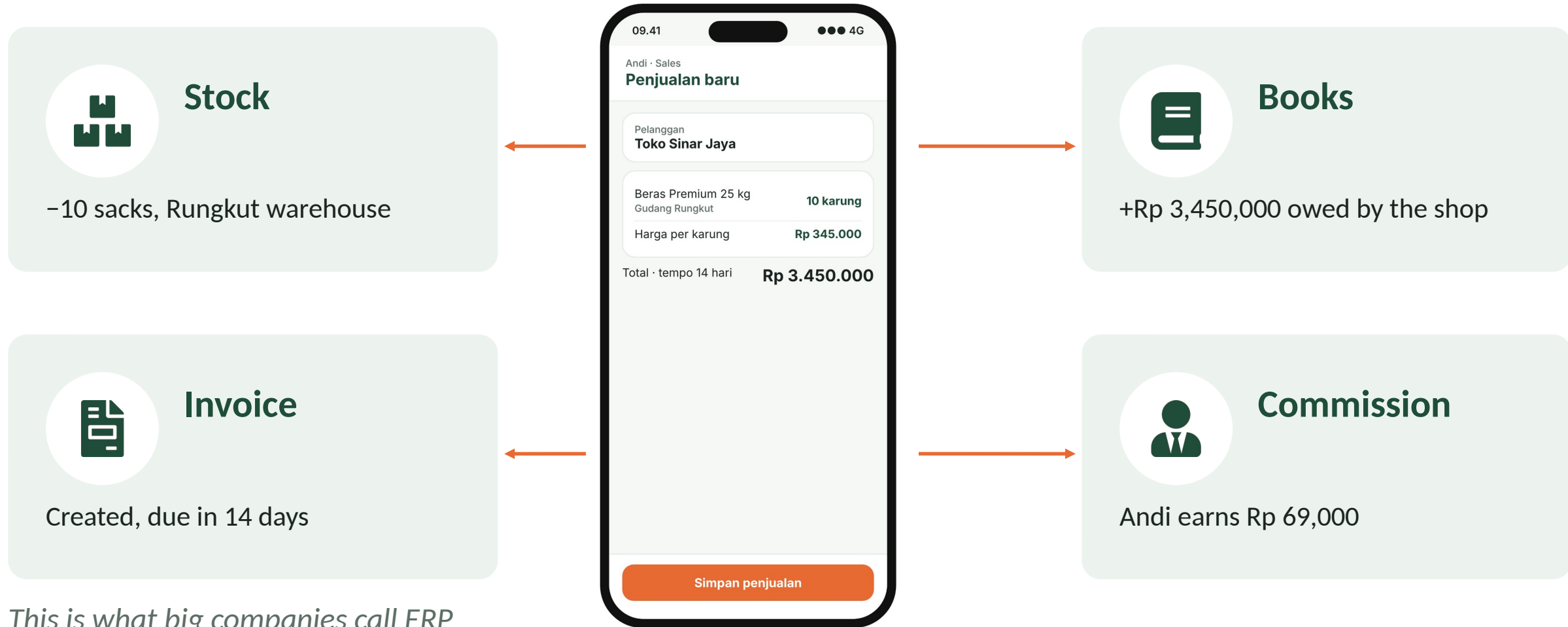
Rp 50M – Rp 300M

2–4 months

Setup only, before the first monthly fee

Too big for a growing business. Too much for spreadsheets.

One sale, typed once, updates everything



This is what big companies call ERP

SOLUTION

From your phone to a working system, in days

1

Describe

Your business, in Bahasa

09.41 4G

KelolaStack

Buat sistem

Saya distributor beras. 3 gudang, 12 karyawan. Pelanggan toko kelontong, bayar transfer, tempo 14 hari.

Siap. Sistem Anda akan memakai:

Stok per gudang Penjualan

Pembelian Piutang Keuangan

Karyawan

Beberapa pertanyaan dulu, ya.

Lanjut

2

Answer

A few questions

09.41 4G

KelolaStack · 3 dari 5

Beberapa pertanyaan

Apakah sales mendapat komisi?

Ya, 2% dari penjualan Tidak

Ya, 2% dari penjualan

Pembelian di atas berapa yang perlu persetujuan Anda?

Rp 5 juta Rp 10 juta Semua

Lanjut

3

Check

Your system's menus

09.41 4G

Pratinjau sistem

UD Beras Makmur

Stok 3 gudang

Penjualan Faktur, tempo 14 hari

Pembelian Persetujuan > Rp 10 jt

Keuangan Kas, piutang, laba

Karyawan 12 orang, komisi 2%

Laporan Harian, bulanan

Coba 14 hari gratis

4

Import

Your Excel files

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Dari file Excel Anda

Impor data

daftar_barang.xlsx

Diunggah 09.38

Kolom dicocokkan

Nama Barang	→ Produk
Hrg Jual	→ Harga jual
Qty	→ Stok awal
Lokasi	→ Gudang

248 produk dan 63 pelanggan siap diimpor

Impor

5

Go live

Staff log in

09.41 4G

UD Beras Makmur

Sistem aktif

Sistem sudah bisa dipakai

Karyawan diundang lewat WhatsApp

Andi Sales Diundang

Sari Admin gudang Diundang

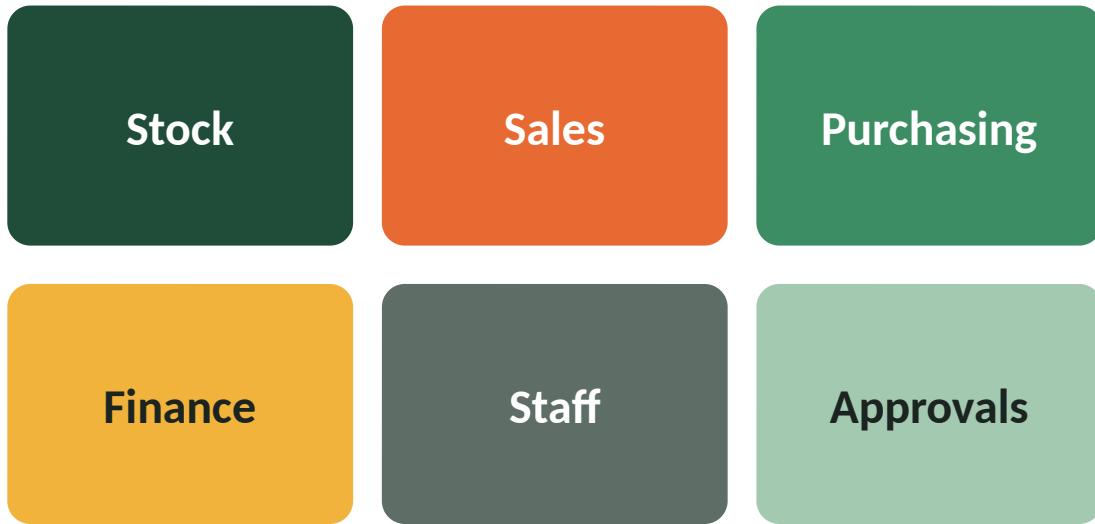
Dewi Keuangan Diundang

+ 9 karyawan lainnya

Lanjut

Screens are design mock-ups with a sample business.

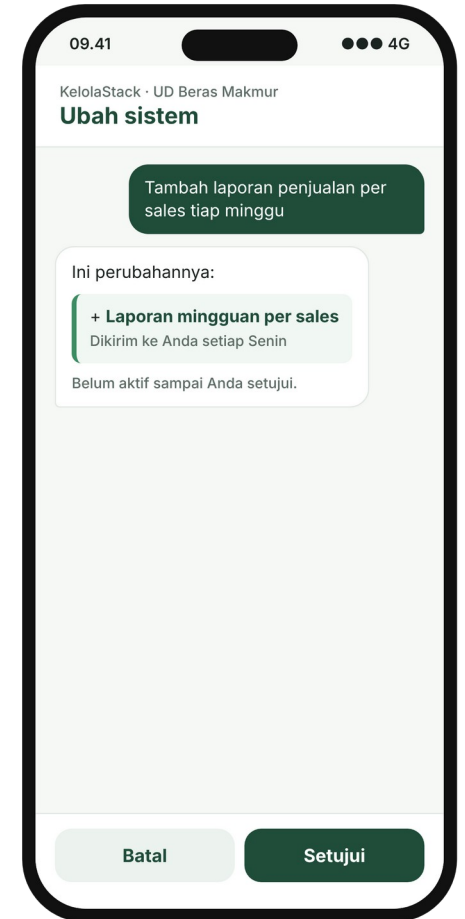
Ready-made parts, arranged for you



Built and tested once. The AI picks and sets them up.

The AI never

- Does the maths on your money
- Touches your bank account
- Changes anything without your OK



Growing businesses, 5 to 50 staff



Pays: the owner

Distributors, makers, shops, food businesses



Uses: their staff

Sales, warehouse, finance, on their own phones



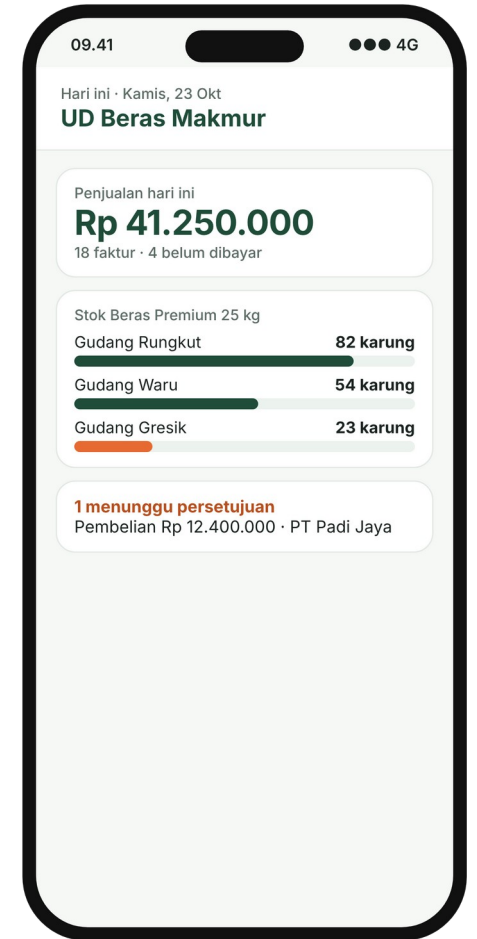
Later: accountants

Set it up for their clients, Year 3

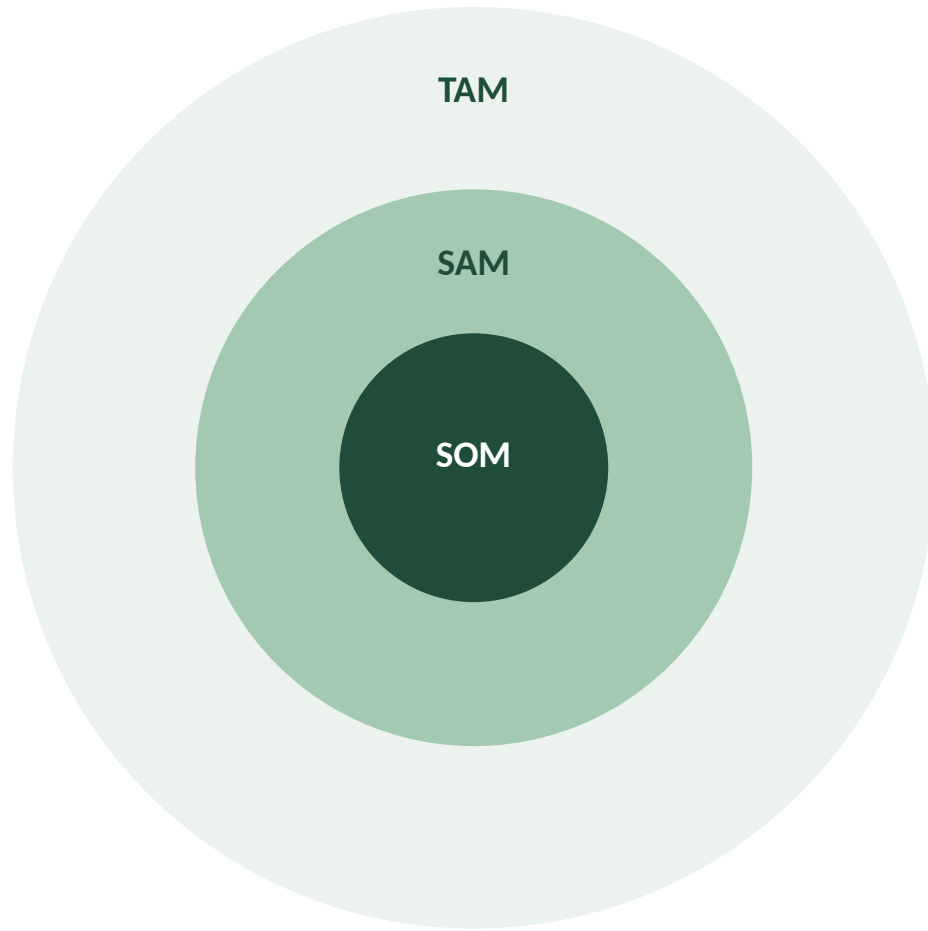


Not us

One-person stalls, big companies



The market, counted low



Rp 433.9B

90,627 small and medium businesses

Rp 86.1B

17,989 already using a finance app

Rp 565.0M

118 paying by Year 3

+8.6%

a year, business software
in Indonesia

31%

of it is ERP, the biggest
part

Monthly plan, no setup fee

Trial

Free

14 days with your own data

Usaha

Rp 399,000

a month · up to 5 staff · 75% margin

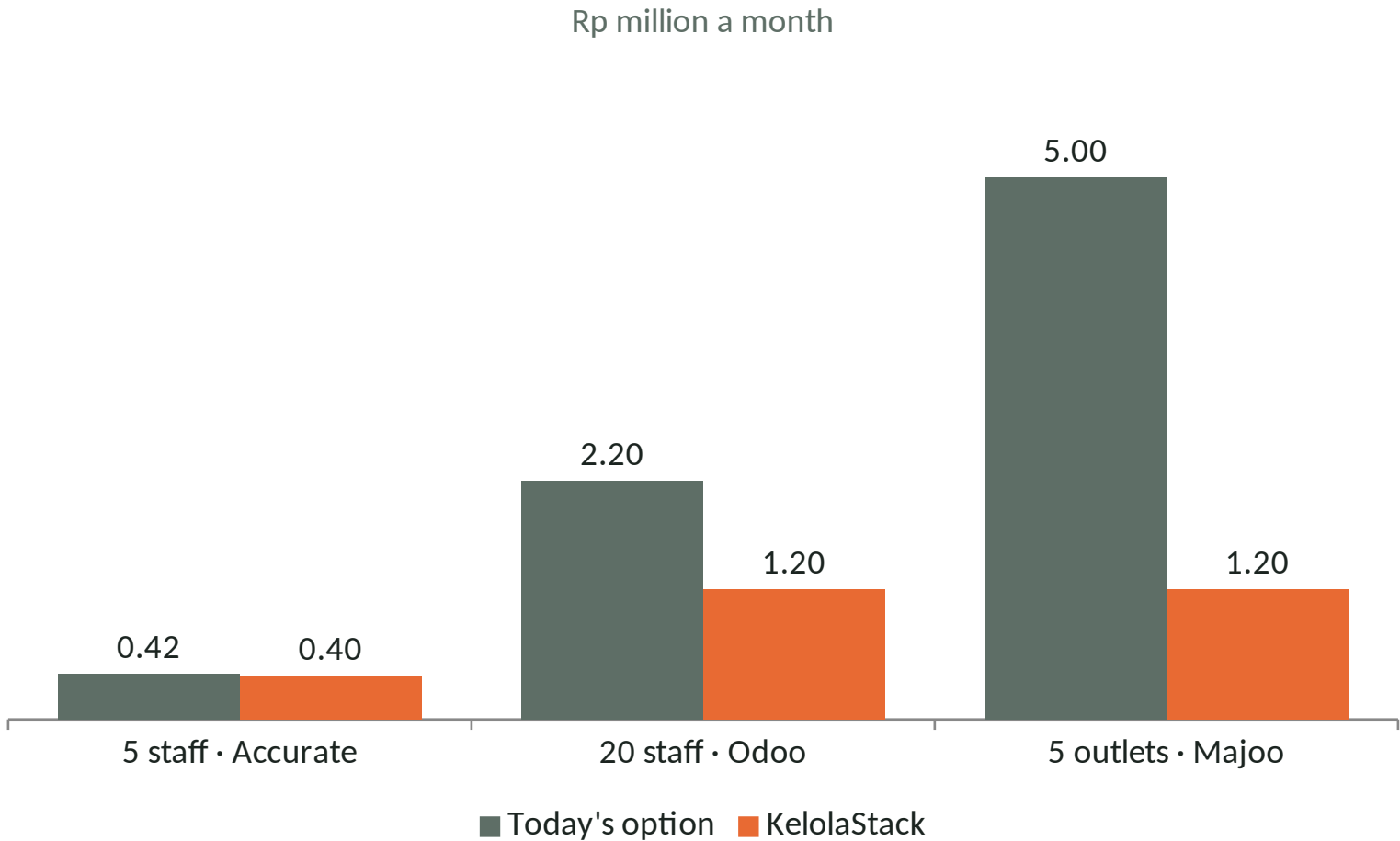
Bisnis

Rp 1,199,000

a month · up to 20 staff, 5 locations · 76% margin

Priced per business, not per user. Later: accountants resell it to their clients.

Cheaper than what they'd buy today

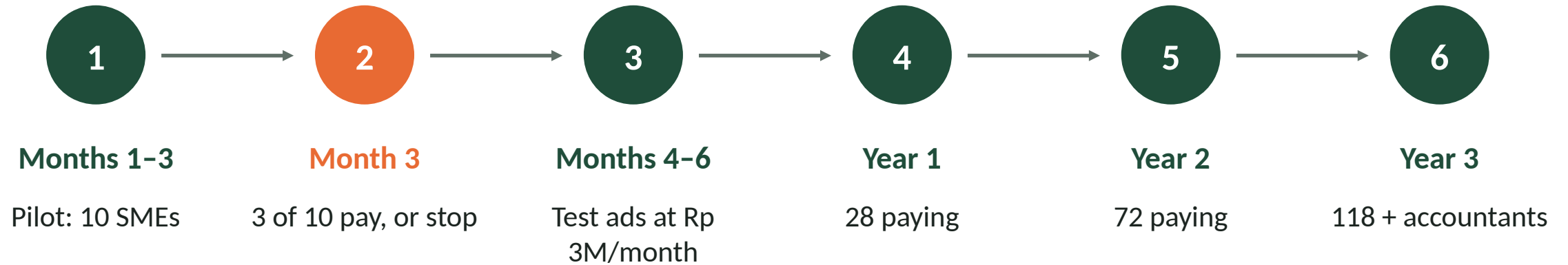


Rp 0
setup fee

Rp 50M+
Odoo setup

Sources: Accurate (2025); OEC.sh (2026); Majoo (2026). Odoo excludes its setup cost.

Prove it with 10 businesses first



Search ads

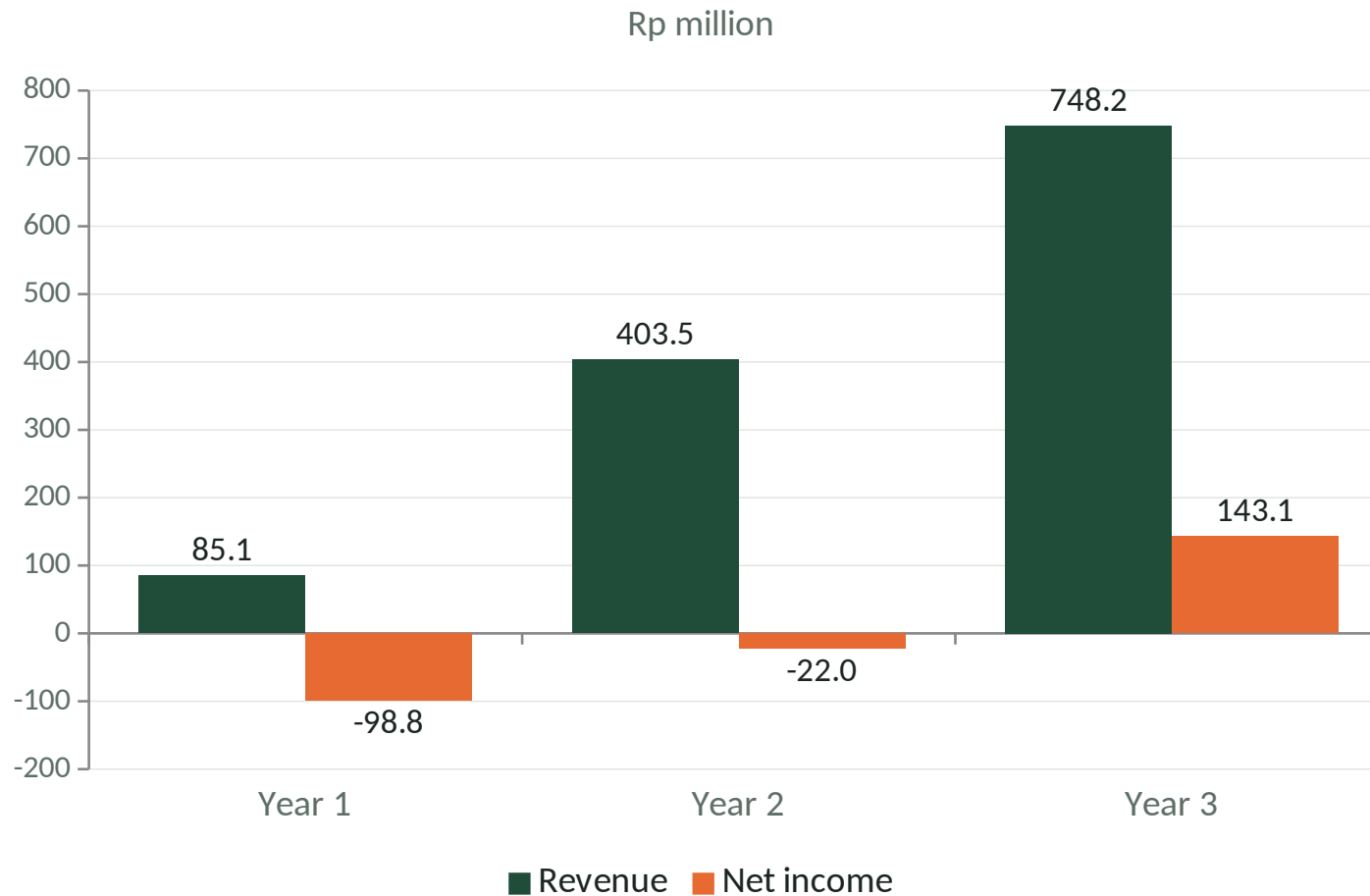


Demos in person



Referrals

Loss for two years, profit in Year 3



Rp 130.9M

lowest cash, month 18

75%

kept from each plan after AI
and hosting

A founder who writes the code



Building software since 2019

Freelance apps for clients abroad



Intern, Fiesto Informatika

Client websites and apps



Informatics, Universitas Ciputra

Fifth semester, AI focus

The gap, and the fix

Selling to businesses

No sales experience yet

Hires from month 4

Full-time admins for setup and support, one per 30 customers

The ask

Rp 150M for 20%

Paid once. Unspent money returned if the pilot fails.

Return

3.2×

your 20% at 3.2× Year 3 revenue

Runway

Month 18

covers the Rp 130.9M low point

Where it goes

Ads + admins

Rp 105M ads, Rp 111M admins, Rp 115M AI, Rp 45M running costs

Spending to month 18, less Rp 245M of subscriptions. Multiple: public SaaS 2026 low 3.2×, median 4.6× (Aventis Advisors, 2026)

Every growing business deserves a proper system.

Now it costs Rp 399k a month, not Rp 300M.

KelolaStack · Questions?



Backup: risks and terms

AI sets up a faulty system

Tested parts do the maths

AI prices rise

AI is about 21% of each plan

Customers cost more to win

Ads stay at Rp 3M/month until measured

Owners won't pay

Stop after the pilot, return the rest

Key terms

- Registered as a PT with the investor
- Single payment on signing
- Quarterly reports
- Right to join later rounds
- Founder stays 3 years, no competing business

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