

The following is an extract from their Business Plan:

Executive Summary

InDoAct Indonesia started with a dream to improve the quality of Indonesians life through community-based development. We propose a powerful tool for exposing more Indonesians to volunteering events in their locality. While other projects emphasize on the righteousness of doing volunteer, our emphasis is on the coolness of it.



We design that our initiative is integrated in the system as Facebook application, taking advantage of existing robust Facebook Social network. According to Facebook Advertising (1), there are more than **22 million** Facebook users living in Indonesia. We see this group of Facebook users as volunteers-to-be. On the other hand, the opportunities for volunteering are any events, be it social, environmental, or cultural, from communities in Facebook. Therefore, the presence of InDoAct ensures that passion of volunteers and events can be well connected.

InDoAct suite, as we call our product, consists of InDoAct application, InDoAct website and InDoAct framework. The InDoAct application is the key product serving our main objective to connect the volunteers and events. There is no competitor seen in our niche of business. The current Facebook search event, being a global network, fails to give result of events under specific criteria or location.

Our market segment are defined to be four groups, the Indonesian Facebook groups/pages actively holding voluntary events, volunteers using Facebook in Indonesia, Facebook users in Indonesia who have not done any volunteering works, and companies interested in conducting volunteering events. We strategize marketing in two approaches, direct marketing and viral marketing at all the four segments. Viral marketing benefits from social network of each user, catalyzing our business grows on its own.

We are a proud initiative that able generate our own income to sustain our business. We take on online advertising system, Google AdSense (2), as our source of revenue. In fact, we believe that our business is potentially very profitable considering the enormous amount of market volume of more than 22 million users. Our business takes up a partnership with an established company in Bekasi, CV Abadan. This partnership minimizes the load of legalization and administration issues for our business.

In the next two years, we are positive that we will be the foremost hub for volunteering opportunities at events in Indonesia. Volunteering will be a popular lifestyle that continually rising and expanding throughout Indonesia. Consequently, high rate of public participation will lead to inclusive development and visibility of society presence as significant stakeholders.

We are eager about our future as we foresee the bright light ahead when we are thinking about the business diversification and intensification. We see ourselves in the future intensifying our business to be an online Corporate Social Responsibility (CSR) consultancy offering services to companies.

For professional reasons details of their business plan has not been provided here (this includes financial figures, which have been replaced with variables for confidentiality reasons). Should you be interested in further details, wish to become involved with or contact this venture please send an email titled "**Contact InDoAct**" to jobs@em-a.eu.