



COMPANY PROFILE



Overview of Indonesia's Agriculture Sector

Agriculture in Indonesia has been a pillar and crucial role because of its significant contribution to the economic growth.

30%

of the **total working age population works in agriculture**, the third highest of the Asia Pacific Economic Cooperation (APEC)

13.1%

Contribution to the Indonesia's Gross Domestic Profit (GDP) from the agriculture sector

60%

of people live in rural area **where they mostly rely on agriculture for their livelihood.**

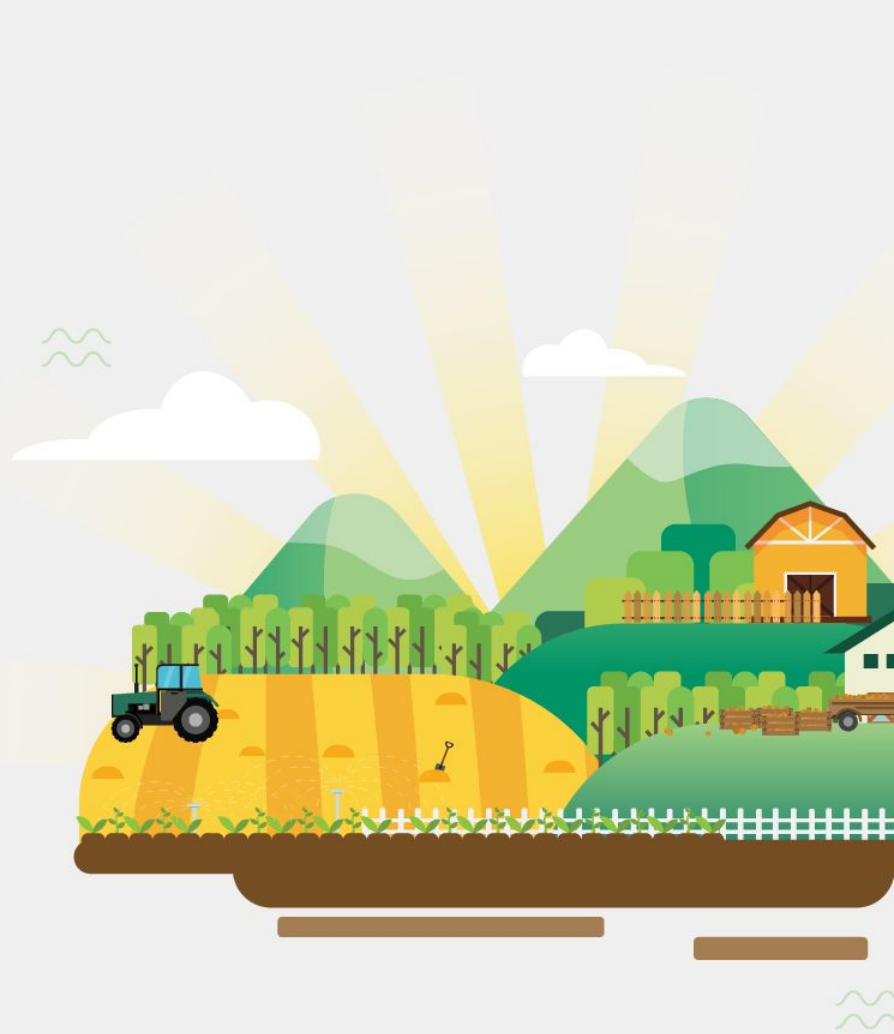


Tanijoy set on foot since 2017,

Founded by **Muhamad Nanda Putra, Kuku Budi Santoso, and Febrin Imanda Effendy** as a platform that bridging landowners with small farmers,

Tanijoy continues to grow into an agricultural company that's determined to connect small farmers with access to capital, forming a sustainable and integrated agricultural ecosystem.

Our efforts to make this happen are by applying technology to the ecosystem, empowering local communities, increasing farmers' incomes, creating new agripreneur in rural areas, and collaborating with trusted partners to build a better agricultural sector.



Our Vision

“Bring Happiness
through Agriculture”

Our Mission



Applying technology for
better agriculture



Empowering
local community



Increasing
economic & livelihood



Creating agripreneur
in rural area



Collaborating people to build
a better agriculture

Our Value



TRUST



GROW



HAPPINESS



List of Tanijoy Group companies



PT. Tanijoy Agriteknologi Nusantara
Agricultural peer to peer lending



PT. Tanijoy Tumbuh Bahagia
Agricultural consultants



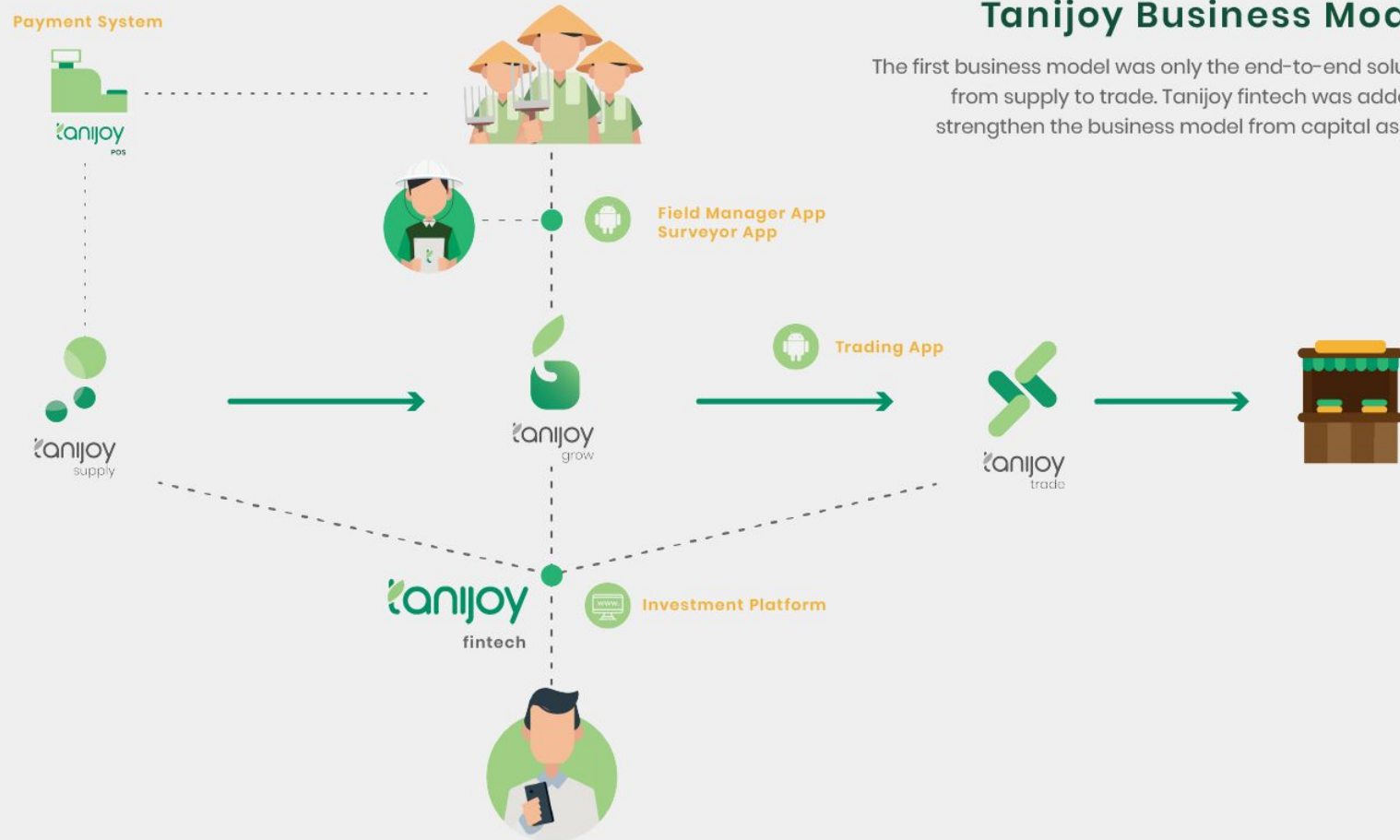
PT. Tanijoy Sumber Agrolestari
Agricultural input provider



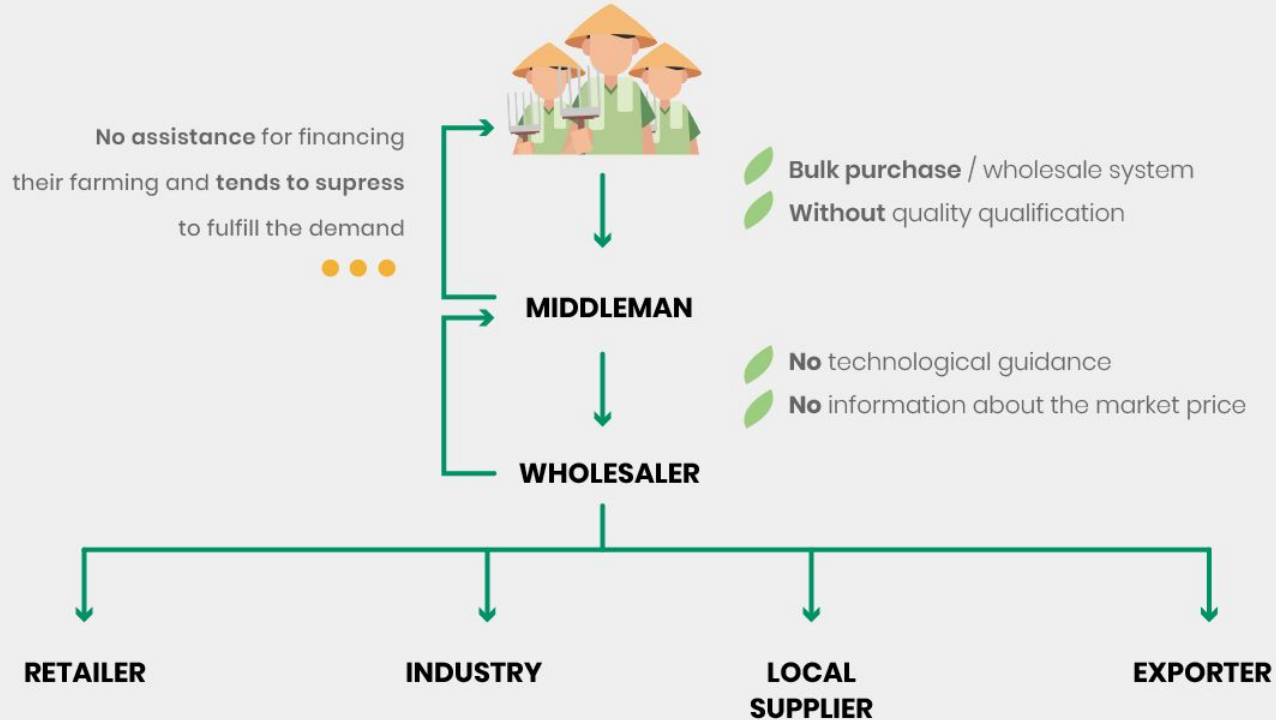
PT. Tanijoy Mitraniaga Indonesia
Agricultural commodity trader

Tanijoy Business Model

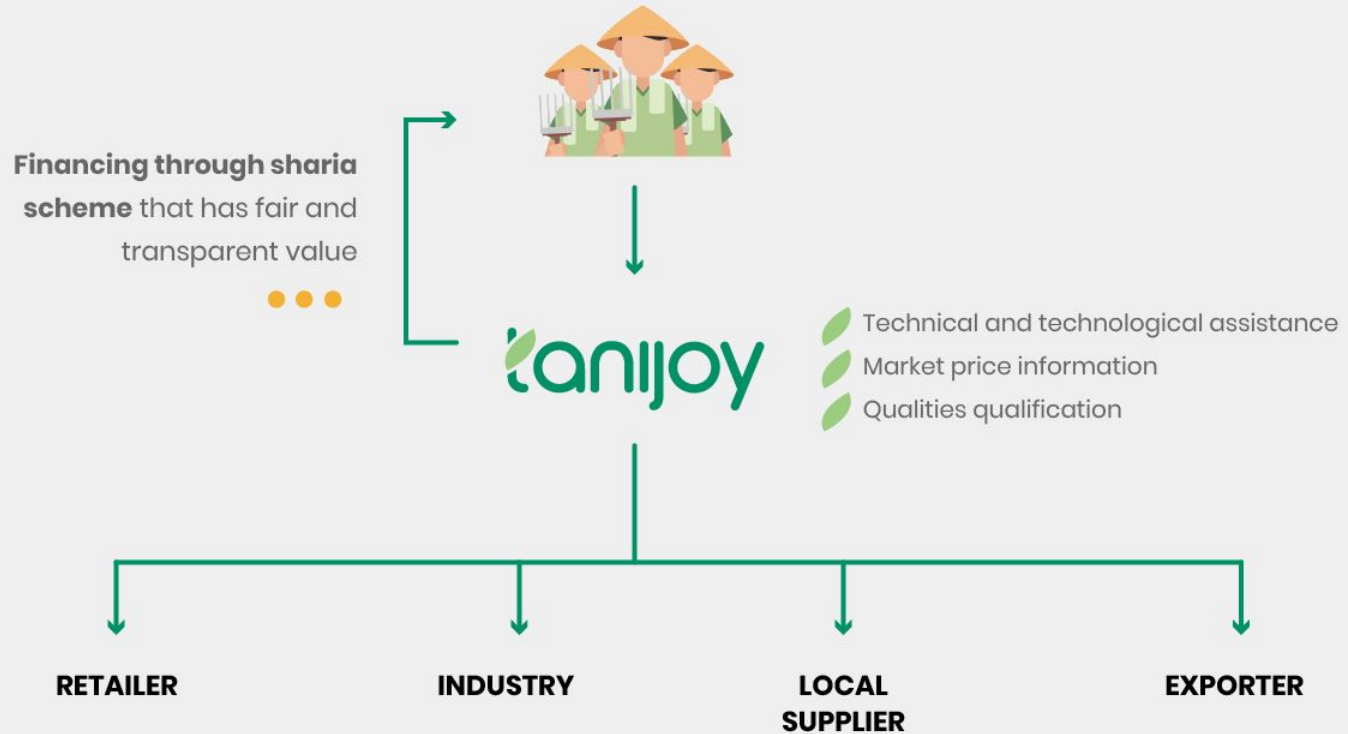
The first business model was only the end-to-end solution, from supply to trade. Tanijoy fintech was added to strengthen the business model from capital aspect.



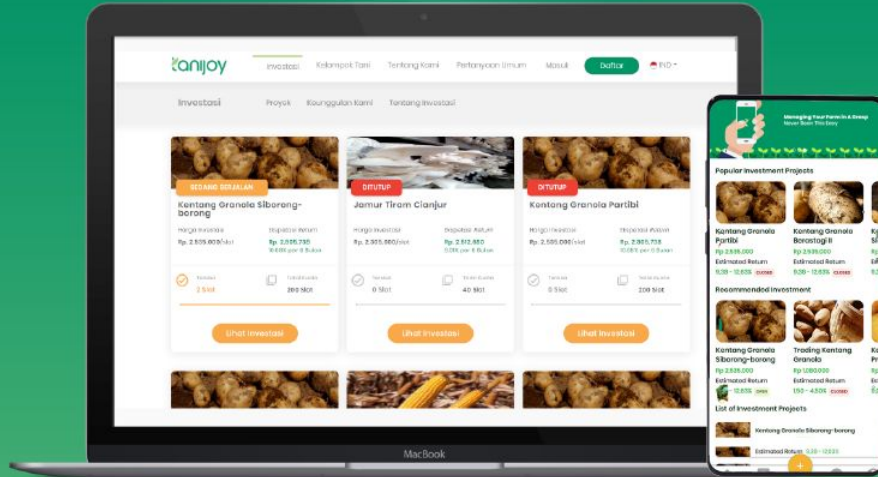
Agricultural Supply Chain Before Tanijoy



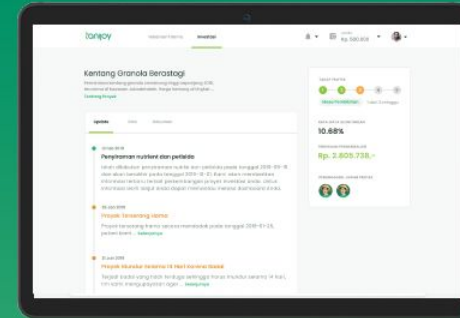
After Tanijoy



Investment Platform

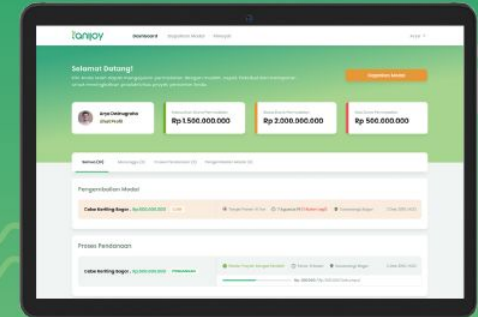


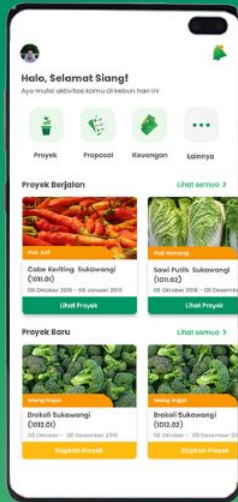
a platform to provide funding for smallholder farmers, from project selections and investment analytics through transparent progress monitoring. Available in website and mobile application



Lender Dashboard

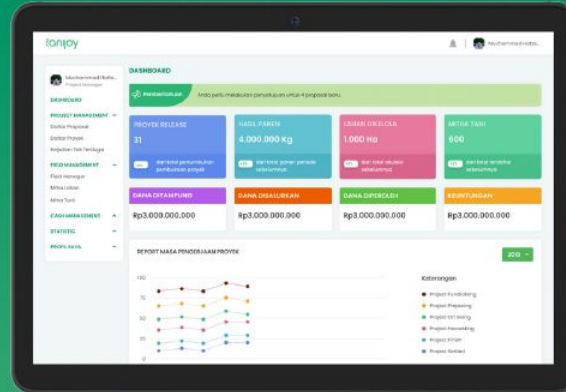
Borrower Dashboard





Tanijoy for Farmers

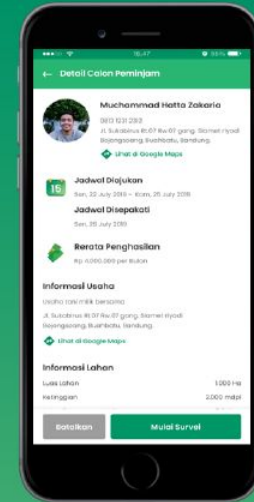
This farming Application helps farmers to record their farming activities. Not only farming activities, but this product also provide cash management and harvest and yield data.



Project Management Application

a product that helps to maintain and manage current status on ongoing projects. The activities that can be maintain from this product is project budget, project activity status

Grow Platform



Surveyor Application

This Surveyor Application helps to identify farmers creditworthiness. We create proper screening to assess farmers' creditworthiness by analyzing over 40 data points about farmers.

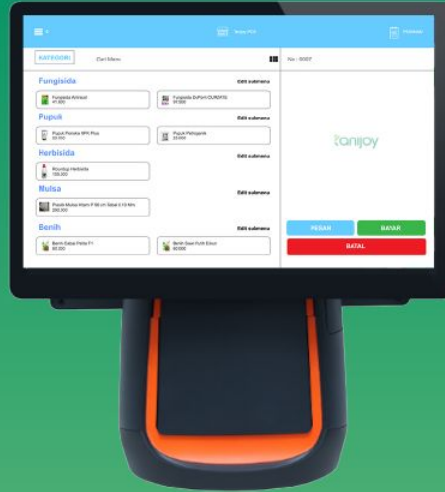


The screenshot displays the 'Pengelolaan Keuangan' (Financial Management) app. At the top, the status bar shows the time as 10:47 and battery level at 88%. The app's header is green with the title 'Pengelolaan Keuangan' in white. Below the header, there's a summary section with two cards: 'Total Pengeluaran' (Total Expense) showing 7,000,000 and 'Total Pendapatan' (Total Income) showing 6,000,000. The main content area is titled 'Syarat dan Ketentuan' (Terms and Conditions) and features a green button labeled 'Lihat Syarat dan Ketentuan' (View Terms and Conditions). Below this, there's a section for 'Kegiatan Keuangan' (Financial Activities) with a list of transactions. Each transaction is represented by a card with a green icon, a date, a description, and an amount. The transactions are: 'Pengajuan Dana' (Request for Funds) for 2,000,000 on April 10, 2019; 'CAOM/OPS' for 500,000 on April 11, 2019; and 'CAOM/OPS' for 1,000,000 on April 12, 2019. Each card has a green checkmark icon on the right side.

Trading Management System

Buyer can propose the purchase order
and trader get invoice from buyer.
Transaction by Virtual Account

POS System



Cashless Payment

With this cashless method we can minimize the fraud risks by preventing farmers using cash to buy any other items not related to the projects

Inventory Management

Store owner can manage their items using Inventory management

Transaction Records

Every transaction done by farmers will be recorded and traceable

Coverage Area

Sumatera Utara

- Berastagi
- Karo
- Merek
- Simalungun
- Siborong-borong
- Tele

Jawa Barat

- Bogor
- Cipatat
- Garut
- Lembang
- Cianjur
- Cipanas

Jawa Tengah

- Banjarnegara
- Purbalingga
- Semarang
- Solo
- Dieng

Daerah Istimewa Yogyakarta

- Yogyakarta
- Sleman

Jawa Timur

- Malang
- Trenggalek
- Ponorogo



Traction



77

Ongoing
Projects



650

Farmer
Partners



1566

Total Lender
(okt 2019)



1 mio USD

Managed
funds



34

Finished
Projects



1920

Farmer
Labors



9347

Total User
(okt 2019)



20

Agri Supply
Vendor



Traction



9

Types of
Vegetables



227.5 Tons

Accumulated Amount
Distributed



350,800 USD

Accumulated Sales



450,000 knol

Produced Seeds



300,000 knol

Distributed Seeds



213,000 USD

accumulated sales of seeds



Inspirational Stories



Jainal Damanik, 25 y.o
Head Field Manager at Berastagi

Graduated from Sepuluh Nopember Institute of Technology as bachelor of geodesy engineering, Jainal has managed more than 100 hectare of land and empowers +150 farmers



Budi Sigalingging, 25 y.o
Green House Manager at Berastagi

Graduated from Institute of Technology Bandung, Budi Sigalingging manage 3 green houses in Berastagi with the total omzet of more than 6 Billion rupiah



Inspirational Stories



Agus Wibowo, 24 y.o

Tanijoy Partner at Mount Merbabu

Agus wibowo, a bachelor of Agribusiness at Sebelas Maret University, already manage more than 10 hectares of land and empowers more than 50 farmers at Mount Merbabu



Rizky Septian, 26 y.o

Senior Field Manager, West & East Java

Rizky Septian has manage more than 5 hectares of land, with a Bachelor's degree in Food science & Technology from brawijaya university, he owns 5 mushroom houses at west & east java and empowers 50 farmers



Our Partner

Off Farm

Horti Jaya
Growing for you



PT AIM

On Farm



Fintech



Strategic Partner



Honors and Awards



Grantee of DBS
Foundation Social
Enterprise Grant 2019



Winning Team of ADB
Agriculture Innovation
Challenge 2019

TEMPO.CO

Best Social Impact
Startup Pilihan Tempo
2018

**thought
for
food**

Top 20 of
Thought for Food
Rio de Janeiro



TOP 100 of e27
Singapore

Media Coverage

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KOMPAS
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REPUBLIKA.co.id

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 **KORAN SINDO**

Kontari.co.id

 **GoodNews**
FROM INDONESIA

NNA ASIA

Bisnis.com

 **ziliun.com**

Warta Ekonomi
PERSPEKTIF BANGSA, BISNIS & TEKNOLOGI

 **jawapos tv**

91.60
INDIKA FM



Line of BOD and BOC



From Left to Right :

Prof. Denny Indrayana (Integrity Partner), **Kresno S.** (Former Director of Bank DKI), **Endro Yuniaryo** (Risk Expert Standart Chartered), **Ajib Hamdani** (Hipmi Tax Centre), **Rubino Sugana** (Strategy Adviser), **Prof. Moch. Ikhsan** (Professor at UI), **Winarto Alim** (Serial Investor), **Kukuh Budi Santoso** (COO Tanijoy), **M. Nanda Putra** (CEO Tanijoy), **Febrian Imanda E.** (CTO Tanijoy), **Gito Wahyudi** (CEO Cartenz Group)







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