

Smart Refill Sensor Ecosystem

The Future of Home Hygiene in Indonesia

NEVER RUN OUT. NEVER WASTE.



The "Empty Dispenser" Frustration



The Surprise Shortage

Running out of soap is a common inconvenience in busy Indonesian homes, disrupting daily hygiene routines when least expected.



Lack of Usage Data

Zero insight into consumption patterns makes it difficult for families to monitor hygiene habits or budget effectively.



Messy Refills & Waste

Imprecise manual refills lead to spills and waste, a significant concern for budget-conscious Indonesian consumers.

"Indonesian households face significant daily inconvenience and product waste due to inefficient liquid dispenser management."

The Smart Sensor Solution

Bringing modern IoT convenience to every Indonesian home with a single, elegant device.

OPTIMIZED FOR LOCAL BRANDS



Seamless Connectivity

Low-power Wi-Fi and Bluetooth integration ensures reliable reporting even with local network variations.



Universal Compatibility

Designed to fit the wide variety of bottle shapes and sizes prevalent in the Indonesian retail market.



Precision IoT Technology

Advanced sensing technology optimized for the viscosities of popular Indonesian soap and liquid brands.

Hardware & Software Synergy

LOCALIZED HARDWARE

Universal Fit for Indonesia

Adjustable mounting system compatible with 95% of local soap and liquid bottle types found in Indonesian retail.

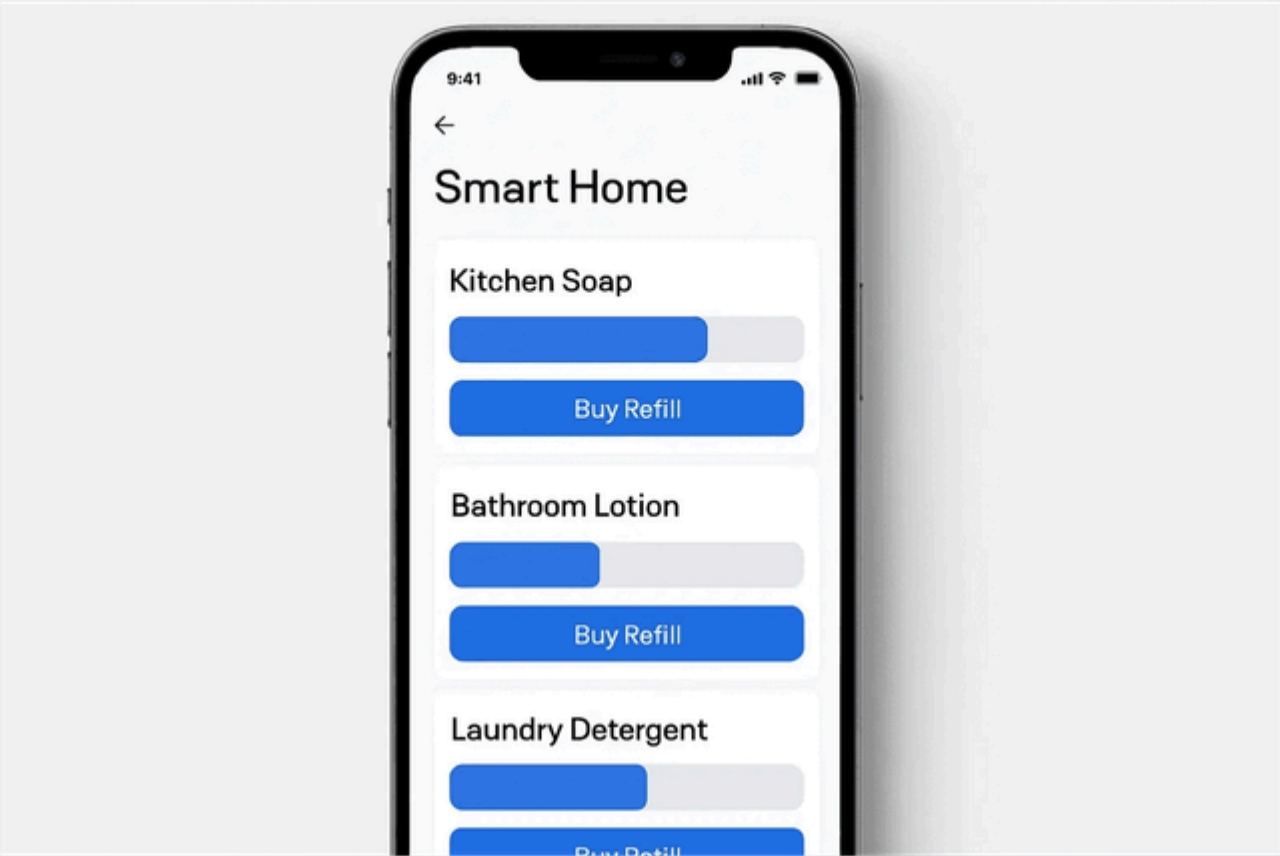
12-Month Battery Life

Ultra-low power consumption ensures reliable operation for a full year on a single USB-C charge.

Dual Connectivity

Integrated Wi-Fi and Bluetooth for seamless setup and remote monitoring across Indonesian home networks.

INTELLIGENT APP



REAL-TIME TRACKING

USAGE ANALYTICS

SMART ALERTS

Indonesia's Booming Connected World

\$16.4 Billion

ID Smart Home Market by 2030

Significant growth trajectory driven by consumer demand for convenience and efficiency.

\$14.1 Billion

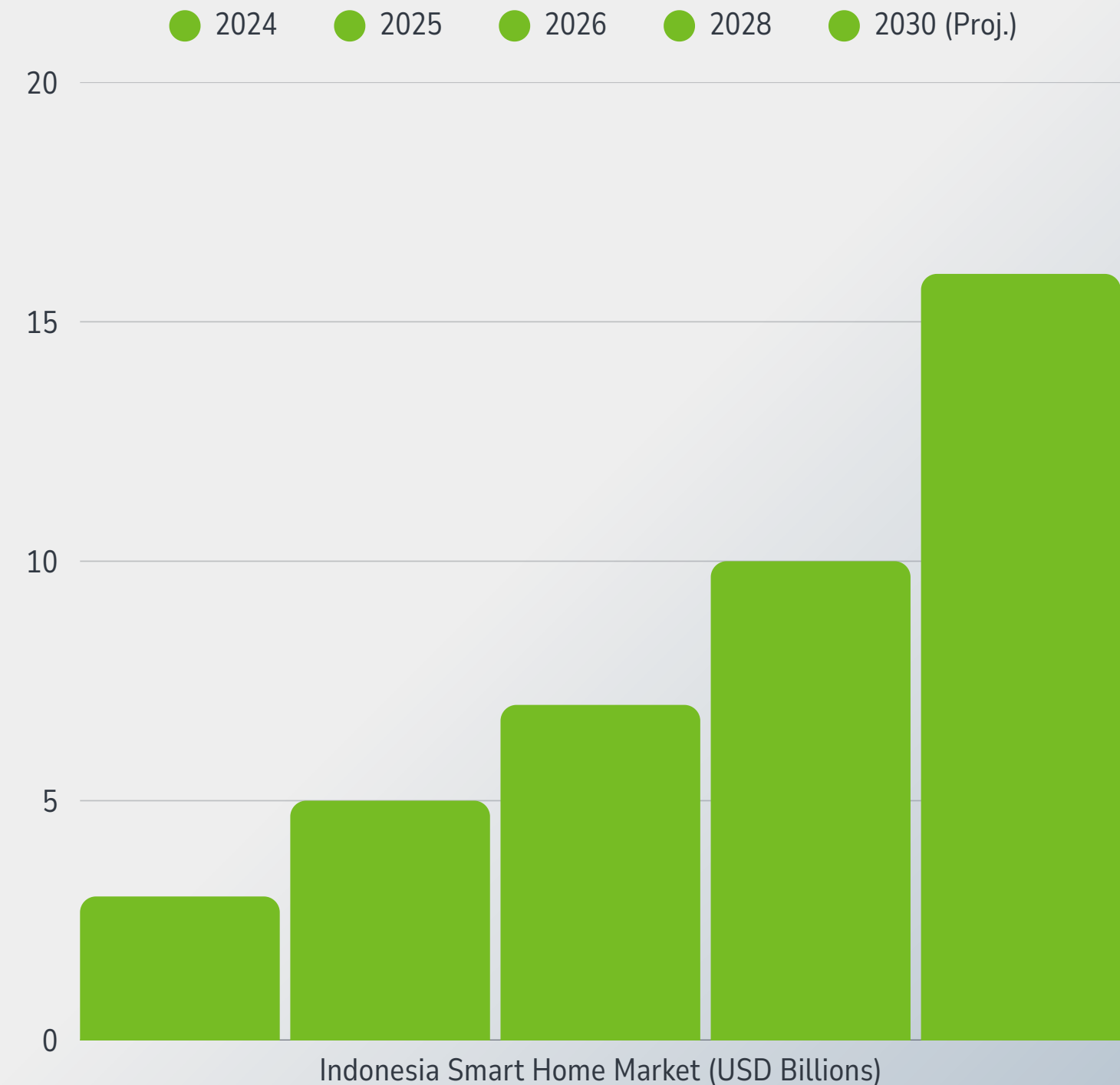
Personal Care Market by 2030

Massive sector growth with increasing focus on hygiene and health-conscious products.

E-commerce Dominance

Tokopedia & Shopee Integration

Leveraging Indonesia's leading digital retail landscape for seamless refill purchasing.



SOURCE: GRAND VIEW RESEARCH & STATISTA (2024-2030)

Seamless Refill Marketplace

One-Click Local Ordering

Auto-generate refill orders when levels hit your custom threshold.

Tokopedia & Shopee Integration

Compare prices and checkout instantly with preferred retailers.

Automated Local Subscriptions

Subscription options for popular local brands with automated delivery.



PARTNERS:

TOKOPEDIA

SHOPEE

LAZADA

Multiple Revenue Streams

Revenue Stream	Description	Target Margin
1. Hardware Sales	Direct-to-consumer and retail sales of the Smart Sensor device across Indonesia.	35% - 45%
2. Marketplace Commission	Affiliate commissions on refills purchased through integrated Tokopedia and Shopee links.	5% - 10%
3. Subscription Service	Premium app features and automated refill delivery in partnership with local Indonesian brands.	60% - 75%
4. Data Monetization	Aggregated, anonymized usage data for CPG brand partnerships to optimize local supply chains.	90%+

The Indonesian Ecosystem Difference

Core Focus	Traditional Hardware	Smart Refill Ecosystem
Primary Goal	Basic Touchless Dispensing	Automated Refill & Data Convenience
Connectivity	None (Imported Standalone)	Full IoT Integration (Tokopedia/Shopee)
User Value	One-time Hardware Purchase	"Never Run Out" Managed Service
Business Model	Hardware Sales Only	Hardware + Marketplace + Data

Our Moat: First-Mover in Indonesia

We are building the first **connected refill ecosystem** tailored for Indonesian consumers. By integrating directly with local marketplaces and brands, we create a high-barrier-to-entry service that goes far beyond simple hardware.

Strategic Expansion Roadmap

PHASE 1

Jabodetabek Launch

YEARS 1 - 2

- Focus on hand soap and dish soap in the Greater Jakarta area.
- Secure initial partnerships with local CPG brands and e-commerce platforms.
- Establish direct-to-consumer sales and app v1.0 with local integration.

PHASE 2

Major City Expansion

YEARS 3 - 4

- Expand to Surabaya, Bandung, Medan, and other major Indonesian cities.
- Introduce laundry detergent, fabric softener, and cleaning sprays.
- Launch automated subscription model for high-volume urban users.

PHASE 3

National & B2B

YEARS 5+

- Achieve national coverage across Indonesia's key islands.
- Target commercial solutions for hotels, offices, and public facilities.
- Integrate with local commercial facility management systems.

Seeking IDR 650 Million Seed Funding

40% Product Development & Local Sourcing

30% Marketing & Community Building

30% Operations & Marketplace Integration

Let's Connect

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**Building the future of sustainable,
connected home care in Indonesia.**