

weltrace

Sustainable Fleet/Workforce IoT Solution



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IMAGINE :

**Trucking companies
compete for prices
between \$2.20 -
\$3.50/km**

**An industry where each
penny counts to win
clients.**

With **9,600,000 trucks** in Indonesia, commercial fleet managers are under a **LARGE** pressure to deliver speed, efficiency and cost control.

But when/where to start ?



... Trucks aren't visible during operational hours and are unnecessary idle

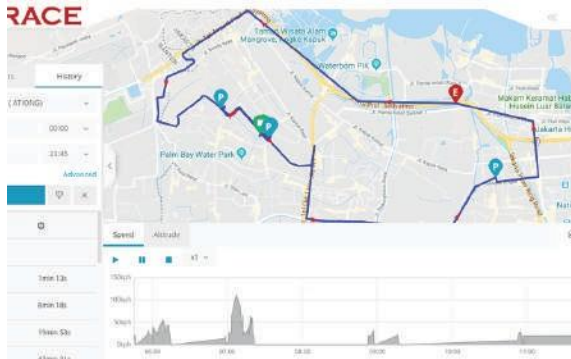


... Drivers are out of sight & sub optimal driving and cheating on trips



Cost aren't visible in the process

Integrating software, device, and the internet in one IoT solution delivers commercial vehicle owners opportunities to control their fleet like a boss.



INTELLIGENT
SOFTWARE PLATFORM



CONNECTED
DEVICE



INTERNET
CONNECTIVITY

With a lacking field of serious technology driven and innovative competitors, and **12% yearly growing market**, Webtrace is ready to take on the lead.

12%

YEARLY GROWTH

DOMESTIC GROWTH LOGISTICS

INDONESIAN LOGISTIC Industry is dominated by rapid growth of middle class, e-commerce and its infrastructure

17%

INCREASE

INCREASING TRUCK SALES

INDONESIAN TRUCK SALES have been growing with 17% over the last 2 years with land transport as the main sort of transport



DIGITAL PUSH

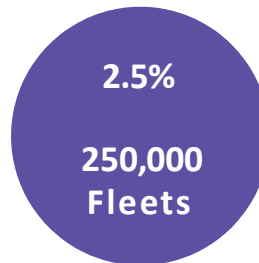
INDONESIAN TRUCKING

INDONESIAN TRUCKING ASSOCIATION is pushing its members for digitalization to cope up with growth

With **9,600,000 trucks** in Indonesia alone, we offer a massive potential while delivering efficiency and digitalization in a conservative market.

CURRENT
SCENARIO

2,900 x \$100 p.y
\$290,000



TARGET
SCENARIO

250,000 x \$100p.y
\$25,000,000

TRUCKING
LAST MILE DELIVERY
HEAVY MACHINERIES
CAR RENTAL
AGRI MACHINERIES

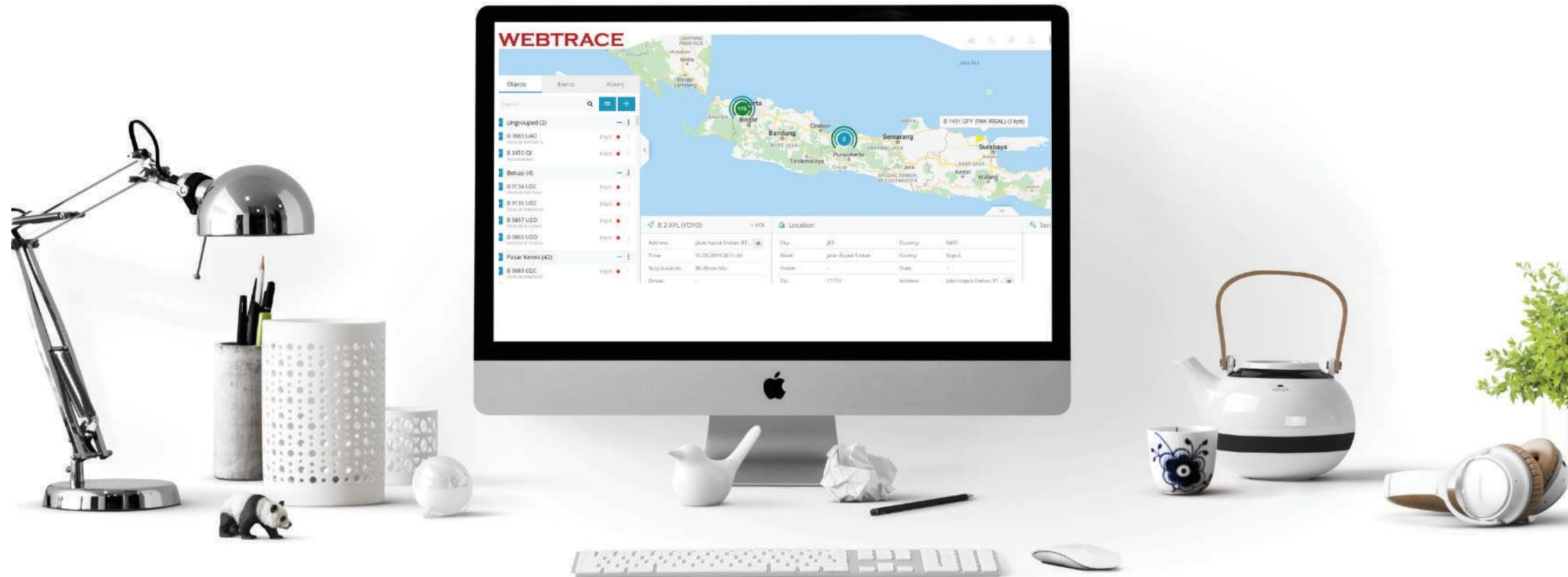
IN THE CURRENT SCENARIO
WE HAVEN'T TAKEN
CAR RENTAL & EXPRESS
MARKET INTO ACCOUNT
WHICH IS ON OUR RADAR.

Current Market Competition



Company	Business Model	Utilisation Report	Push Notification	Monitoring Assistance	Quick Response Team	Taskforce App	RAG Scoring ⁽⁴⁾
Project FLEET	SaaS	✓	✓	✓	✓	✓	✓
Easy Go GPS	Hardware Sales	✗	✗	✗	✗	✗	✗
IndoGPS	Hardware Sales	✗	✗	✗	✗	✗	✗
Inovatrack	SaaS & Hardware Sales	✓	✓	✗	✗	✗	✗
Predict Indonesia	Hardware Sales	✓	✗	✓	✗	✗	✓

Meet **Webtrace** where device meets software meets the internet. Delivering significant TIME & COST saving for commercial fleet-managers.



400
Trucks



Webtrace's solution really helps us in keeping fleet's operating cost efficient. Expenses such as fuel, e-toll, tyres lifetime etc always verified with data from Webtrace, thus prevent us from any fraud by naughty drivers.

GERY EA NG
PT. APLUS PACIFIC



After bootstrapping for **5 years**, we have cracked the code to scale our business from 2900 fleets with a 100% retention rate.

2900 FLEET

UNDER SUPERVISION OF WEBTRACE

**100%
Retention**

18000 FLEET

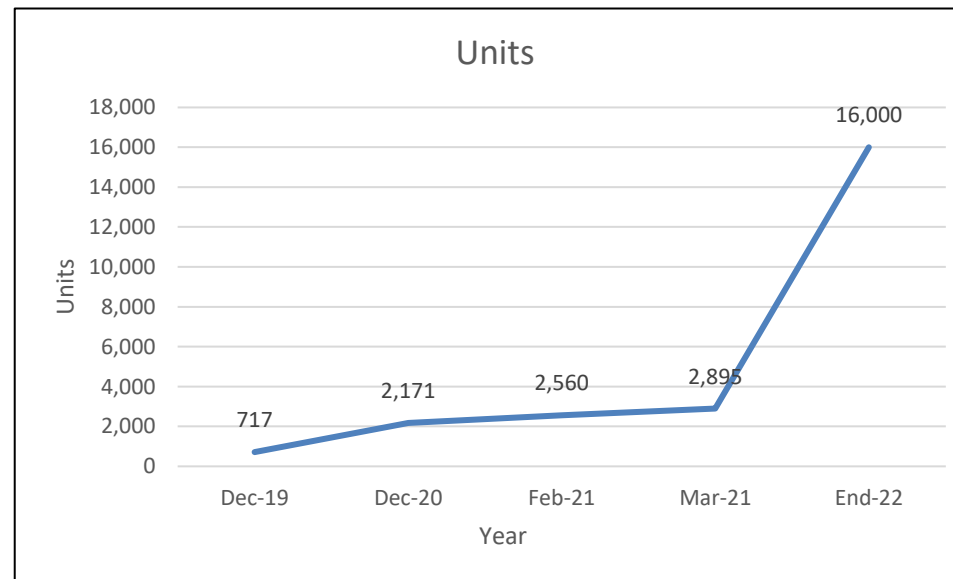
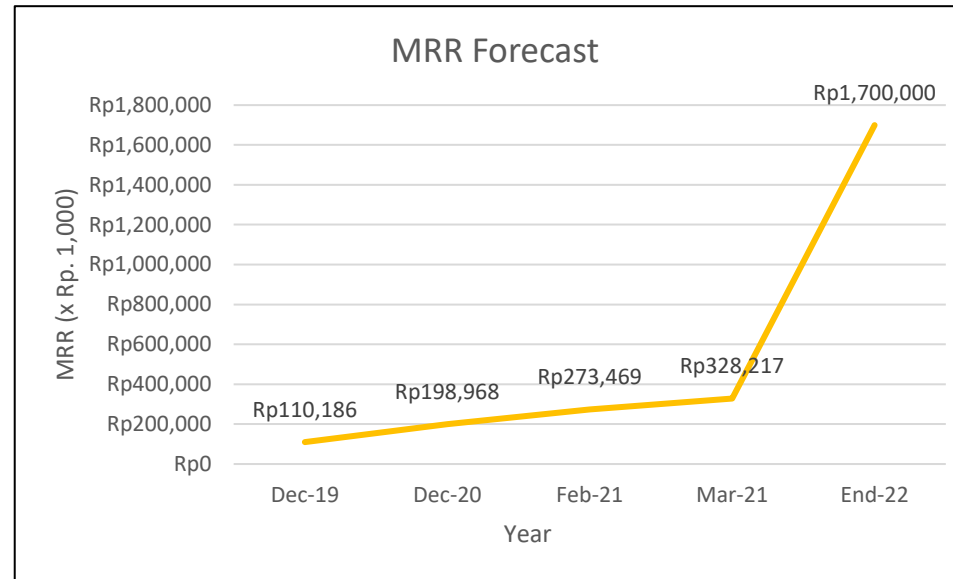
IN THE PIPELINE

Webtrace charges a monthly fee to customers in three categories that anyone can afford, while taking the benefits of cash & time savings home.

FEATURES	PACKAGE		
	STARTER	BASIC	PRO
Real Time Location	✓	✓	✓
Engine Sensor	-	✓	✓
Engine Hour	-	✓	✓
Engine Cut Immobilizer	-	✓	✓
Fuel Sensor	-	-	✓
Geofencing Area	✓	✓	✓
Alert Speeding Limit	-	✓	✓
Alert Engine Idle	-	✓	✓
Reports	✓	✓	✓
Report Customization	✓	✓	✓
API Integration	✓	✓	✓
Task Assignment	✓	-	-
Maintenance Scheduler	-	✓	✓
Live Location Sharing	✓	✓	✓
Pricing/Unit/Month	IDR 40,000	IDR 150,000	IDR 200,000

For each \$ 10 spend per month a commercial fleet owner **may expect a return per month per vehicle of \$ 35.**

After investment, we are able to responsibly scale



Go To Market Strategies

1. Promotional programs : free trial/installation, referral, influencers, power buy, etc
2. Insurance solution collaboration : fleet, driver, cargo
3. Trucking/heavy equipment marketplace collaboration
4. Fleet finance/leasing collaboration
5. B2B/B2C distribution solution collaboration
6. Parts/tires/maintenances marketplace collaboration
7. Last mile courier collaboration

Meet The Team



Erwin Subroto

Co Founder /CEO
Bina Nusantara University
Bachelor, Computerized Accounting
(2001-2005)



Jovian Anderson

Co Founder /CTO
Bina Nusantara University
Bachelor, Information Technology
(2013-2017)



Denny Tjioe

Co Founder /CFO
Bachelor, Electrical Engineering,
Arizona State University (2004-2008)
MBA, Finance,
Western International University (2008-2010)

Current Investors

1. PT. Prasetia Dwidharma (Prasetia)
2. PT. Astra Mitra Ventura (Astra Ventura)
3. Tony Halim
4. PT. Corin Investa Corpora (Corin Capital)

webtrace

<https://webtrace.co.id>

mailus@webtrace.co.id