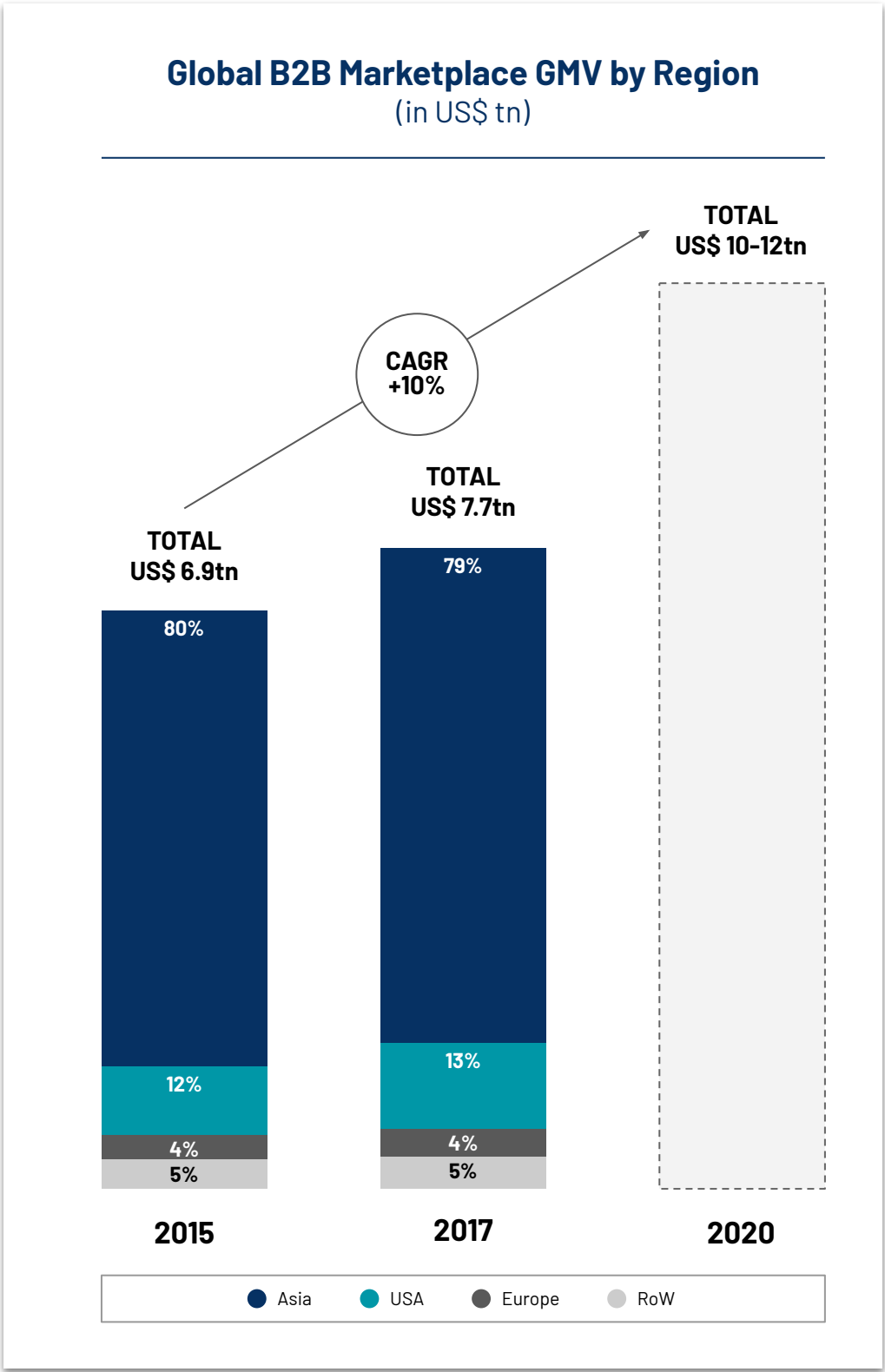


B2B Marketplace
Takes the Spotlight

The Convergence of Indonesia Brick & Mortar Supply Chain Through Digitalization

Asia region contributes for almost 80% of the Global B2B Marketplace Sales, reaching up to US\$ 6.1tn

Accelerating growth of the B2B Marketplace development globally, especially in the Asia region



Source: B2B Marketplaces are Blossoming (2018)



Unlike B2C Marketplace, Generalist B2B Marketplaces encounter significant limits due to the different nature of the industries – requiring a tailored and specialized approach.

Primary Problems of B2B and B2C Physical Stores



Time and place inconvenience



Limited product options



Zero product availability (out-of-stock)

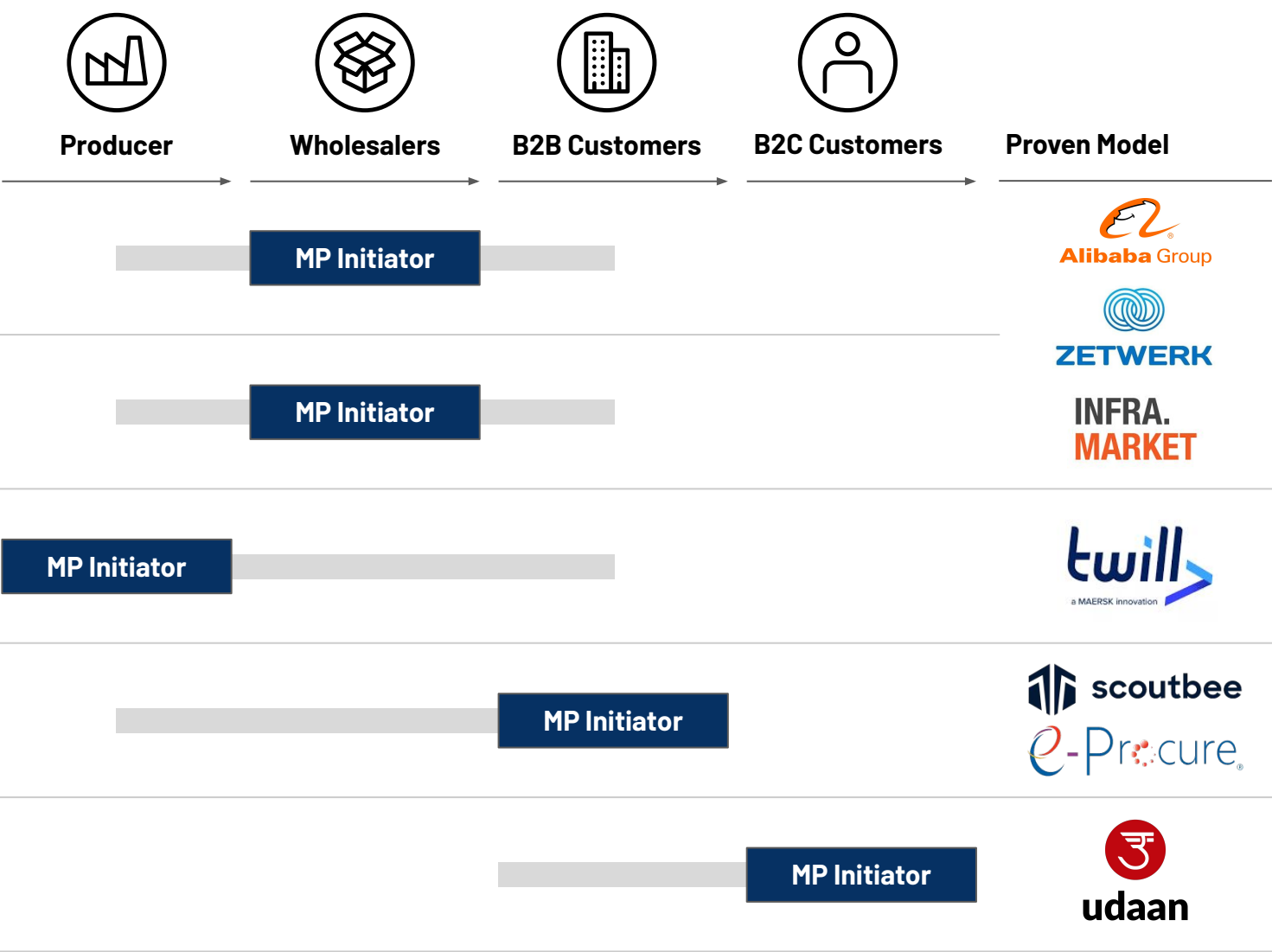


Non-transparent pricing

Differences between B2B and B2C Marketplace	B2B		B2C	
	Pricing and Order Size	Cost-based & competition-based pricing with large order size		Value-based pricing with small-to-moderate order size
	Main Focus	Trust and Relationship; Focusing on Customer Retention		Products or Services; Focusing on Customer Acquisition
	Length of Sales Process	Days to months		Days to weeks
	Buying Process Complexity	Complex, long stipulations concerning the price; all the nuances are discussed even the warranty		Relatively simple; the price, delivery, and payment terms are negotiable
	Implementation Hurdle	<u>High</u> - Developing the capacity and SLA for massive onboarding of vendors		<u>Low</u> - Quick and easy integration of the vendors
	Market Reach	Niche marketplace, allowing multiple B2B marketplaces to exist		Broad marketplace, allowing various categories in one marketplace

More variety of business models are emerging as B2B Marketplaces grow

Continuously adapting business model to accommodate new demand from **stakeholders along the value chain** in tandem with the accelerating development of B2B Marketplaces globally



Source: B2B Marketplaces are Blossoming (2018); The Sun Rises over B2B Marketplace (2021)



5

main key factors

that determine the success of B2B Marketplace across any verticals

01

Providing an extensive product range through a wide range of vendors



02

Providing key services for both customers (i.e., product finding and comparison) and vendors (i.e., vendor automated onboarding)



03

Providing an efficient online payment and invoicing on the platform



04

Ensuring visibility on stocks and logistics through an accurate knowledge of stock availability & planning



05

Relying on a dedicated organization through efficient vendor management, a reliable product owner agile development team and digital marketing



Source: The Sun Rises over B2B Marketplace (2021)

The rising trend of Global B2B Marketplace will eventually take place in the Indonesian market

Validated by Emerging Leaders that have already been backed from MDI and other VCs with gap in the **#Agriculture Inputs**, **#Construction Supplies**, and **#Manufacturing** sector, where **#AriseConviction** will be in the next coming year

Sectors	Proven Model	Indonesia?
Agriculture Inputs	 FARMERS™ BUSINESS NETWORK  DeHaat® Seeds to Market	<div> ARISE.↗ Arise Conviction </div>
F&B Retail	 sharebite  hey cater!	 TaniHub*  sayurbox
Consumer Goods	 udaan  ShopUp	 Sinbad*  ula
Construction Supplies	 INFRA. MARKET  TUL	<div> ARISE.↗ Arise Conviction </div>
Manufacturing	 ZETWERK  bijnis Taking Factories To The World	<div> ARISE.↗ Arise Conviction </div>
Office Supplies	 coupa  moglix	 OfficeBee*  Ralali.com

*MDI Network Portfolio





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