

Business Plan for StartUp Business Mentoring Service

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Abstract— Startups in Indonesia are currently experiencing rapid growth, along with an increase in the number of internet network service users and the purchasing power of their consumption. The popularity of online or internet services is able to make Indonesia's market share not only a target market for sales but also a place for startups. Startups are often starting or growing businesses that have recently been started and are synonymous with technology. However, the level of achievement of startups in Indonesia is still low. The failure of a startup is caused by a managerial factor such as lack of experience and a clear vision from the founders of the company, lack of company focus in running the business or running out of funds, and other factors like the absence of market needs (no market need). Based on the above background, further research was made on the development of application service startups that will be designed with a scope at UNIKA Soegijapranata, as UNIKA Soegijapranata has an entrepreneurial forum called the Center for Student Entrepreneurship (CSE). The application development method used is the Waterfall method which has 5 stages, namely defining and analyzing requirements, designing software and systems, implementing and unit testing.

The impact of planning the MentorKu application shows that users plan will use the MentorKu application in order to increase productivity in developing startup businesses and plan to use the MentorKu application in the future. This is shown based on the results of statistical tests obtained after conducting a survey of 60 respondents with 5 variables, namely PE, EE, FC, HM where all of these

variables were assessed for their correlation with the BI variable or Behavioral Intention.

Keywords— *center for student entrepreneurship, business, failure of a startup, mentorku, startup.*

I. INTRODUCTION

Startups in Indonesia are currently experiencing rapid growth [1], along with an increase in the number of internet network service users and the purchasing power of their consumption. The popularity of online or internet services [2] is able to make Indonesia's market share not only a target market for sales but also a place for startups. Startups are often businesses that are just starting or growing, this term refers to companies that have recently been started and are synonymous with businesses that have technology.

According to the market research institute Statista in 2021, Internet users in Indonesia are now more than 200 million users. Indonesia is one of the largest online markets in the world, popular activities that are often carried out are messaging and social media. Indonesia in 2025 can reach 250 million users [2].

Roughly speaking, conditions in Indonesia are very supportive for startup growth. This makes a startup a possible business option in Indonesia. Based on data obtained from the Creative Economy Agency (BEKRAF 2020), creative economic growth also increases every year [3].

But the level of achievement of startups in Indonesia is still low, especially if we compare it with the existing market in the country. Internationally, the success rate of

achieving a startup business is 10%, so it can be said that it is more than successful. According to Dedy Permadi[4] as Spokesperson for the Ministry of Communication and Information, the factor that causes the failure of a startup is a managerial factor caused by lack of experience and a clear vision from the founders of the company, lack of company focus in running the business, running out of funds and other factors are the absence of market needs (no market need). This is also in accordance with the results of the analysis conducted by CB Insights, there are 20 main reasons that cause startups to fail [5],

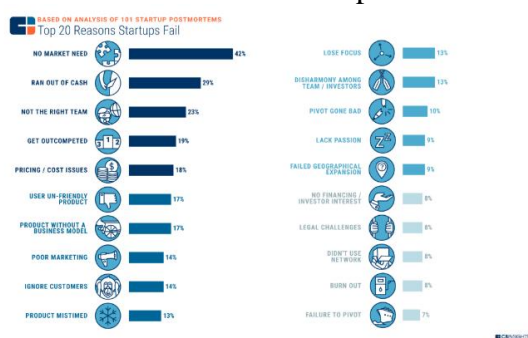


Figure 1. Twenty Reasons for Startup Fail

In the midst of the rise of startups in Indonesia, making competition for companies tight, it is not uncommon to lose in the competition and business bankruptcy, some examples of startup companies that have stopped are Send, Qlapa, Valadoo, and Paraplou[6].

Based on the above background, further research was made on the development of application service startups that will be designed with a scope at UNIKA Soegijapranata. As we know, UNIKA Soegijapranata has an entrepreneurial forum called the Center for Student Entrepreneurship (CSE).

The Center for Student Entrepreneurship (CSE) accommodates UNIKA Soegijapranata students who already have a business and are enthusiastic about starting a business. Especially in this pandemic situation which has resulted in various activities having to be held online, including entrepreneurial activities at UNIKA Soegijapranata. However, it is still available to support online activities. This is supported by a statement

from Ms. Chatarina Yekti as the head of CSE "as a forum for entrepreneurship development at UNIKA Soegijapranata, CSE needs a platform to facilitate training and mentoring at UNIKA".

II. LITERATURE REVIEW

2.1 ReactJS

ReactJS is an open-source JavaScript library that is used to build a display, with the advantages of speed, simplicity and scalability [7].

ReactJS created by Jordan Walke was officially released in 2013, and has been used by Facebook, Instagram and other companies, React JS can also be used on small-scale projects though [8].

2.2 XAMPP

XAMPP is one component of the installation of apache, php, and MySQL instantly which is used to simplify the process of installing apache, php and MySQL [9].

The purpose of making XAMPP is to simplify the installation process for developers to enter the Apache world for free and currently XAMPP can be used on Windows, Linux, and OS X [10].

2.3 MySQL

MySQL is a database management system (DBMS) as a form of storing a collection of data that is a relational database management system (RDBMS). MySQL is very popularly used in web-based systems because it supports data storage [11].

Many large companies are already using MySQL such as Facebook, Twitter, Booking.com, and Verizon to save time and money in upgrading business systems and prepackaged software [12].

2.4 PhpMyAdmin

PhpMyAdmin is software that functions to handle the MySQL database administration, which includes managing databases, tables and permissions. PhpMyAdmin is used in PHP programming [13].

PhpMyadmin is often used in managing databases, tables, columns, relations, indexes, users, permissions and others [14].

2.5 UML (Unified Modeling Language)

Unified Modeling Language (UML) is a language used in the industrial world to provide definition of requirements, make analysis and design and also describe architecture in object-oriented programming [15].

With UML we can create models for all types of software, where the software can run on hardware, operating systems and networks as well as in any programming language [16].

2.6 Use Case Diagrams

Use Case Diagram is a diagram that is used to show the flow of movement of a data in a system design, in the data flow diagram there is a process that describes the movement of data, the origin of the data to how the data is processed into an output [17].

Use Case Diagrams can help when we are compiling the requirements of a system, communicating the design with users and designing trials on all the features contained in the system [16].

2.7 Flowchart

Flowchart is a diagram that describes the flow of the process by using the symbol of the geometric field to display the steps of activities and their sequences which are connected with arrows [18].

Flowcharts are simple mapping tools that can show a sequence of actions in stages that are easier to read and communicate [19].

2.8 Software Development Life Cycle

Software development life cycle (SDLC) is a process in understanding an information system that can be useful to support business needs by designing a system, building a system and delivering it to its users [20]. SDLC has four stages, namely planning, analysis, design and implementation.

The purpose of using SDLC is to overcome the software crisis or commonly referred to as application failure, where the software application developed is not in accordance with the predetermined design [21].

2.9 Website

Website is an application that contains content in the form of writing, images, videos

and others, which can be loaded via internet media using the HTTP protocol. Websites are divided into 2, namely static websites and dynamic websites [22].

The main purpose of the website is to provide information to users directly, without distance or time limits so that users can get information by searching through a smartphone or computer connected to the internet [23].

2.10 Startups

Startup is the implementation of a business plan where everything has been planned and projected on a business plan and executed in the form of a startup [24].

The population of startups or start-ups by default will be more in the group of startup companies, some of them will fail, develop into other forms of business, become medium or large companies or even be taken over by large companies [25].

III. RESEARCH METHODOLOGY

This research methodology consists of 4 stages i.e. planning, design, development and experimentation. At the planning stage the researcher will conduct observations and interviews to find out the errors that cause failure in the startup business, then the researcher determines the solution to the problem, then at the design stage, the researcher will make a design description of the system that will be made based on needs, the next stage of development, The researcher will create a website as planned and the last stage is the experimental stage, at this stage the website that has been created will be tested

The location of the research was conducted at CSE UNIKA Soegijapranata. The target population in this study was CSE member students and CSE supervisors at UNIKA Soegijapranata with a total sample of 60 people using purposive sampling or distributing questionnaires to certain individuals using the consideration that individuals are suitable to be used as a respondent. The application development method used is the Waterfall method, this method has 5 stages, namely defining and

analyzing requirements, designing software and systems, implementing and unit testing, system integration and testing, operation and maintenance. The essence of the Waterfall application testing method is that the system work is done sequentially or linearly, so that each stage must be completed first before being forwarded to the next stage, this is to avoid repetition of stages [26]. The following describes the steps of the Waterfall method

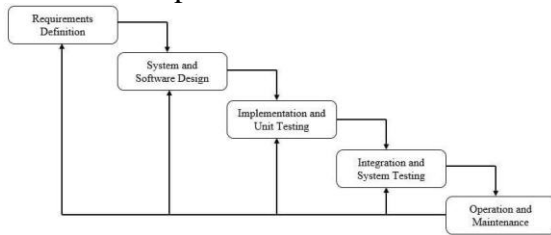


Figure 2. Waterfall Method

IV. RESULTS AND DISCUSSION

4.1. Use case

Figure 4.1 is a Use Case of the MentorKu application, there are 3 actors, namely user, mentor and admin. User is a user or person who will use the services of the MentorKu application, Mentor has a trainer or mentor provided by the MentorKu application for users. And admin is the person who manages the MentorKu application system

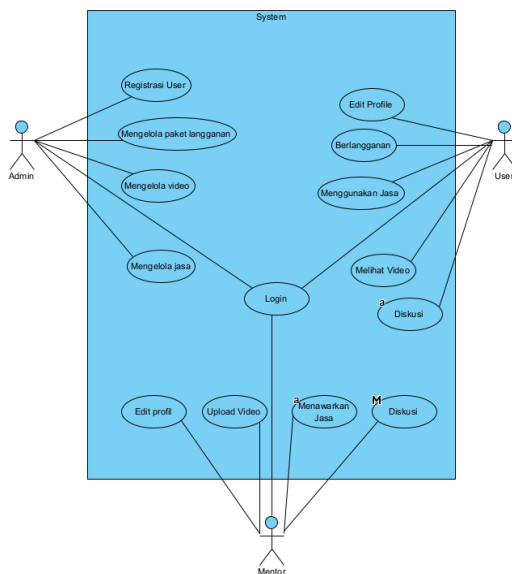


Figure 3. Usecase Diagram

4.2. Application Design

The MentorKu application design was made using the help of the Figma application

to simplify the design process. Figure 4.2 is an image of the main page design of the MentorKu application, with a subscription menu, register menu, search box, advertising banner and thumbnail of the mentor.

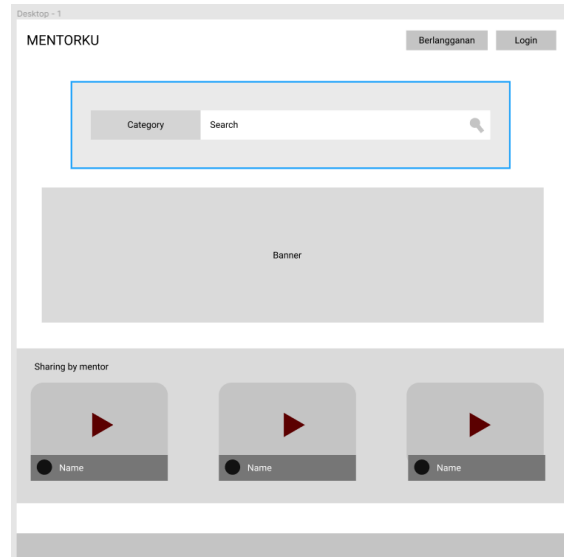


Figure 4. Application main design

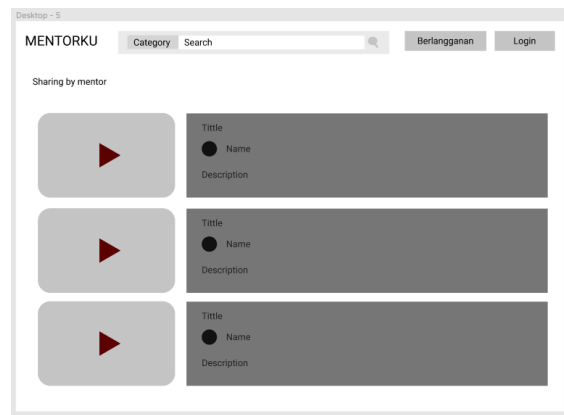


Figure 5. Mentor search display design

This is an image of the design of the mentor search category in MentorKu.

4.3. MentorKu Application Development

The use of the MentorKu application requires users to register first and subscribe to one of the packages that have been provided, with any payment method, and will be checked manually by the admin after the user confirms the payment and collects proof of payment. After the user has a subscription package, the user can find and choose a mentor according to the user's needs, mentors

are divided into 3 categories, namely operations, finance and marketing. And it is further divided into 6 sub-categories, namely food and beverages, fashion, oil and gas, human resources, digital companies and services. It is hoped that the detailed categorization can help users in finding and determining the best mentor according to their needs. Users can view introductory videos made by mentors to further convince users in choosing the mentor to be ordered. If the user has found the right mentor, the user can immediately determine the time for a virtual meeting appointment with the mentor. From the mentor menu, the agreement will appear, and the mentor will determine whether to agree or disagree, if you agree, the mentor will provide a link for the virtual meeting. The task of the admin is to confirm the payments made by the user, make the price of the subscription package, and monitor all activities of the user agreement with the mentor.

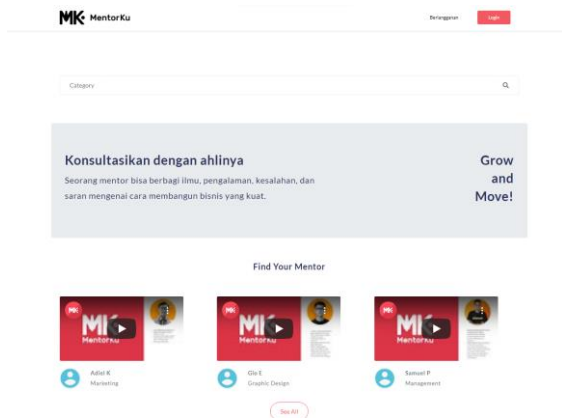


Figure 6. The top view of MentorKu Homepage

In the top view of the Homepage, it displays a Menu to login and subscribe, a search field and also some video introductions to mentors. The script below Figure 4.11 is a script that is used to adjust the appearance of the homepage page of the promotion board and the display that regulates the layout of the thumbnail image of the mentor along with the name and category of the mentor

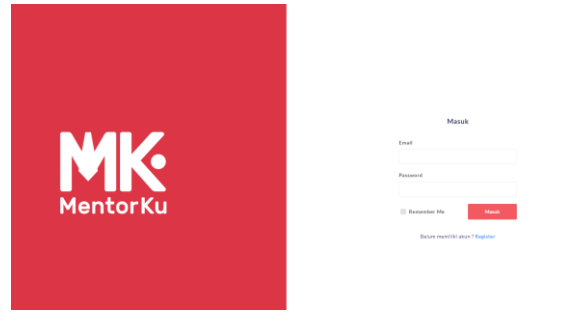


Figure 7. Login view for all users

There are 3 types of users on the MentorKu website, namely users, mentors and admins, simply entering your email and password will immediately determine the login, if the mentor will be redirected to the mentor page, if the user will be redirected to the user page and if the admin will be redirected to admin page.

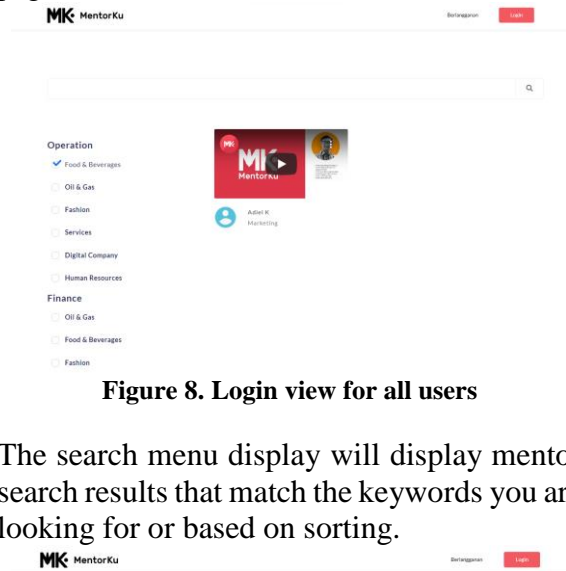


Figure 8. Login view for all users

The search menu display will display mentor search results that match the keywords you are looking for or based on sorting.

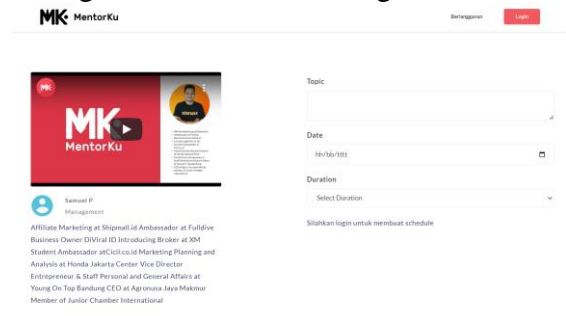


Figure 9. Login view for all users

On the mentor ordering menu display, detailed information about the mentor and mentor orders will be displayed, and the user will fill in the topic, date and duration.

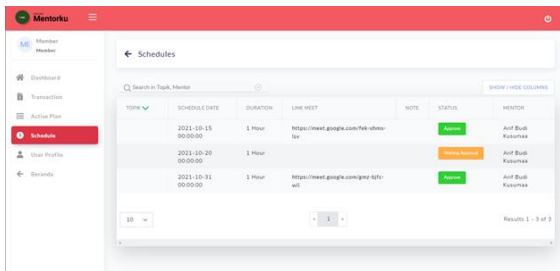


Figure 10. User Schedule Menu Display

This user's schedule menu display displays all the schedules that have been made to the mentor, along with the status of the schedule.

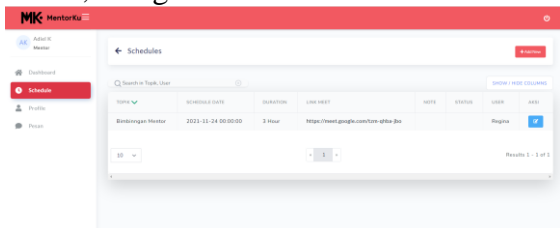


Figure 11. Mentor Schedule Menu Display

The mentor schedule menu view is not only able to see the entire schedule scheduled for the mentor but also to take action in the form of approving, rejecting and completing the schedule.

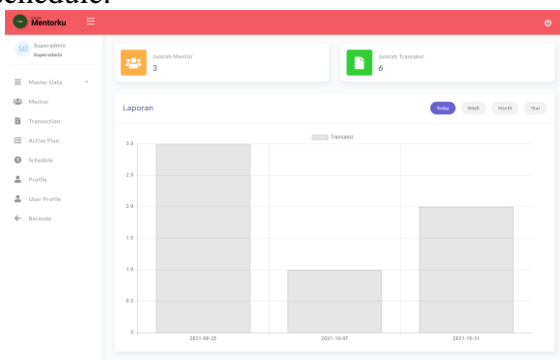


Figure 12. Admin Dashboard View

The dashboard display on the admin displays the number of mentors currently owned, the number of transactions and also reports on the number of transactions each month in graphical form.

4.2. Research result

After discussing the data, the next step is to test the validity to determine the validity of a measuring instrument that has been used. The measuring instrument used is the variables tested on the questionnaire, namely the PE, EE, FC, HM variables on BI.

Based on the table below, it can be seen that the PE and BI variables have variable values that are in separate components. So at the next validity test stage, the two variables were omitted because they were considered invalid and the omitted variables were PE3 and BI1 variables because PE3 was located separately from other PE variables and BI1 had the smallest value, amounting to 0.166.

Table 1. 2nd Validity Test Results
Rotated Component Matrix^a

	Component	
	1	2
PE1	.818	.243
PE2	.861	.129
EE1	.820	.264
EE2	.886	.049
EE3	.887	.003
FC1	.703	.415
FC2	.803	.033
FC3	.753	.131
HM1	.089	.913
HM2	.140	.900
HM3	.090	.885
BI2	.537	.551
BI3	.753	.247

Extraction Method: Principal Component Analysis.
Rotation Method: Equamax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

After deleting one group of PE and BI variables, the results obtained can be stated as follows:

- In the PE variable, all values are gathered in component 1 and the value is above 0.4 so that it can be declared valid.
- In the EE variable, all values are gathered in component 1 and the value is above 0.4 so that it can be declared valid.
- In the FC variable, all values are gathered in component 1 and the value is above 0.4 so that it can be declared valid.
- In the HM variable, all values are gathered in component 2 and the value is above 0.4 so that it can be declared valid.

- In the BI variable, all values are gathered in component 1 and the value is above 0.4 so that it can be declared valid.

After testing the validity, the next step is to test the reliability with the aim of being used as a measure of the consistency of a data. The results obtained in the form of the HM variable get Internal Consistency Excellent, then the PE and EE variables get Internal Consistency Good, and the FC and BI variables get Internal Consistency Acceptable with the explanation in the table as follows.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Internal Consistency
PE	0.864	Good
EE	0.888	Good
FC	0.769	Acceptable
HM	0.905	Excellent
BI	0.787	Acceptable

After the reliability test has been carried out, the next step is the correlation test. The correlation test is intended to find the relationship between the variables that have been determined. In the results of the tests that have been carried out, it is obtained in the form of a table as follows.

Table 3. Correlation Test Results
Correlations

		SPE	SEE	SFC	SHM	SBI
SPE	Pearson Correlation	1	.852**	.794**	.294*	.673**
	Sig. (2-tailed)		.000	.000	.023	.000
	N	60	60	60	60	60
SEE	Pearson Correlation	.852**	1	.875**	.245	.662**
	Sig. (2-tailed)	.000		.000	.059	.000
	N	60	60	60	60	60
SFC	Pearson Correlation	.794**	.875**	1	.333**	.701**
	Sig. (2-tailed)	.000	.000		.009	.000
	N	60	60	60	60	60
SHM	Pearson Correlation	.294*	.245	.333**	1	.448**
	Sig. (2-tailed)	.023	.059	.009		.000
	N	60	60	60	60	60
SBI	Pearson Correlation	.673**	.662**	.701**	.448**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

***. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlated data is marked with a significance value (2-tailed) which is less than 0.05, so it can be concluded that:

- PE is correlated with BI with a significance value less than 0.05 and is marked with an asterisk.
- EE correlates with BI with a significance value less than 0.05 and is marked with an asterisk.
- FC is correlated with BI with a significance value less than 0.05 and is marked with an asterisk.
- HM correlates with BI with a significance value less than 0.05 and is marked with an asterisk.

4.3. Cash Flow Planning

Funding requirements for the creation and operation of the MentorKu service application are as follows:

Tabel 4. Fund Needs Table "MentorKu"

Keterangan	Total
Biaya Pemasaran	RP 3.000.000
Biaya Layanan Website	RP 1.800.000
Biaya Mentor	RP 40.800.000
Biaya Tenaga Kerja	Rp 1.200.000
Biaya Overhead	RP1.200.000
Total Kebutuhan Dana/ Tahun	48.000.000

The source of funds needed for this purpose is obtained from investments obtained in cooperation with investors, amounting to 90% of the total funding requirements, and the source of revenue comes from subscription fees made by users.

MentorKu's Cash Flow Planning is as follows:

Tabel 5. Cash Flow Planning Report "MentorKu"

LAPORAN PERENCANAAN ARUS KAS
"MentorKu"

Keterangan	Harian	Mingguan	Bulanan	Tahunan
Biaya Pemasaran	8.220	57.692	250.000	3.000.000
Biaya Layanan Website	4.931	34.615	150.000	1.800.000
Biaya Mentor	111.780	784.615	3.400.000	40.800.000

Biaya Tenaga Kerja	3.287	22.222	100.000	1.200.000
Biaya Overhead	3.287	22.222	100.000	1.200.000
Total Biaya Keseluruhan	131.506	923.077	4.000.000	48.000.000
Pendapatan	205.479	1.442.307	6.250.000	75.000.000
Keuntungan	73.973	519.230	2.250.000	27.000.000

V. CONCLUSIONS

Based on the research on "MentorKu" Service Applications, it can be concluded into some points. First, the strategy implemented in the business planning of MentorKu services as a platform for online mentoring activities at UNIKA is useful as a forum for entrepreneurship development at UNIKA Soegijapranata. Second, cash flow planning in MentorKu services is essential, so it will still be used in UNIKA. Third, the MentorKu application that collaborates with the Center for Student Entrepreneurship (CSE) in the form of funding for mentors at MentorKu and the design of the MentorKu application as an entrepreneurship development platform at UNIKA carried out by CSE is made on a responsive website, so that all users can access the MentorKu application easily anywhere, anytime and with a smartphone or computer gadget.

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