



WHY ??



The high number of marriages youth in Malang Regency (30 % of the total number of marriages entirely)



Malang Regency is a district that sends many female workers abroad



PELANUSA
Start in 2012

EMPOWERING COMMUNITY

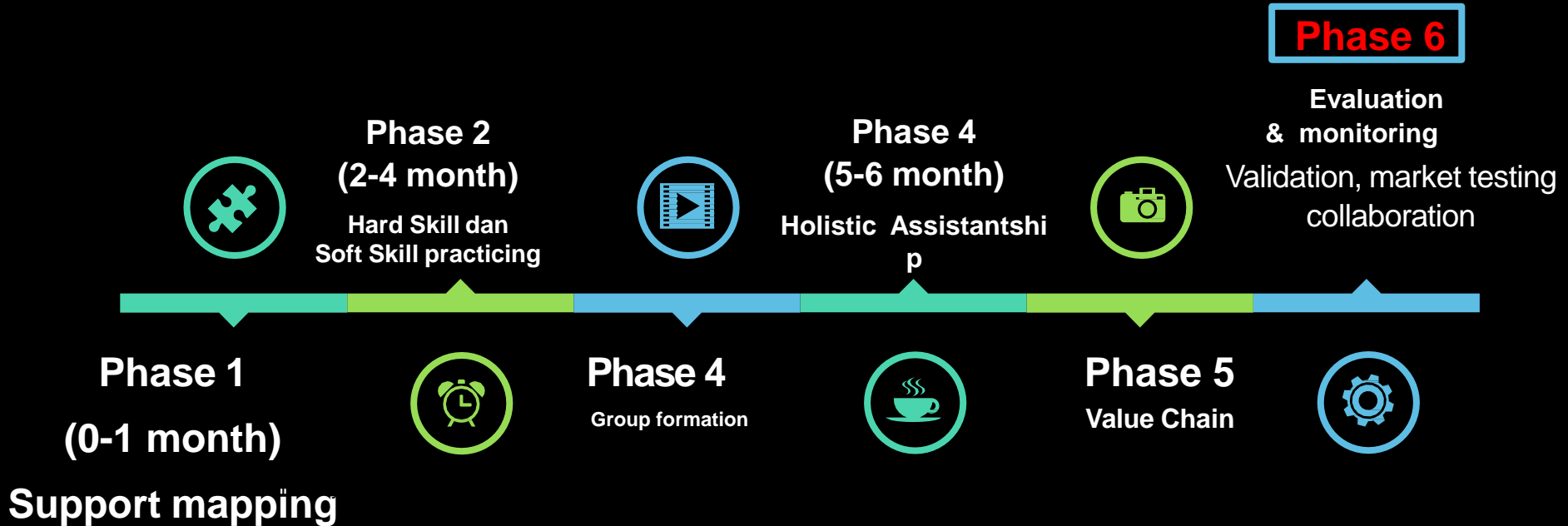


PELANUSA MODELS



HOLISTIC EMPOWERMENT

“Pelanusa Models”





Fashion accessorise





HOME DECORATION



BUSINESS MODEL OF PELANUSA



PAMERAN



KONSINYASI



WISATA KREATIF



DIGITAL MARKETING



**Thousands of mask
made for survival**



SOCIAL IMPACT

	2012	2017	2021
Member	400	350	500
Groups	20	15	25
Entrepreneurship skill	250	200	400
Small Medium Enterprise	100	100	250

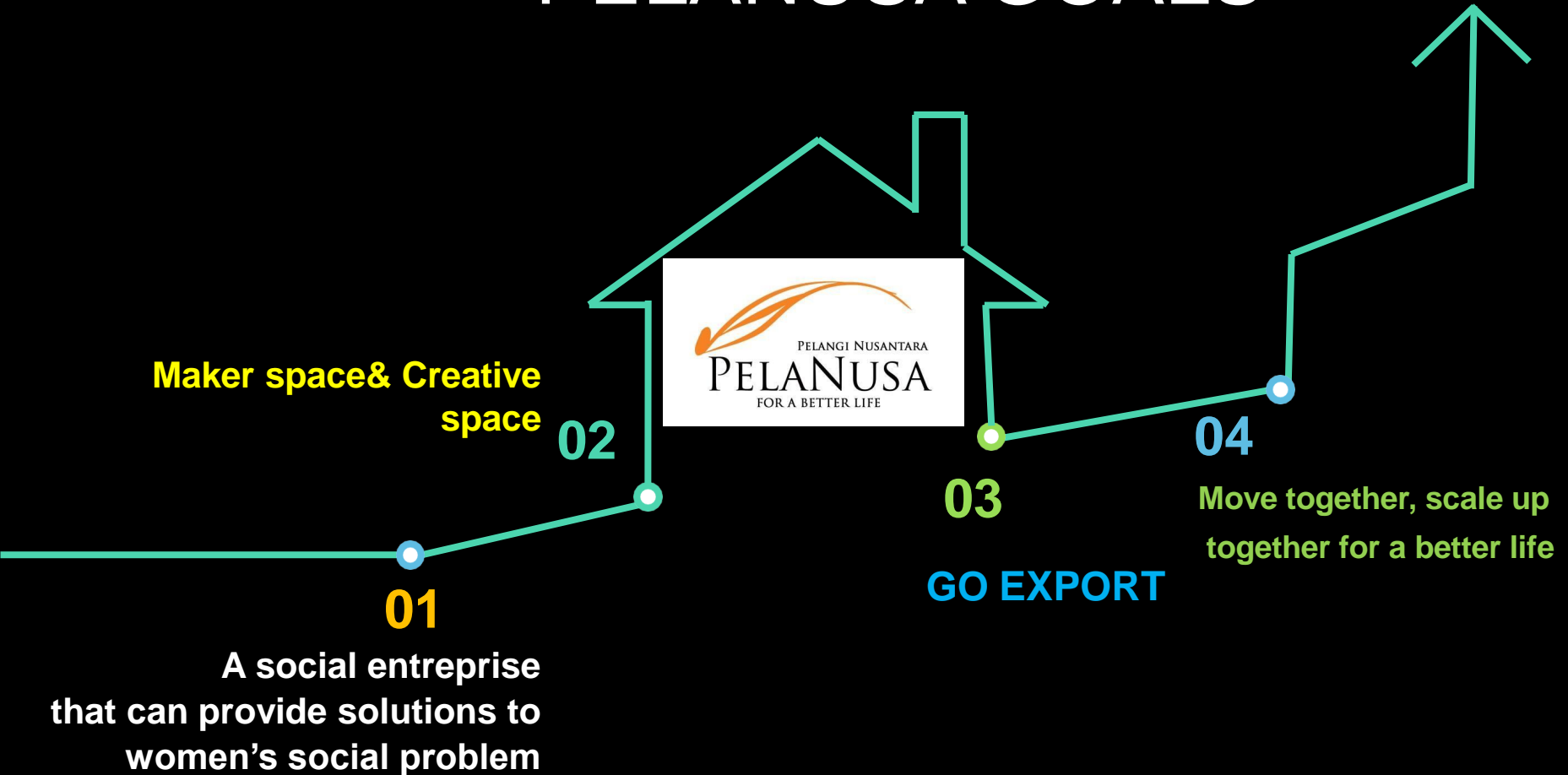
FROM ZERO SKILL TO HAVE CRAFT BUSINESS
FROM ZERO INCOME TO HAVE INCOME FOR FAMILY

LOCAL HERO PELANUSA

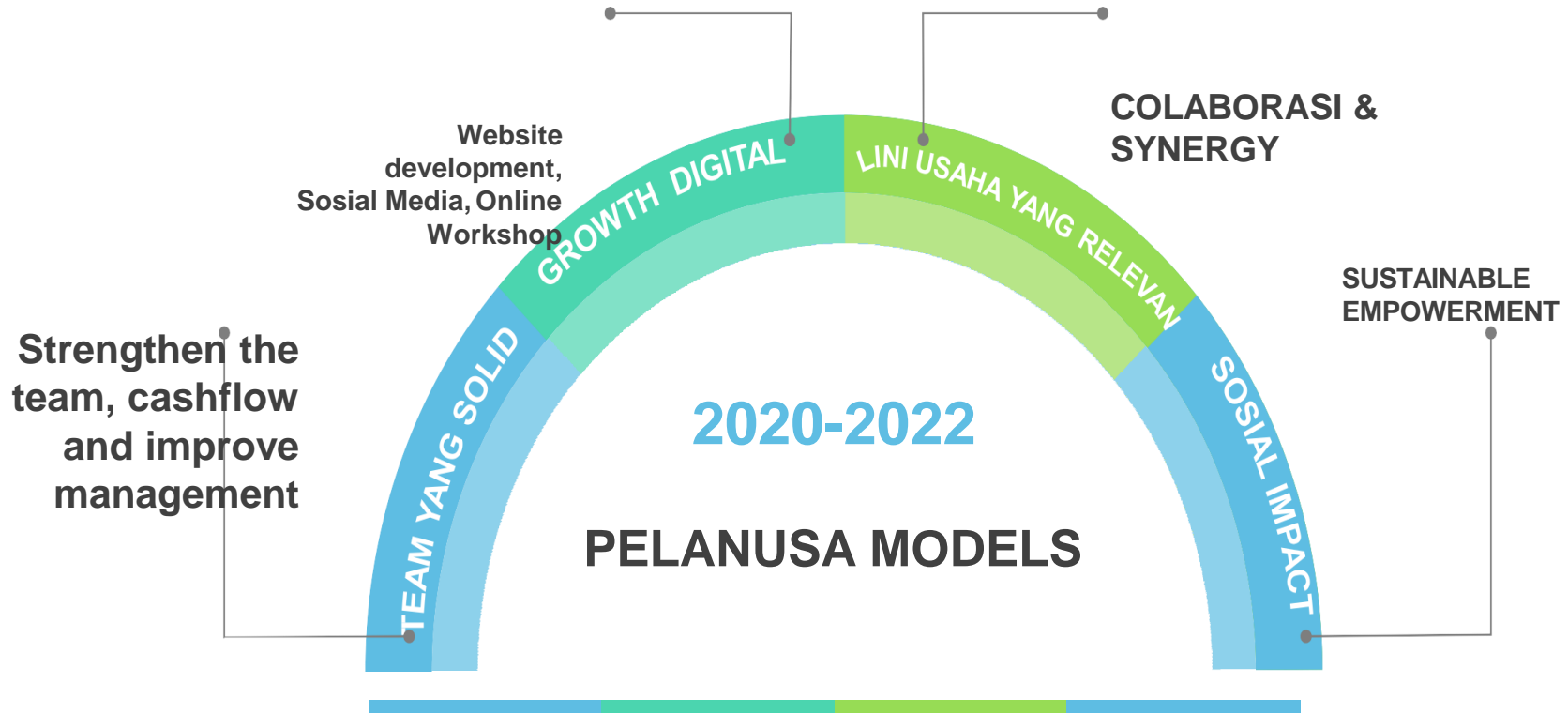


SOCIAL IMPACT

PELANUSA GOALS



STRATEGY in PANDEMIC



RELATIONSHIP

Build networks with multiple
stake holders



MALANG
KOPERASI
KREATIF
MBOIS



REVENUE STREAM IN PANDEMIC

PRODUCT SELLING

- **merchandise shop**
- **creative tourism**

ONLINE MARKETING

- **IG, FB**
- **Tokopedia, bukalapak, sphi**

WORKSHOP ONLINE

- **member**
- **regular**

DIY PACKAGE

- **DIY package sale**

COLABORATION PROGRAM

- **New Desain, Colabs with milenials business**
- **Eco friendly product, reusable bag, masker case , etc**

EMPOWERMENT PROGRAM

- **groups incubation**
- **sustainable empowerment**

Funding History & Resource Ask

No	Year	Corporate	Support	Utility
1	2013	British Council (CEC wave 3 Competition)	80.000.000	<ul style="list-style-type: none">- Community development- Skill practicing- Production equipment
2	2015	Dompot Dhuafa Replibika (Grant Making Proposal)	90.000.000	<ul style="list-style-type: none">- Holistic empowerment for 4 group
3	2019	Kemenparekraf (BIP)	100.000.000	<ul style="list-style-type: none">- Raw materials- Production equipment

Current Capital Needs & Financial Ask

No	Descreption	Price (IDR)	Application
1	Equipment for 5 new groups	120.000.000	<ul style="list-style-type: none">- purchase of production equipment and raw materials- practicing
2	Digital Marketing development	50.000.000	<ul style="list-style-type: none">- Website- Mentorship- Photo product
3	Revitalization creative space & Pelanusa Cooperative Shop	1.500.000.000	<ul style="list-style-type: none">- Creative space revitalization- facilities and infrastructure for maker space
4	Transportation to connecting groups	350.000.000	<ul style="list-style-type: none">- car, pickup
5	Measure of social and economy impact	50.000.000	<ul style="list-style-type: none">- research on the impact and efforts to influence policy barriers regarding the maturation of the age of marriage
Total		2 070 000 000	

Team



- **ENDAHING NOOR SURYANTI**
- Founder
- More than 18 years of entrepreneurship
- Bachelor of Fisheries



- **ENDAHING NOOR WULANDARI**
- Creative Team Coordinator
- More than 5 years of developing Pelanusa product creativity
- Agriculture graduate



- **NURMAWADAH SAFITRI**
- Social Media Manager
- More than 3 years managing product marketing
- Bachelor in Human Resources



- **SUGENG BUDIONO**
- Director
- More than 10 years managing the company
- Bachelor of Computer and Electrical

Contact Details Pelanusa

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