



# Pitch Deck: SERENITY LaserTrack

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01

*Slide 1: Title*

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# Slide 1: Title

(Background image: A modern and sophisticated aesthetic laser device in a clean clinic environment)

LaserTrack Lite

Revolutionizing Operational Management for the Medical Aesthetics Industry.



02

## *Slide 2: Problem*

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# Slide 2: Problem

Fragmented Operations Hinder Growth.

Aesthetic device distributors in Indonesia face significant challenges:



✗ Lack of Visibility:  
Unaware of the status  
of hundreds of devices  
in real-time.



✗ Manual Processes:  
Creating SPK and  
service reports is time-  
consuming and prone  
to errors.



✗ Chaotic  
Communication:  
Coordination via  
WhatsApp & email leads  
to important  
information being lost.



✗ Low Customer  
Satisfaction: Clients  
(clinics) are frustrated  
due to slow service  
responses.

The result? Decreased efficiency, inflated costs, and missed business opportunities.

*03*

*Slide 3: Solution*

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# Slide 3: Solution

LaserTrack Lite: One Platform, Full Control.

We introduce an integrated digital ecosystem that connects Distributors, Clinics, and Technicians in one seamless workflow.

- 1** Track & Monitor: A centralized dashboard to oversee all your assets and teams.
- 2** Automation & Efficiency: Generate professional SPK and service reports in seconds.
- 3** Real-Time Collaboration: Structured communication through integrated chat.

Transform operational chaos into a competitive advantage.





04

## *Slide 4: Product Demo (Key Features)*

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# Slide 4: Product Demo (Key Features)

(Showcase 3-4 main screenshots from the application)

1

Smart Tracking Map: "See the entire network of clinics and your technicians' locations live. Assign the nearest technician with a single click."

2

Automated SPK: "From form to professional PDF in 30 seconds. No more manual administrative work."

3

Mobile Technician Dashboard: "Empower your field team. They can view tasks, fill checklists, and send reports directly from their phones."

A low-angle, dark blue-tinted photograph of a modern building's exterior. The building features a series of curved, cantilevered balconies or walkways that create a rhythmic, sculptural pattern. The glass and metal surfaces reflect light, adding texture to the scene.

05

## *Slide 5: Business Model*

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# Slide 5: Business Model

Simple, Scalable, and Powerful.

We operate on a B2B SaaS (Software-as-a-Service) licensing model aimed at aesthetic device distributors.

- 1 Annual License Fee: A fixed price per distributor for unlimited access for their admins, technicians, and clinics.
- 2 Support & Training Packages: Additional options for onboarding, customized training, and priority support.

A model that allows you to focus on business growth, not per-user costs.



06

## *Slide 6: Target Market*

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# Slide 6: Target Market

Great Opportunity in a Rapidly Growing Market.

Our primary target is distributors of medical and aesthetic devices in Indonesia.



## Market Size

The Indonesian aesthetics industry is projected to grow at a CAGR of 10.5%.



## Initial Target

Focus on 10-15 large distributors managing >50 clinics.



## Expansion Potential

Easily adaptable to Southeast Asian markets.

We solve real problems for a market ready to invest in technology.

*07*

## *Slide 7: Competitive Advantages*

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# Slide 7: Competitive Advantages

Why LaserTrack Lite?

Feature	LaserTrack Lite	Competitors (General ERP/CRM Systems)	Manual Methods (Spreadsheets/WA)
Industry Focus on Aesthetics	✓	✗	✗
SPK & Report Automation	✓	±	✗
Live Technician Tracking	✓	✗	✗
Dedicated Portal for Clinics & Technicians	✓	✗	✗
Quick Implementation	✓	✗	±

We are not just a CRM. We are an operational solution designed specifically for your workflow.

*08*

*Slide 8: Our Team*

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# Slide 8: Our Team

(If relevant, add this section)

Built by Tech Experts with Industry Understanding.



[CTO/Founder Name]: Azwar Riyadh Subarkah



[Industry Advisor Name]: Titi Ariwati





09

*Slide 9: Vision & Future*

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# Slide 9: Vision & Future

Digitizing the Entire Aesthetic Supply Chain.

Q4 2024

Integration with spare parts inventory management.

1

2

Q2 2025

Predictive analytics module for preventive maintenance.

3

2026

Expansion into regional markets (Singapore, Malaysia, Thailand).

Our vision is to become the standard operating system for every aesthetic device distributor in Southeast Asia.

A low-angle, dark blue-tinted photograph of a modern building's exterior. The building features large glass windows and prominent, curved balconies or overhangs that create a sense of depth and architectural complexity. The lighting is dramatic, with strong highlights and deep shadows.

**10**

***Slide 10: Contact***

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# Slide 10: Contact

Let's Start Your Digital Transformation.

(LaserTrack Lite Logo)



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Thank You.



Thank You