

## **ABSTRACT**

*Finpay is an umbrella product from PT Finnet Indonesia which started operations in 2006 which is engaged in providing financial technology services and focuses on providing solutions for the banking industry, franchise outlets, telecommunications, e-commerce, transportation, government, service companies that provide routine and industrial bills. others who need digital payment solutions and their supports. For this reason, PT Finnet Indonesia will carry out several initiatives to explore digital payment service growth opportunities in Indonesia. The aim of this research is to calculate the business value of PT Finnet Indonesia and measure its potential to become one of the unicorn companies in Indonesia.*

*This research is descriptive quantitative research. The method used to calculate business value is through potential value calculations including valuation coverage (entity level and product level), valuation (conventional valuation and start-up valuation) and required metrics as well as benchmarking & company positioning to compare PT. Finnet Indonesia with similar comparables on the market and market mapping to identify the company's position (entity level and product level) in the market.*

*From the results of calculating the value of the business and referring to the company's short-term and long-term plans, potential valuation upside will be obtained, which is the contribution of new businesses or products that have higher growth rates and margins or exploration of business potential with higher growth based on analysis. benchmarks. PT. Finnet Indonesia wants to have insight into the current value of the business and measure its potential to become one of the unicorn companies in Indonesia.*

*Keywords: Potential Value, Valuation, Benchmarking, Unicorn*