
COMMUNITY SERVICE DATA

PkM Title	: Training in Making Start-Up Business Proposals and Business Management with Computer Applications for Beginners
Chairman of PkM	: Alice Paulina Purba
E-mail	: alicepurba14@gmail.com
PkM Member	: 1. Ika Kartika 2. Pius Deski Manalu 3. Budianto 4. Yusuf Taufik
Organizer	: STIE Professional Management College Indonesia
Activity Category	: Community Service
PkM Proposed Year	: June 07, 2025
Year of Activity	: 2025
Activity Location	: Pedagang Kaki Lima dan UMKM Pemula
Source of PkM Funds	: STIE Professional Management College Indonesia

SUMMARY

This community service activity aims to increase the capacity of novice entrepreneurs through training in creating start-up business proposals and managing computer-based businesses. The target group includes first-semester students, novice UMKM, and the general public interested in building start-ups. The identified problems were participants' lack of understanding in developing systematic business proposals and low digital literacy in supporting business activities. The training was conducted through lectures, discussions, simulations, hands-on practice, and group mentoring. The material presented included basic start-up concepts, proposal preparation techniques, the use of Microsoft Word for business documentation, Excel for simple financial recording, and PowerPoint for creating presentation pitch decks. The results showed that participants were able to prepare simple business proposals, 85% of participants were able to create basic financial reports using Excel, and 90% stated they were ready to present their business ideas digitally. Evaluations through pre- and post-tests showed a 60% increase in participants' understanding. This activity had a positive impact in the form of increased digital literacy, confidence in starting a business, and the formation of collaborative networks among participants.

Keywords: Start-up, business proposal, digital literacy, UMKM, computer applications, community service.

1. Introduction

The current development of the digital economy has created many new opportunities for people to start start-ups, especially those based on technology and innovation. Increasingly widespread internet access and various digital platforms have made it easier for anyone—including beginners—to develop business ideas into products or services with economic value. However, beginners and MSMEs still face significant challenges. Many lack sufficient knowledge on how to create a structured and convincing business proposal. Yet, a business proposal is crucial for explaining a business idea, attracting investors, and serving as a guideline for running a sustainable business.

Furthermore, many business owners lack basic computer skills, such as Microsoft Word for writing proposals, Excel for financial records, or PowerPoint for presenting their business ideas to potential partners or investors. This lack of digital skills can be a barrier to business development in the modern, digital era. Recognizing this need, this community service activity was organized to provide integrated training for beginners so they can:

1. Prepare a start-up business proposal systematically.
2. Using computer applications to support business activities.
3. Manage your business more professionally and efficiently with the help of simple technology.

With this training, it is hoped that participants can improve their entrepreneurial capacity and digital literacy, so they are better prepared to compete and thrive in the increasingly competitive digital business world.

2. Activity Objectives

a. **Improve participants' understanding of the start-up business concept**

This activity aims to provide participants with insight into what a startup business is, its characteristics, and how it differs from conventional micro-enterprises. By understanding these basic concepts, participants are expected to be able to formulate innovative business ideas that meet current market needs, particularly those relevant to the development of digital technology.

b. **Train participants in compiling business proposals systematically**

One of the main obstacles faced by aspiring entrepreneurs is not knowing how to properly prepare a business proposal. Through this training, participants are taught how to prepare a business proposal, including background information, SWOT analysis, marketing plan, and financial aspects. With a well-structured approach, a business proposal can be an effective communication tool for explaining a business idea to potential investors, business partners, or other supporting institutions.

c. **Improve participants' ability to use basic computer applications for business needs**

In the digital age, basic computer skills are crucial. Therefore, this training also aims to equip participants with the skills to operate Microsoft Word (for writing proposals), Excel (for creating financial reports and business calculations), and PowerPoint (for creating business idea presentations). These skills will help participants run and manage their businesses more professionally and efficiently.

d. **Encouraging independence and innovation in entrepreneurship**

This activity also aims to foster an independent and creative entrepreneurial spirit. Participants are expected to not simply imitate others' businesses but to create new solutions based on community needs. Encouraged by

innovation, participants will be better prepared to face business challenges and be more competitive in developing sustainable businesses.

3. Activity Objectives

This training program is designed to reach individuals with the potential and strong desire to build their own businesses but limited knowledge and skills in business design and basic technology. The primary objectives of this program are:

1. Early Semester Students

Early-stage students are generally highly motivated and creative, but lack a full practical understanding of the world of entrepreneurship. Through this activity, they are equipped with basic knowledge and skills that can provide a strong foundation for developing start-up business ideas early on.

2. Beginner MSMEs

This group consists of individuals who have started small businesses but are still in the early stages and lack a well-organized business management system. Many of them have not yet prepared a professional business proposal and are not yet utilizing computer applications to manage their businesses. This activity aims to help them run their businesses with a more modern and efficient approach.

3. General Public Interested in Building a Start-Up Business

This activity is also open to the general public, especially those with business ideas but unsure where to start. It is hoped that this training will serve as a starting point for encouraging the emergence of new entrepreneurs within the community, particularly those based on technology and innovation.

Number of participants

This activity was attended by 25 participants, consisting of students, novice MSMEs, and the general public. The number of participants was limited to ensure the training

was carried out intensively and effectively, and to allow for optimal practice sessions and mentoring.

Activity Location

The training was conducted via Zoom Meet. This location was chosen considering ease of access for participants and the availability of facilities to support the training process.

Execution time

The activity was held on June 7, 2025, with a duration of approximately 2–4 hours, including material presentation sessions, direct practice, group discussions, and proposal presentations from participants.

4. Implementation Method

To optimally achieve training objectives, several active, participatory, and applied learning methods are used. The methods used are as follows:

a. Lectures and Discussions

In the initial phase of the activity, the resource person systematically delivered material on the basic concepts of start-up businesses, the essential elements of a business proposal, and the importance of technology-based business management. The material was delivered using an interactive approach, encouraging participants to discuss, ask questions, and share experiences. This method aims to provide a theoretical understanding that serves as a foundation before moving on to the practical phase.

b. Simulation and Direct Practice

After the theory session, participants were immediately directed to practice using computer applications.

- Use Microsoft Word to write a business proposal with the correct format.
- Using Microsoft Excel to create budget tables, record income and expenses, and calculate simple profit/loss.

- Using Microsoft PowerPoint to create a pitch deck or presentation slides that will be used to explain business ideas to others. With this method, participants not only understand the theory, but also have practical skills that can be directly applied in real businesses.

c. Group Mentoring

Participants are divided into small groups to create a more focused and directed learning environment. Within these groups, they work collaboratively to develop a draft startup business proposal, including a simulation of the product or service idea, marketing strategy, and financial projections. A facilitator assists each group, providing guidance, corrections, and constructive feedback. This method also aims to foster teamwork, creativity, and communication skills in a business environment.

d. Evaluation (Pre-test and Post-test)

Before and after the activity, a pre-test and post-test were conducted to measure the increase in participants' knowledge and skills.

- **Pre-test** carried out before the material is delivered, to find out the extent of the participants' initial understanding.
- **Post-test** conducted after all materials and practices have been completed, to assess how much the participants' learning outcomes have improved. The results of this evaluation are a benchmark for the success of the training and can be used as reflection material for similar activities in the future.

5. Activity Material

The training materials in this activity are structured and applicable so that participants not only understand the basic theory but are also able to directly implement it in their business activities. The following is a breakdown of the materials provided:

1. Basic Concepts of Start-Ups and Entrepreneurship

This material aims to provide an initial understanding of the world of start-ups and the role of entrepreneurs in digital economic development.

- **Definition and Characteristics of Start-Ups**

Participants were introduced to the definition of a start-up, a pioneering business that is generally technology-based, has an innovative business model, and has the potential for rapid growth. They also discussed general characteristics of start-ups, such as flexibility, scalability, and digital-based capabilities.

- **Differences with Traditional MSMEs**

The fundamental differences between startups and traditional MSMEs were emphasized, including business approaches, technology use, growth orientation, and funding schemes. This is crucial for participants to understand the direction and strategy of their desired businesses.

- **Innovation Strategy and Market Opportunity Identification**

This material discusses how to generate business ideas from everyday problems and how to create marketable solutions. It also introduces simple techniques for mapping market needs and identifying business opportunities.

2. Making a Business Proposal

This material is the core of the training activities because it concerns the skills of preparing a business plan that can be used for internal planning or submission to investors or partners.

- **Business Proposal Components**

Participants learn the main parts of a proposal, such as:

- **Business background**

- **Vision and mission**
- **Market and competitor analysis**
- **Marketing and operational strategies**
- **Financial projections**
- **Organizational structure**
- **Long-term development plan**

- **Simple Start-Up Proposal Case Study**

Participants were provided with sample proposals from small startup businesses to help them understand the structure and content of a real-world proposal. Through this analysis, participants were able to emulate the format and avoid common proposal writing mistakes.

- **Practice Writing Proposals with Microsoft Word**

Participants are trained to write proposals using Microsoft Word in a professional format. They learn to create a neat document structure, use headings, bullets, tables, and insert graphics or images when necessary.

3. Business Management with Computer Applications

This material equips participants with practical digital skills that can be directly applied in daily business operations.

- **Introduction to Microsoft Excel for Simple Financial Record Keeping**

Participants are trained to record income and expenses, calculate profit and loss, and create simple financial reports. Basic Excel functions such as automatic addition, using simple formulas, and creating financial tables are taught in person.

- **Introduction to Microsoft PowerPoint for Creating Business Presentation Pitch Decks**

A pitch deck is a visual presentation used to explain a business idea to potential investors or partners. Participants are trained to create engaging and informative

slides, covering the business profile, product, market strategy, and funding requirements.

- **Document Management and Business Data Storage**

This material covers digital file management, the use of organized folders, and how to securely store business data on both computers and cloud platforms (such as Google Drive). This is crucial for work efficiency and business data security.

7. Activity Results

The "Start-Up Business Proposal Development and Business Management Training Using Computer Applications for Beginners" training program has demonstrated positive results and met its intended objectives. The following describes the activity's results:

1. **Participants are able to compile simple Word-based business proposals.**

After completing the training, all participants successfully drafted their own business proposals using Microsoft Word. The proposals included essential components such as business background, market analysis, marketing strategy, and initial financial plans. These results demonstrate that participants understood the basic structure of a business proposal and were able to present their business ideas systematically and clearly.

2. **85% of participants successfully created basic financial report simulations using Excel**

The majority of participants (85%) were able to practice using Microsoft Excel to create simple financial reports. They created tables recording business income and expenses and automatically calculated profit and loss using basic Excel formulas. These results demonstrate the success of improving participants' digital literacy in business financial management.

3. **90% of participants stated that they were ready to present business ideas using PowerPoint.**

Participants demonstrated high enthusiasm in developing presentations (pitch decks) using Microsoft PowerPoint. Ninety percent of participants felt ready to present and explain their business ideas to potential investors, partners, or other stakeholders. This demonstrated increased confidence and visual communication skills in marketing their business ideas.

4. The post-test results showed a 60% increase in understanding compared to the pre-test.

Learning evaluation was conducted through pre-tests (before the training) and post-tests (after the training). Results showed a 60% increase in understanding, including startup concepts, business proposal structure, and the use of related computer applications. This demonstrates that the training method used was effective in transferring knowledge and skills to participants.

8. Impact of Activities

The "Training on Creating Start-Up Business Proposals and Managing Businesses Using Computer Applications for Beginners" program has had various positive impacts, not only felt directly by participants but also potentially having a long-term impact on entrepreneurship development within the community. The main impacts of this program are:

1. Improving Participants' Digital Literacy in Business Management

This activity successfully introduced and trained participants in the use of basic computer applications such as Microsoft Word, Excel, and PowerPoint, which are extremely useful in daily business activities. This increased digital literacy enabled participants to:

- Prepare business documents professionally,
- Perform simple financial recording and analysis independently,

- Creating an attractive and communicative business presentation. This impact is very important because modern and efficient business management cannot be separated from the use of information technology.

2. Encouraging Participants to Be More Confident in Starting Businesses Based on Innovative Ideas

Through the hands-on training process, participants not only gain technical knowledge and skills but also experience increased motivation and self-confidence. By understanding that they can create proposals, design strategies, and manage their own businesses, many participants have begun to develop and pioneer small businesses based on their creative ideas. This is a crucial first step in creating resilient and independent new entrepreneurs.

3. Building Networks among Participants for Future Business Collaboration

This activity also creates a space for interaction and collaboration among participants from various backgrounds—students, aspiring MSMEs, and the general public. Through group work, idea discussions, and presentation sessions, communication and relationships are formed that have the potential to develop into future business partnerships. This network can provide valuable social capital for participants in developing their businesses through collaboration, sharing experiences, and supporting each other on their entrepreneurial journeys.

9. Conclusion & Suggestions

Conclusion

This activity successfully improved participants' capacity in designing business proposals and using computer applications to support business operations. This training demonstrated that with hands-on learning methods, participants can more easily understand and apply the knowledge provided.

Suggestion

- Similar activities should be carried out regularly and target a wider audience, including students and youth communities.
- It is necessary to develop advanced training on digital marketing and other business applications such as Canva, Google Workspace, or digital cashier applications.

10. Bibliography

1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2017). Entrepreneurship. McGraw-Hill Education.
2. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. Wiley.
3. Microsoft Corporation. (2023). Microsoft Office User Guide.
4. Ministry of Cooperatives and SMEs of the Republic of Indonesia. (2022). Micro and Start-Up Business Development Guide.
5. Zimmerer, T. W., & Scarborough, N. M. (2008). Essentials of Entrepreneurship and Small Business Management. Pearson.