

## **ABSTRACT**

The success rate of startups in the ASEAN is quite low, Startup Company tend to fail and reach bankruptcy before even reaching the fifth year from its established. This is however, have correlation to the ability how startups manage to conduct a suitable strategy to their companies to grow and sustain in the long run. In the past years, companies were measures by how much growth and revenue they are achieving as strategic indicator. Financial measures and targets had been the only indicator of the success of the company. Unfortunately, as the information age era came, the premise has become invalid.

The purpose of this research is to come out with a strategy map for Wonderlabs.io and to come up with improvement suggestion based on four perspectives in Balanced Scorecard.

Data were collected as primary through in-depth interview, literature review an observation with the stakeholders which is the CEOs, Vice presidents, and Managerial level employee. the observation is conducted in the company to get deeper insight of the business process, and internal organization culture.

The result of this prescriptive research shows that there are some strategic ways the upper management can consider the strategy to be executed to the company in which it is not limited to one or two particular perspective that is believed to increase shareholders value, but it can come from all perspectives in balanced. All of the perspective has their parts to equally contribute to achieve the company objectives and increase shareholders value because the four perspectives are related to each other and has a cause and effect correlation to one another that linked them together.

The proposed strategy map can provide a reference of priority for management in determining strategic improvement paths and how it affect the other aspects of the company. Management is advised to link up the company's strategies with its competencies and to further transform the strategies into significant tasks and results-oriented program services and supports

**Keywords:** Strategy Map, Balanced Scorecard Strategy Map, Strategy Management, Business Management, Kaplan and Norton's Balanced Scorecard, Performance Management.