G-Lab 2018
GO-JEK
Jakarta, Indonesia

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GO·JEK

The **largest on-demand service provider in Indonesia**, offering a variety of services like transportation (ride hailing), payments, food delivery, etc.

70 Cities **>20** Services **$9.5B** Valuation

| Project Goal | Recommend a set of initiatives for **data monetization** |

Methodology

1 Secondary Market Research

- Researched leading companies in tech that monetize data
- Identified and tailored preliminary initiatives to GO-JEK

2 Primary Market Research

- Conducted interviews with 3 GO-Food merchants to get feedback on initiatives and understand merchants' pain points

3 Problem Solving Analysis

- Met with 20 GO-JEK teams to validate preliminary initiatives
- Estimated value of 13 initiatives and prioritized top 5

Recommendations

5. Optimize **listing** in search

7. **Smart button** to activate promotions

11. Enhance **B2B** channel

1. **Top ad placement** in search bar

8. **GO-University** to train merchants