

GO-JEK GEARS UP!

GO-JEK IS HELPING SOLVE TRAFFIC HEADACHES WITH A
NEW APP PROVIDING MORE CONVENIENCE ON THE GO.

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With its modern décor, youthful employees and casual atmosphere, the GO-JEK headquarters feels like it has been plucked right off the streets of Silicon Valley and placed right in the heart of Jakarta.

Clad in jeans and T-shirts and armed with laptops, the young entrepreneurs behind the cutting-edge company are hard at work, attempting to change the way Jakartans face traffic with GO-JEK's revolutionary transport and delivery system. With the addition of a new mobile app to their arsenal, they are on the brink of something big.

"GO-JEK is revolutionary because there is no other substitute for quality, instant and fast transportation and delivery in the city," says Michaelangelo Moran, brand director at GO-JEK. "It provides a service that the city really needs. The traffic is not going anywhere."

Since the company's launch in 2011, GO-JEK has made a big impact on the way Jakartans cope with the city's notorious gridlock. For founders Nadiem Makarim, 30, and Moran, better known as Mikey, 33, the plan was simple: take Jakarta's existing *ojek* system and formalize it. Rather than only providing a taxi service, add courier and shopping services to save consumers the time-consuming trips. Finally, make the system quick and easy to use by developing an app.

With the recent release of their app and with 500 drivers in their fleet, the



Kevin Aluwi (from left clockwise),
Rio Ardiansyah, Mikey Moran, Rano
Nugrah Agung Homan, Nadiem Makarim
& Sam Diah.



Nadiem Makarim



Mikey Moran



Kevin Aluwi

THE APP ALLOWS CUSTOMERS TO QUICKLY PLACE ORDERS FOR GO-JEK'S THREE MAIN SERVICES – SHOPPING, TRANSPORTATION AND COURIER – DIRECTLY THROUGH THEIR CELL PHONES AND TABLETS.

GO-JEK team is ready to speed up the process of getting around Jakarta.

The company has come a long way since its inception in 2011. Like any great business, GO-JEK started with a simple idea. In fact, Makarim, who is the chief executive at GO-JEK, first had the epiphany while on the back of one of Jakarta's famous motorcycle taxis.

"I was always an avid *ojek* taker because I value my time. I'm always in a hurry or late to something and I can't afford to take the risk with taxis or private cars," he says.

Makarim took an interest in Jakarta's *ojek* culture. By obtaining a firsthand glimpse into the lives and working conditions of drivers, he discovered that the informal rules and regulations that drivers abide by resulted in long hours and little pay, he says.

"I realized that this was a highly inefficient market just waiting to be unleashed."

Makarim's experience also allowed him to look past the negative stereotypes that some Jakartans attach to *ojeks*. Many drivers were in fact former salesmen, office administrators or IT workers who had been laid off or university students trying to make a living, he says.

"I started to have relationships with drivers and I began to build a different picture of them," he says. "I started giving them money to go buy things and the idea of the courier [service] grew."

Since then, the GO-JEK team has worked feverishly to grow its business. The company has undergone a major transformation, including a hiring spree, an office remodeling, a complete rebrand and, most recently, the release of the much-awaited app.

NEW & IMPROVED

The employees at GO-JEK – also including head of technology Rano Nugrah Agung Homan, general manager Sam Diah, finance chief Kevin Aluwi and Rio Ardiansyah, who has been with the firm since it started – have faith that the app will change how residents navigate Jakarta and think about traffic.

The app allows customers to quickly place orders for GO-JEK's three main services – shopping, transportation and courier – directly through their cell phones and tablets.

"GO-JEK comes to you wherever you are," says Makarim. "With a click of a



mobile app button, you can get a driver to pick you up, deliver your items instantly or do your personal shopping. It's the ultimate convenience service."

An added perk of the new app is that all orders can be tracked and even paid for using virtual currency.

"We have a GO-JEK Credit wallet, in which you can top up credit via bank transfer, so you can go 100 percent cashless," says Makarim.

GO-JEK can be used to run simple errands, such as ordering *nasi goreng* from a favorite *warung* or even making larger purchases of up to Rp 1 million. For an added fee of Rp 10,000 it saves customers the time of sitting in traffic or waiting in line, says Makarim.

Inside the company's newly refurbished offices, the words "Speed, Innovation



Rano Nugrah Agung Homan



Sam Diah

and Social Impact" are emblazoned on the wall. Abiding by these three tenets has spurred the company to success in a few short years but it is GO-JEK's strong social cause that makes it stand out among other Indonesian businesses.

"Many companies talk about social

impact, but few actually put hard cash in the hands of those who need it most," says Makarim.

From the beginning, it was GO-JEK's mission to take an active role in improving the lives of their drivers.

For regular *ojek* drivers, the majority of the day is spent waiting in the lengthy lines that define the informal, and inefficient, *ojek* system. According to Makarim, on a good day an average *ojek* driver can make Rp 200,000 on five rides. However, through GO-JEK's streamlined system their drivers see an average of two or three additional rides per day, increasing their daily income anywhere from 30-100 percent, he says.

"The most inspirational moments are seeing drivers quit their day jobs and fully dedicate themselves to GO-JEK because they can fully sustain their families from our bookings alone," says Makarim. "It's heartwarming to see that you can transform someone's welfare like that."

In addition to improving the financial situation of their drivers, GO-JEK is actively trying to dispel the negative stereotypes often associated with *ojeks*.

They often have a bad reputation in Jakarta because they are considered untrustworthy and believed to drive recklessly, says Makarim. "So what happens is a blanket generalization that all irresponsible motorcycle drivers are *ojeks*, which is completely untrue."

GO-JEK has effectively given Jakarta's *ojek* system a head-to-toe makeover by handpicking and training the best drivers, equipping them with smartphones and outfitting drivers in the company's signature neon green uniform.

The company believes that its new and improved version of Jakarta's *ojek* system will help Jakartans view *ojeks* in a new light and see GO-JEK as a quick and easy method for bypassing the city's notorious traffic jams.

"Our company culture is like a mini-cult of *ojek* lovers. We use our own service for everything," says Makarim. "Life is short, why waste it in traffic?"

