

GO  JEK  
GO  PAY

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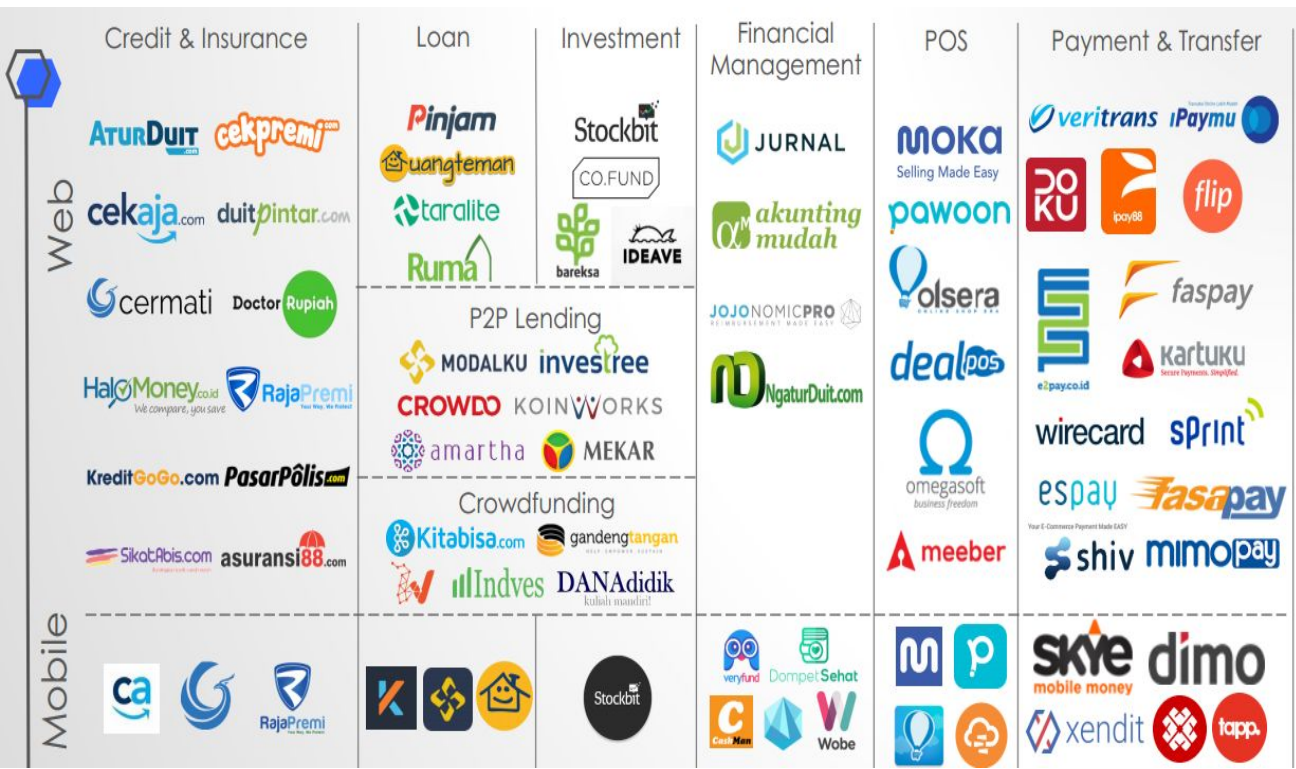
# **Financial** and **Technology**





# Unbundling of a Bank





**FIRST WAVE SECTORS**

Scales quickly

Share in overall deals declines in developed markets

**SECOND WAVE SECTOR**

Scales slower or

Difficult customer acquisition and/or

More regulations and more risk involved

Share in overall deals increases in developed markets



**Population:**  
258 million

**Urban Population:**  
54%

**Population aged 15-64:**  
67%

**Median age:**  
27.9



**Nominal GDP:**  
USD 888.6 billion

**GDP per capita (US\$):**  
3534

**5 year avg real GDP growth:**  
5.5% y/y



**Account at a financial institution (% age 15+):**  
36%



**Online Population:**  
93.4 million (36%)

**Smartphone penetration:**  
24%

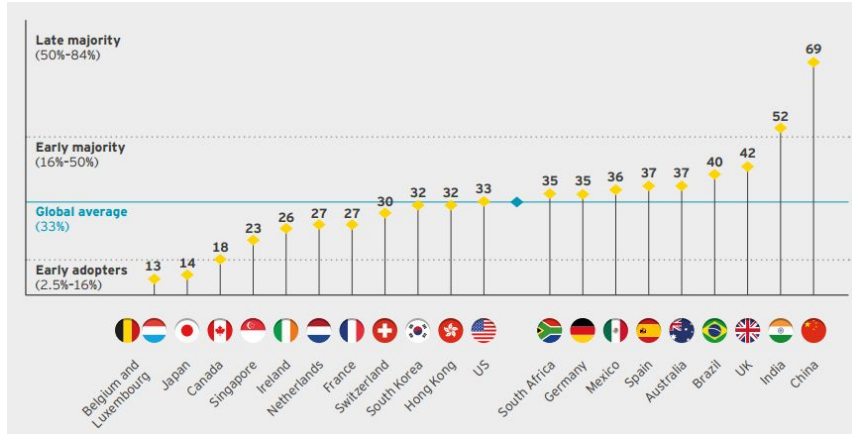
**Avg hours spent online per day:**  
5.1



**Internet Speed (Mbps):**  
4.1

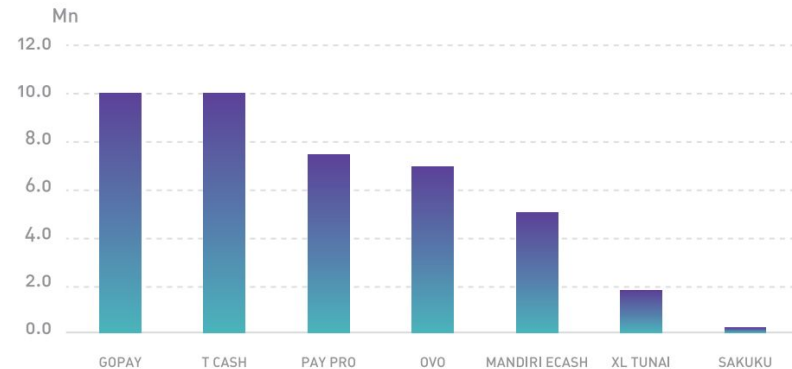
**(Compared to Singapore: 61 Mbps & ASEAN Avg: 17.7 Mbps)**

## Progress of FinTech adoption globally and across 20 markets



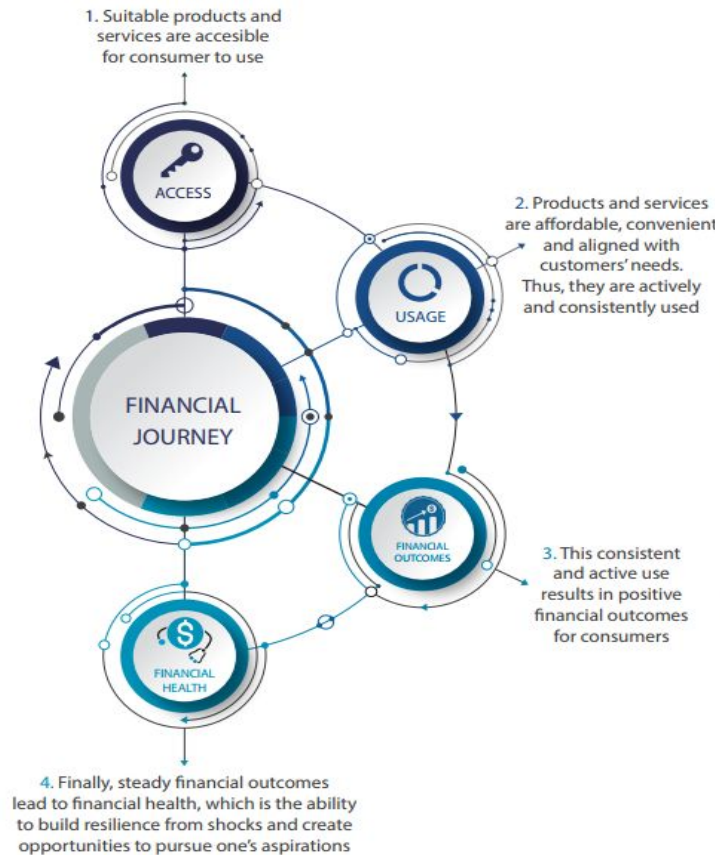
Source: BBVA, Worldbank, Newzoo, GSMA

## Mobile Payment User Base (2017)



Source: MDI Ventures & Mandiri Sekuritas Research





### Example



Gina's financial journey



1. Due to new government regulation in banking and telecommunications, Gina now has access to an SMS-based digital wallet targeting underbanked women in rural areas

2. Digital wallet from financial services provider is user-friendly, cost-effective, widely accepted and appropriately priced with unique features for women who live in rural areas, which leads Gina to actively and consistently use it



3. Gina can now digitally pay for goods and services saving her time and allowing her to build a transaction history, which leads to other financial products like savings and credit

4. With enough savings and appropriate credit, Gina has opened a small business that now allows her to pay bills in full and on time, manage income and expenses and start building long-term assets

# SWADAYA Program at GO-JEK



Access to **banking products** and **insurance**



Installment products to improve financial planning and purchasing power

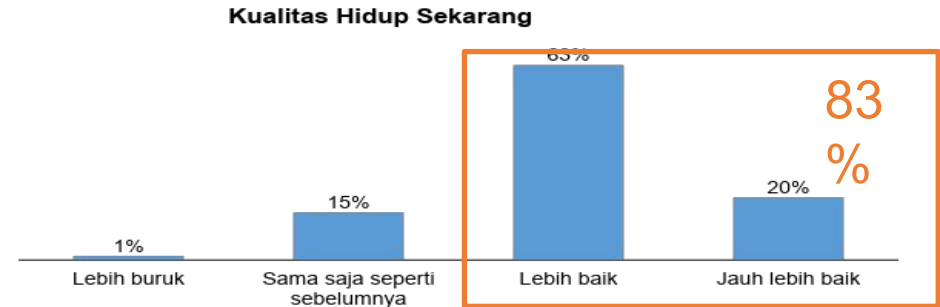


Access to new **business opportunities**

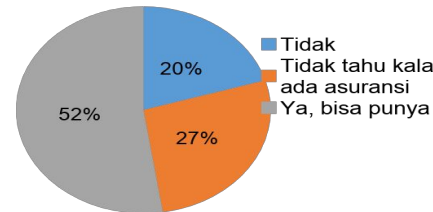


Merchant discounts on **basic necessities** for better purchasing power

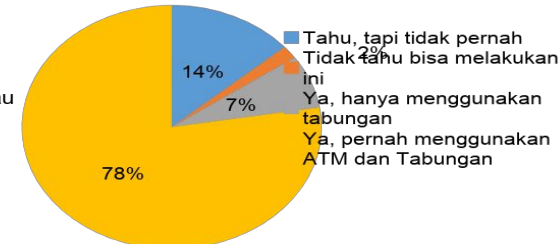
## Impact for 2W Drivers



### Bisa Memiliki Asuransi



### Memanfaatkan Layanan Perbankan





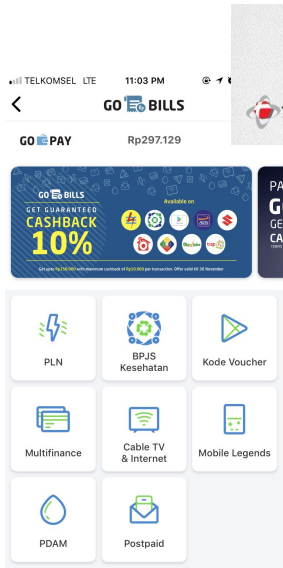
## Collaboration: a win-win situation



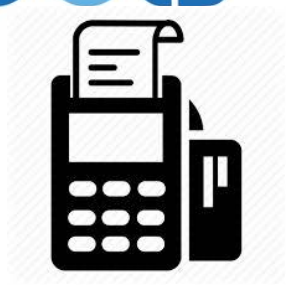
**GO  PAY**



	<b>Non - KYC</b>	<b>KYCd User</b>
Maximum Balance	1 Mio IDR	10 Mio IDR
P2P Transfer	X	V
Payment	V	V
Withdraw Money	X	V



spots



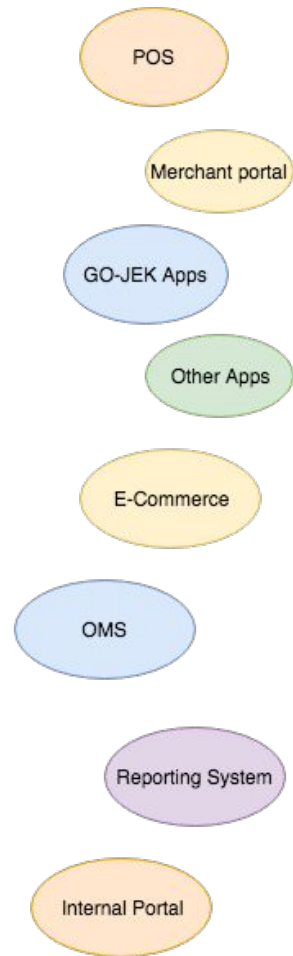
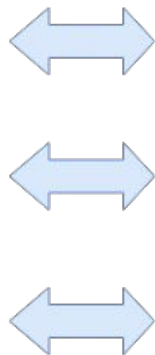
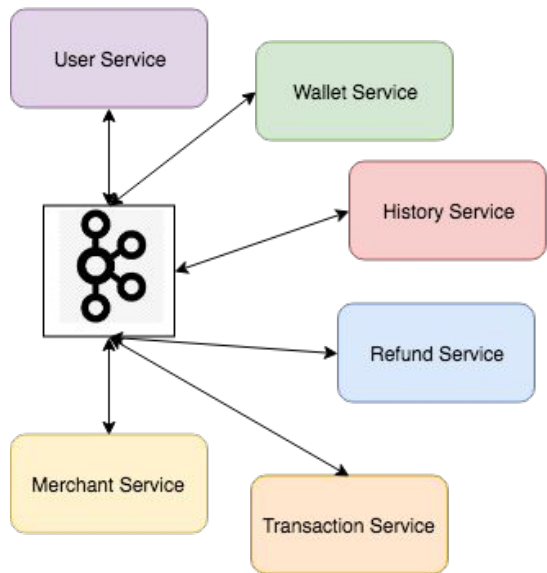
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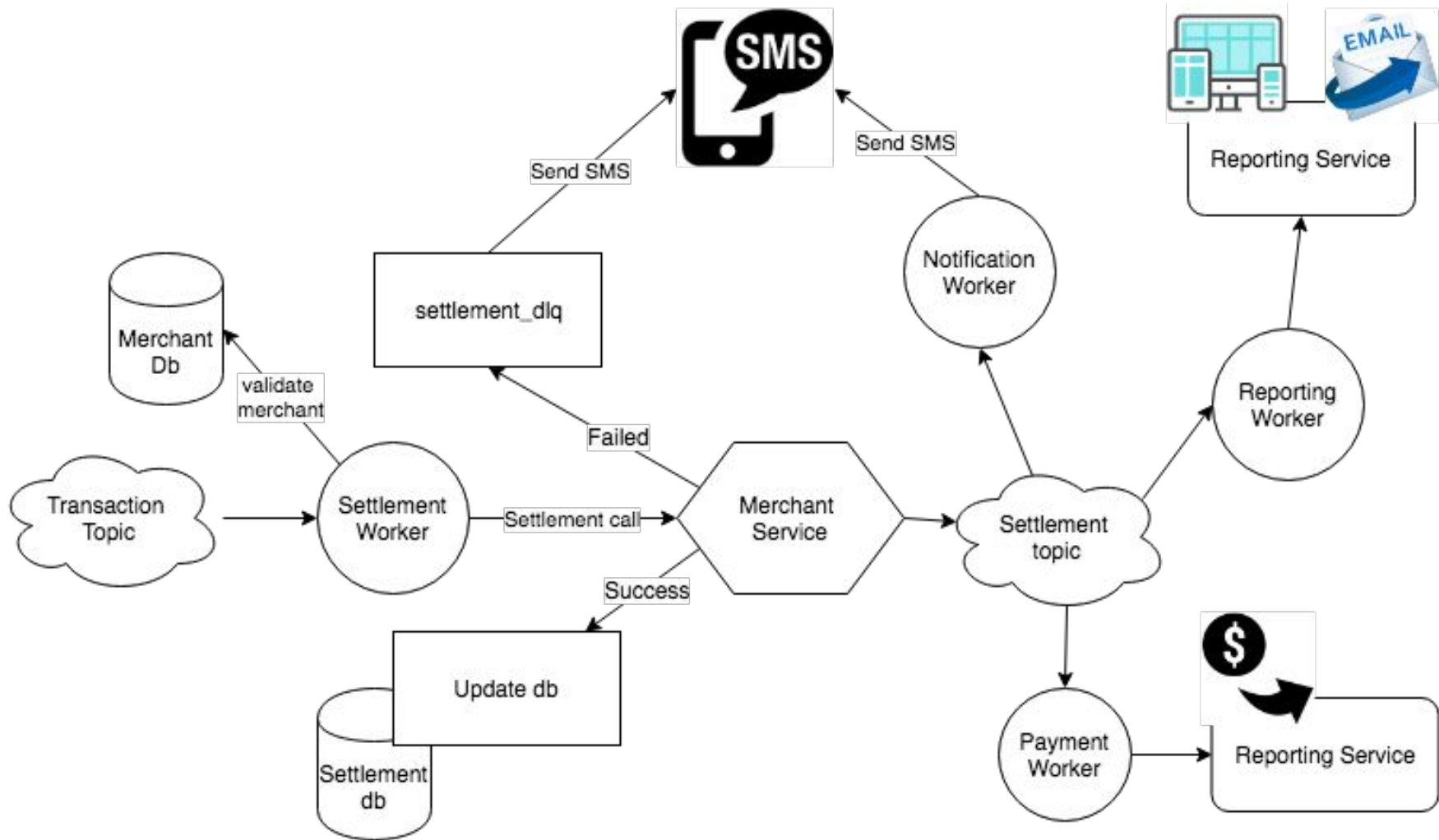


midtrans



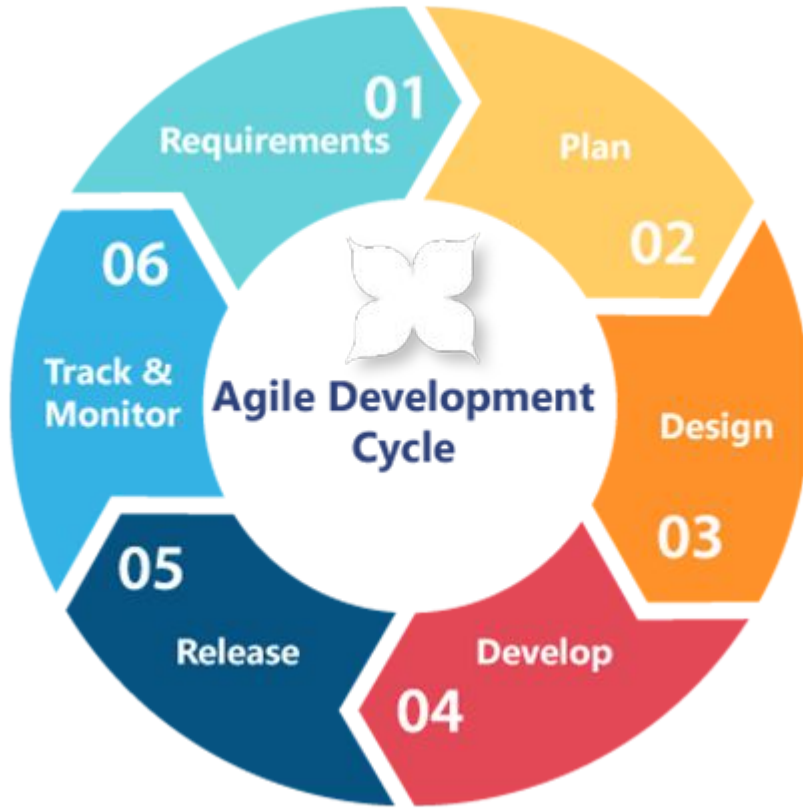






# Tech Stack

<b>Backend :</b>  Java RUBY GO Clojure	<b>Mobile :</b>  iOS - swift  Android - Kotlin	<b>Database :</b>  Postgress Mongodb
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**2 weeks release cycle in mobile apps**

**Continuous deployment in backend**

**Test coverage :  
Automation on the UI,  
Integration test, Unit test**

**Should be scalable**



# IMPACT AT SCALE

GO  JEK

