

How the unicorn of Indonesia leverages open innovation.



Host an open innovation campaign



Go-Jek

- ◆ Fastest growing Indonesian startup
- ◆ Innovation, Speed & Social Impact are its 3 founding pillars
- ◆ Decided to test waters with the model of open innovation by partnering with HackerEarth

After three successful innovation campaigns Go-JEK ended up with 130 proof of concepts



130

Proof of concepts



3

Innovation campaigns



41 days

Average campaign lifecycle

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What's their story?

- ◆ Go-JEK is an Indonesian hyperlocal transport, logistics and payment startup founded in 2010
- ◆ It aims to improve the welfare of workers in Indonesia's vast informal sector
- ◆ Funded by Sequoia Capital, Yuri Milner's DST global, KKR, Warburg Pincus, Capital Group and others



Highlights of GO-JEK

- ◆ Fastest-growing start-up in South East Asia
- ◆ 900x growth in the 18 months since its launch
- ◆ Fleet of 250,000 drivers with 4+ rating from 85% of its users
- ◆ 33 million app downloads in 24 month



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Testing waters with open innovation

Goal

- ◆ Explore areas with the potential to impact Go-JEK's business
- ◆ Leverage the benefits of open innovation
- ◆ Shorten the innovation cycle

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HackerEarth - The Innovation Partner

HackerEarth partnered with GO-JEK to

- ◆ Provide the Innovation Management Software
- ◆ Access and leverage the 1 million+ Developer Community



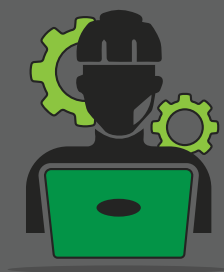
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The journey of open innovation

Phase1: Discovery

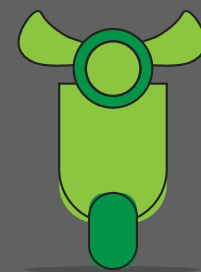
- ◆ In the process of discovery, GO-JEK enumerated the areas that would have an immediate and lasting impact on its business
- ◆ It selected 3 main avenue and proposed them as the themes for innovation



Data Engineering



Infrastructure Engineering



Mobility

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The journey of open innovation

Phase 2: Ideation

- ◆ 41 Days of Ideation
- ◆ GO-JEK decided to open up the ideation phase to HackerEarth's developer community
- ◆ Participants were invited to submit their ideas on any of the 3 themes
- ◆ The ideation phase lasted for an average of 41 days
- ◆ There were a total of 1600+ ideas submitted by 4700+ participants

The journey of open innovation

Shortlisting

- ◆ Sprint's proprietary algorithm and analytics-aided decision making allowed them to segregate transformative, incremental ideas and eliminate the rest.



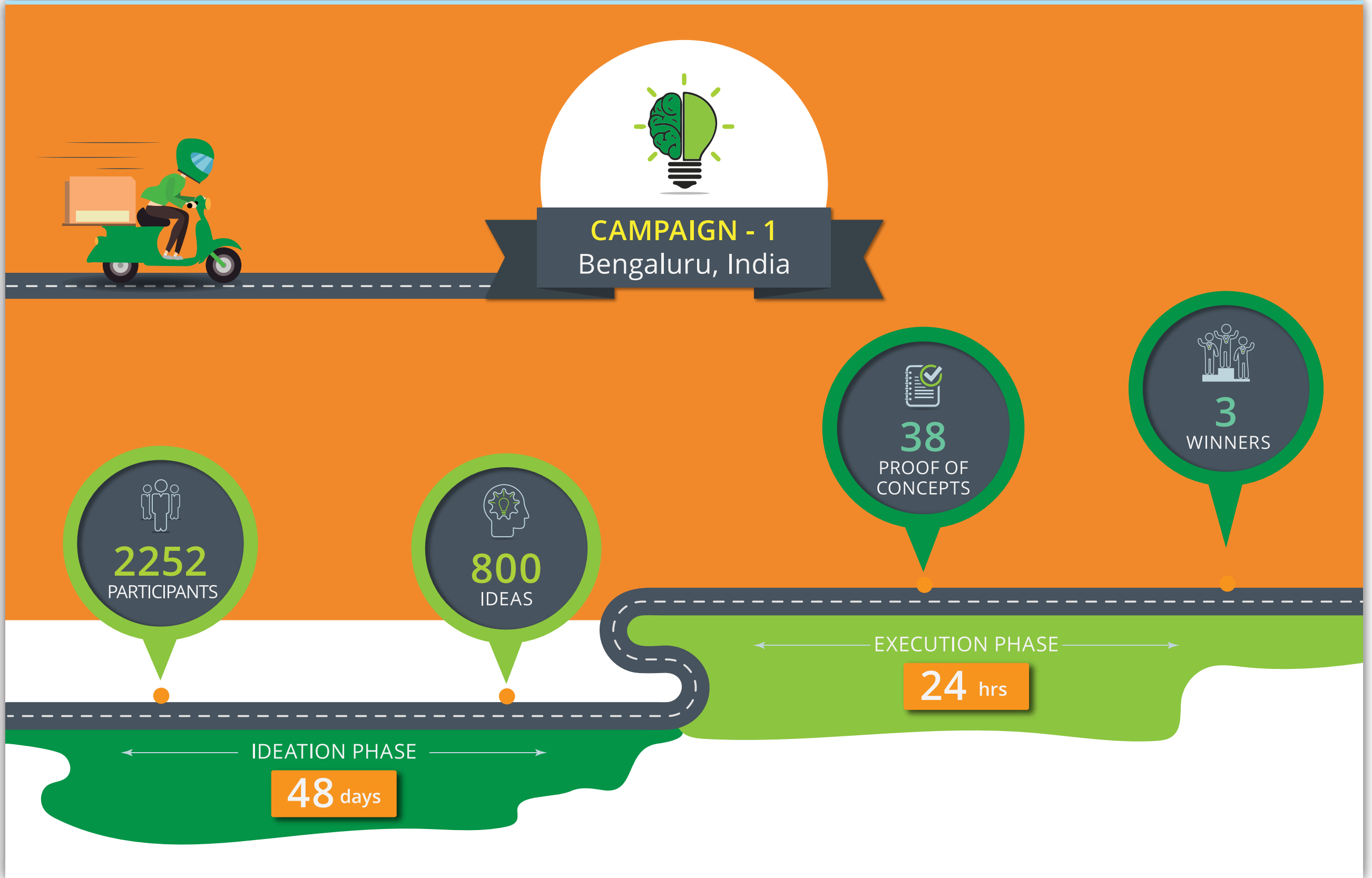
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The journey of open innovation

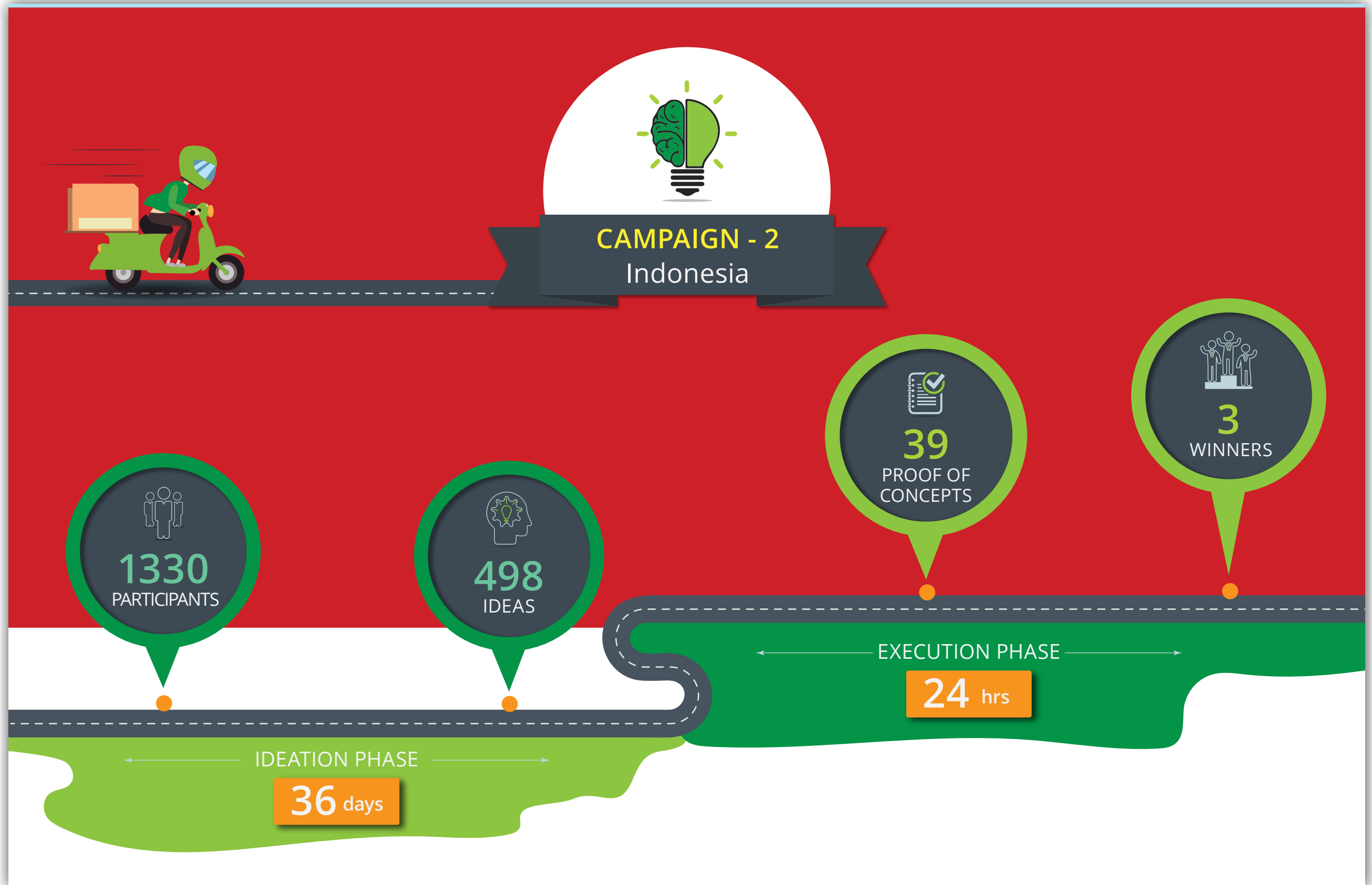
Phase-3 Execution

- ◆ The 130 shortlisted teams were invited for a 24-hour offline hackathon
- ◆ Each team built a proof of concept/ prototype for their idea



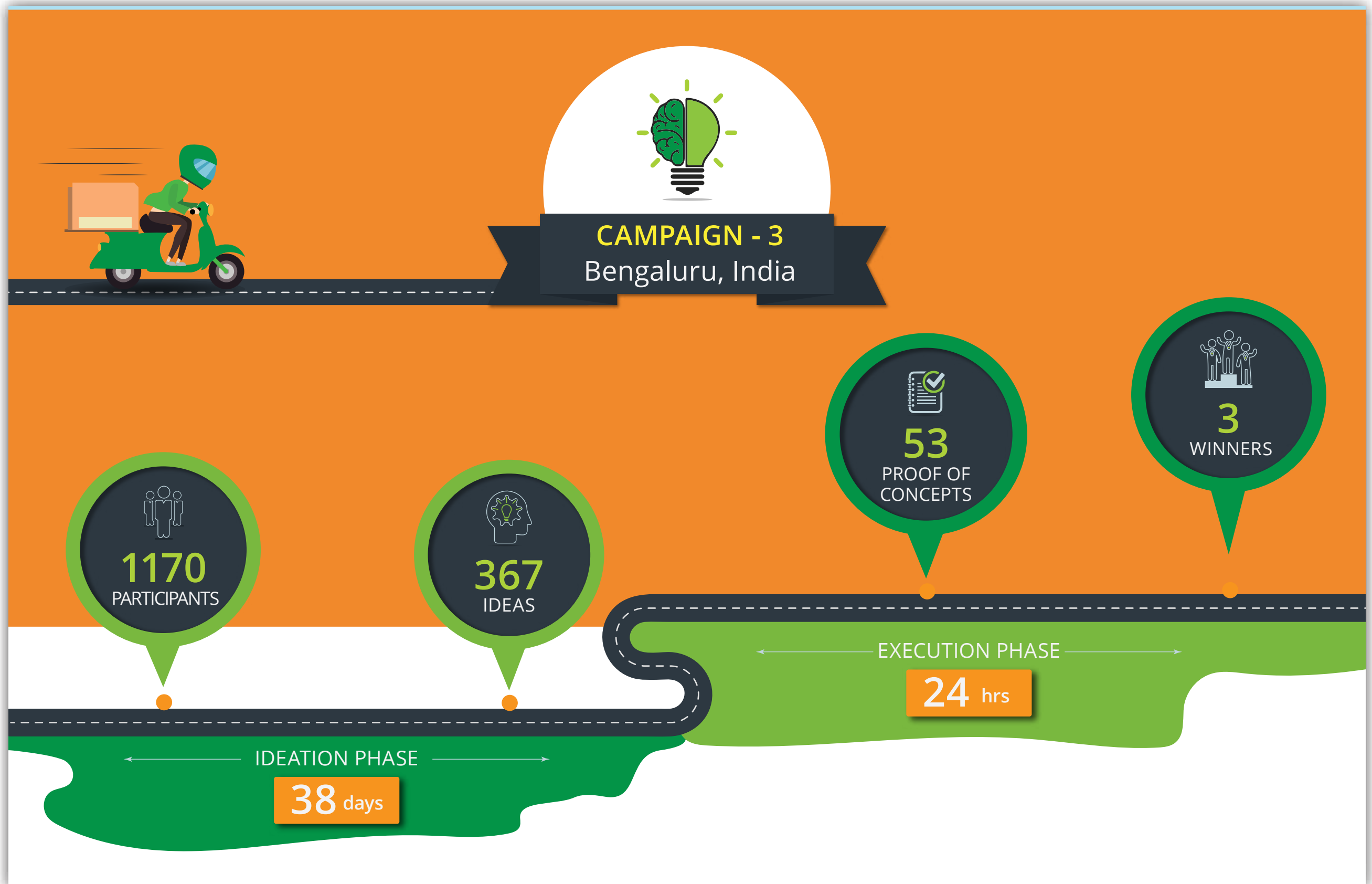
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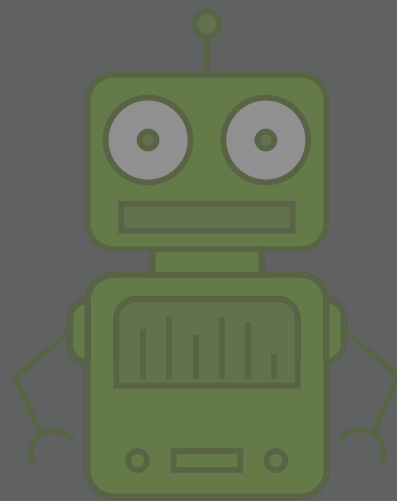
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A few winning ideas

The master-planner AI bot

- ◆ An AI bot that helps a team organize outings and casual and formal meetings
- ◆ It takes care of assigning routes such that individuals located close by get to pool together during transit. On reaching the venue, the bot also acts as a waiter via which you can order food (for yourself or someone else at your table) and make it context aware to remember any allergies or preferences, and pay/split the bill without any awkward counting



A few winning ideas

Go-Jek Maps

- ◆ A native map for Go-JEK that harnesses the power of location data from partner drivers
- ◆ It eliminates the need of third-party services such as the Google distance matrix service which is costly or street maps which are less reliable as the data in OSM is not updated at regular intervals. The system can be used to predict more accurate travel times and other service times which are dependent on it, leading to more efficient business models and better customer experience.



A few winning ideas

Driver Dashboard

- ◆ An ML-based application that intelligently incentivises and penalises a driver based on his driving style.
- ◆ The data from the driver's android phone allows the company to extract rich metrics about the driving style of the driver such as acceleration events, hard braking, sharp turns, etc. which in turn can be used to train machine learning models.



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Crowdsource Ideas through Open Innovation

Schedule a Demo

