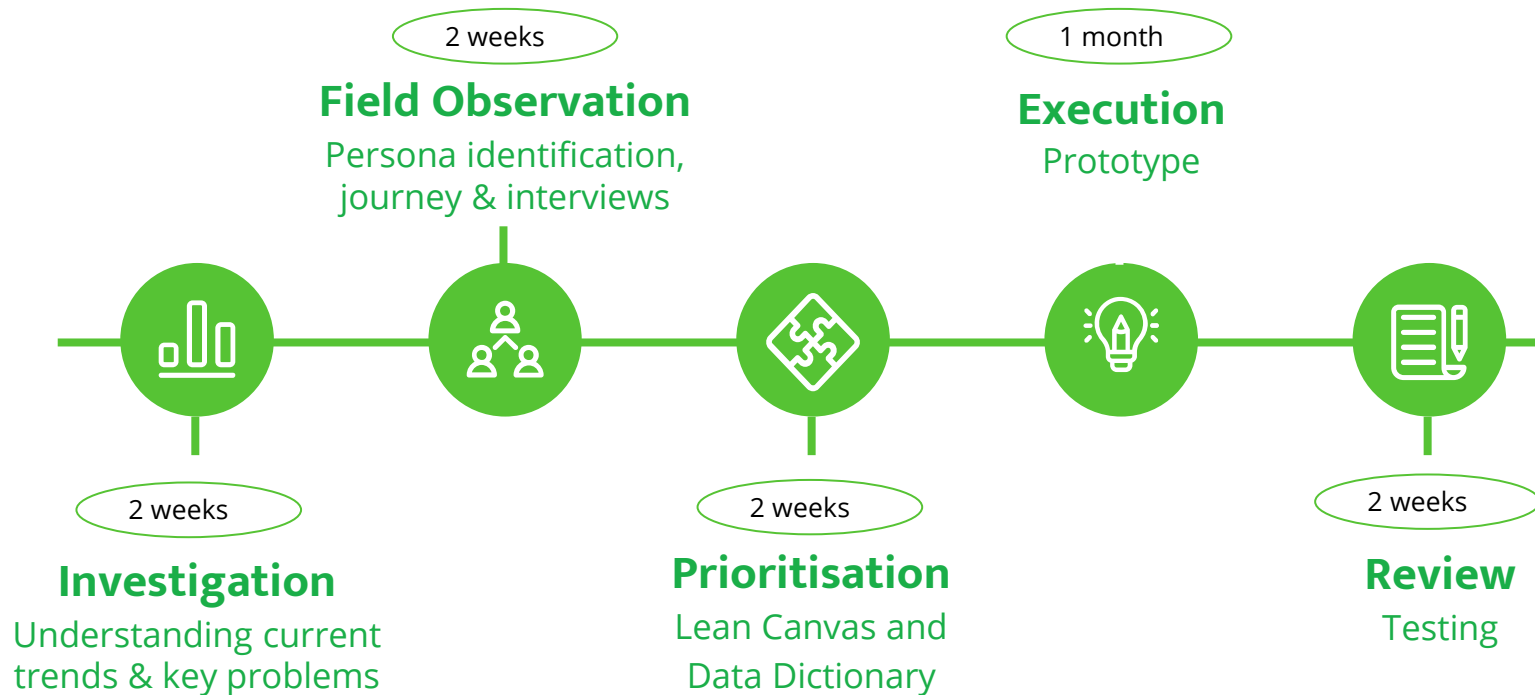




# Grab Product Proposal

**Lau Yu Da | Lim En Yee | Haziq Abulkalam**

# Timeline



# Persona



- Mixed reviews
- Poor business during COVID-19
- Upskilling to remain relevant
- Government support



- Family support as main motivation
- Low morale
- Uncertainty in daily income
- Driving is not their passion



- Understanding consumer behaviour- passenger hotspots
- Job opportunities



Darren Lee  
43 years old  
**Grab Drivers -  
PMETs who lost  
jobs** in pandemic



- Low barriers to entry
- Temporary income replacement
- Used to hold corporate position



- Meeting new people
- Able to earn extra income
- Safety on road



- Higher maintenance & petrol cost
- Irregular income
- Low job security

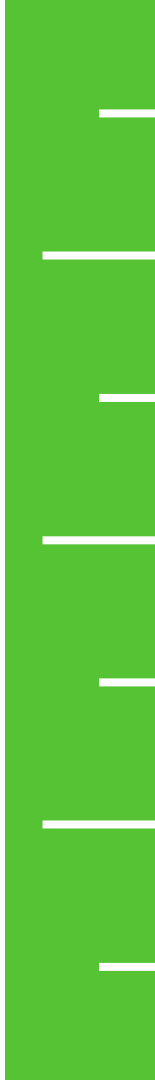
# Customer Journey Map

	1	2	3	4	5
<b>Actions</b>	Drives Grab	Seeks upskilling opportunities besides driving Grab	Signs up for courses available on Grab	Search for job	Discover new and meaningful career opportunities
<b>Thoughts</b>	Kill time while earning extra income	Which course to pursue? What are the key skills employers look for?	Feeling hopeful, excited about the future	Mindful of competition from fresh grads, retrenched staff, new unemployed	Securing a role which provides learning and progression
<b>Pain Points</b>	-Worried about daily ridership -Anxious about uncertain future	-Overwhelmed with job opportunities -Unsure of prospects	-Nervous about making wrong choices -Idea of studying is daunting	-Concerned with interview needs -Incompatibility with company's culture	-Uncertainty of starting from scratch
<b>Opportunities</b>	How might we keep their skills relevant when they are in between jobs?	How might we communicate relevant information to drivers for better accessibility?	How might we help them prepare and ease through the course?	How might we increase their employability rate and prepare them for interviews?	How might we incorporate their valuable experiences to work?



## Design Challenge

How might we **motivate** Grab **drivers** to **upskill** and increase their **employability**?



**Drive your Passion,  
Grab your Future**



**Grab Career  
Support Portal**



# Data Driven Lean Canvas

## Customer Problems

1. Anxious about job security and daily ridership
2. Overwhelmed with job opportunities and courses available
3. Worried about the idea of studying and starting a new career

## Customer Solutions

1. Freelance jobs
2. Entrepreneurship
3. Upskilling and employer matching
4. Provision of financial and career advice

## Unique Value Propositions

1. Providing a seamless platform for drivers to increase their employability & expand their network.
- “Drive your Passion, Grab your Future”

## Unfair Advantages

1. Existing network of PMET drivers

## Customer Segment

1. PMETs who are retrenched or finding jobs and working as a Grab drivers temporarily
1. Long-term Grab drivers who are keen to upskill themselves and enter the workforce again

## Key Metrics

1. Employability rate
2. Number of jobs created from startups
3. Volume of Transactions
4. No. of interactions
5. No. of Professional Certs/ License

## Data We Need To Make Better Decisions

1. Drivers' background
2. Available courses
3. Job opportunities

## Channels

1. Grab Driver App
2. Grab Website

## Cost Structures

1. UI/UX design - \$5000
2. Personnel costs (Salary); \$2800/ month for admin, \$4500/ month for consultants, \$4800/ month for software engineers
3. Additional cost (Preliminary + Contingency)- 25% of monthly total = \$3025
4. Total estimated cost (3 months) = \$50375

## Skill Sets Needed

1. Data prioritisation
2. Data analytics
3. Consultancy services
4. Programming capabilities
5. Coaching services

## Revenue Streams

1. Advertisements: \$1000 / 500 clicks
2. Selling the shares of startups
3. Selling data to companies/schools (types of courses people interested in, etc): \$~1000/per user/per year

Assuming take up rate of 15% (15.6k from Grab drivers pool) and 15.6k clicks per month: \$15.9 million SGD/year

# Data Dictionary

Description of Data Needed	Data Source (System and Owner)
Driver's skill sets	Owner
Available courses	System
Job opportunities	System

Description of Data Generated	Potential Answers	Potential Beneficiaries
Job interest	More relevant types of courses	Recruiting Companies Schools
Startup industry	Materials and equipment needed	Suppliers/Vendors to the start up
Startup performance	Profitability	Investors



## Partners

my  
careersfuture.sg



*Better Jobs For Life*  
*Employment and Employability Institute*



AN INITIATIVE OF

Enterprise  
Singapore



# SWOT Analysis

## **Strengths**

- Higher engagement with Grab drivers
- Strengthens Singapore's economy and workforce
- Large pool of Grab Partners
- Diverse background
- Attract investors
- High value data can be collected

## **Opportunities**

- Emphasis on entrepreneurship and innovation - moving towards digital economy
- Emphasis on a people-oriented industry
- Aligned with government efforts to support local start-up scene (SG start-up Fund)
- Diverse courses available on SkillsFuture

## **Weaknesses**

- Incentive-based marketing to promote uptake of the feature
- Difficult to get conservative Grab drivers to step out and explore new services
- Takes some time for start ups to grow

## **Threats**

- Risk averse; attitude towards entrepreneurship
- Setting up startup without having to drive Grab
- Fiverr website that offers freelance services

# Summary



Support government  
initiatives



Vibrant startup  
ecosystem



Educating financial  
literacy



Possible regional  
expansion



Promote lifelong  
learning



Push for  
innovation





# Thank You

**Drive your Passion,  
Grab your Future**

