



Think  
Outside  
the  
Box.

KOTAK



TERTUTUP



TIDAK  
BERANI  
BERTANYA

Gagal Ujian  
Gagal Bisnis  
Gagal Kuliah  
Gagal ....



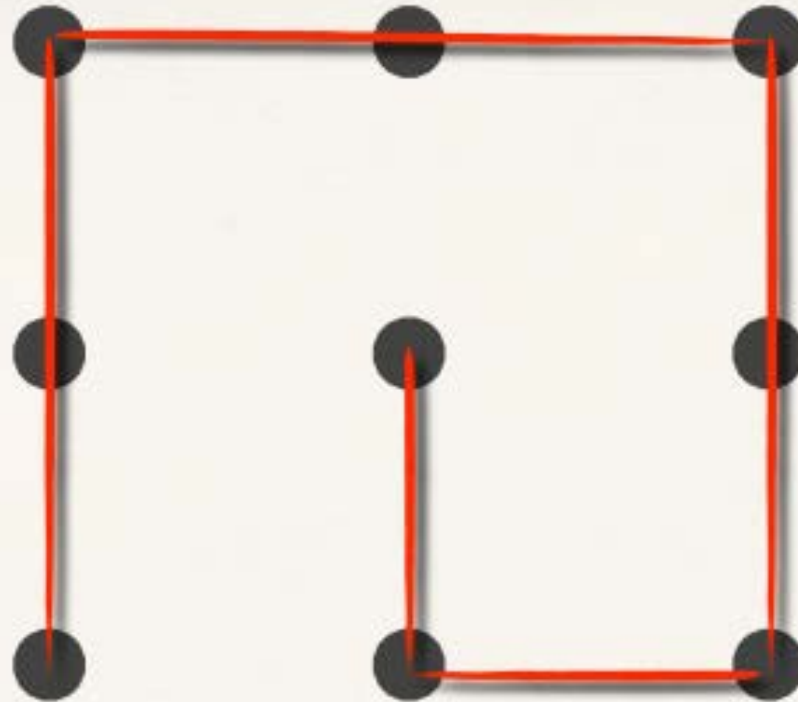


PIKIRAN  
SEMPIT

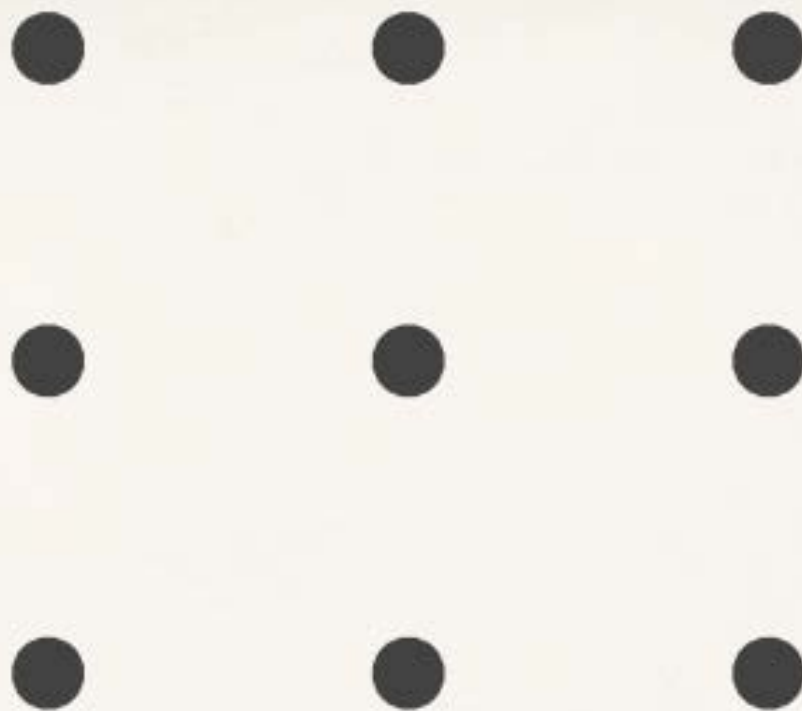


**5 Lines**

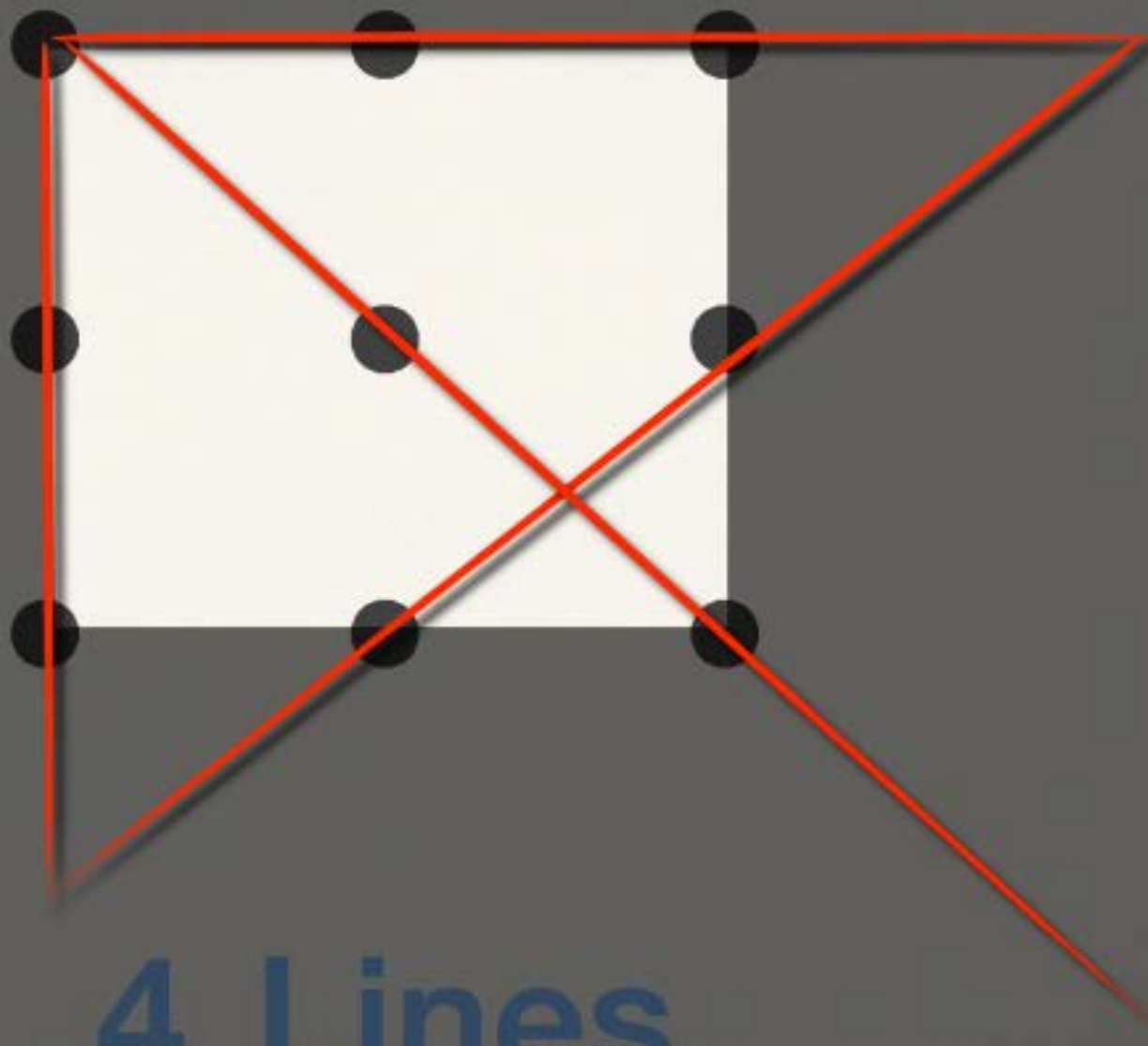




**5 Lines**



**4 Lines**



4 Lines

**3 Lines ?**



**3 Lines**



**How about 1 Line?**

**0 Line?**

COMFORT  
= NYAMAN  
ZONE



# 6 SISI PENGHAMBAT

MEMBATASI  
DIRI

TIDAK  
BERTANYA

TAKUT  
MENCOBA

TAKUT  
GAGAL

PIKIRAN  
SEMPIT

ZONA  
NYAMAN

KOTAK



TERBUKA

THE LIMIT IS  
NOT IN THE  
SKY. THE LIMIT  
IS IN THE MIND.

- Unknown

Just Ask!



# How To Never Give Up

on becoming an entrepreneur

YOUR  
GOAL



## stay alive

Say you are 30 now.  
You got about  
60 years,  
say it takes 3 months  
to do a big project.  
That's  $60 \times 12 \text{ mos} / 3 =$

**240 SHOTS**  
at success!

As  
long as  
you are alive  
anything is still  
possible.



## lower your expectations



Michael Jordan  
missed  
over  
300  
important  
shots.

99.99%  
of success  
took TIME.



## stronger

You are  
stronger  
than you  
think.



## persist



Stuck in  
the weeds?

" try  
lots of  
different  
things."  
- Paul  
Graham

## fake it

Fake  
success  
before it  
is real.



## don't compare

Careful.  
This can  
kill you.  
Don't  
compare  
yourself  
to people  
who  
already  
succeeded.  
They have  
their own  
story.  
You don't  
really  
know  
that story.



## the dip

Right  
before  
success  
you will  
face  
the worst.



MEMORANDUM  
DARI

# ***BERANI MENCOBA***

**Mencoba**

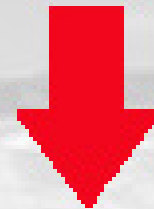


**2 Kemungkinan**

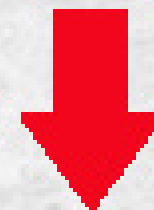


**Berhasil | Gagal**

**Tidak  
Mencoba**



**Tidak Punya Pilihan**

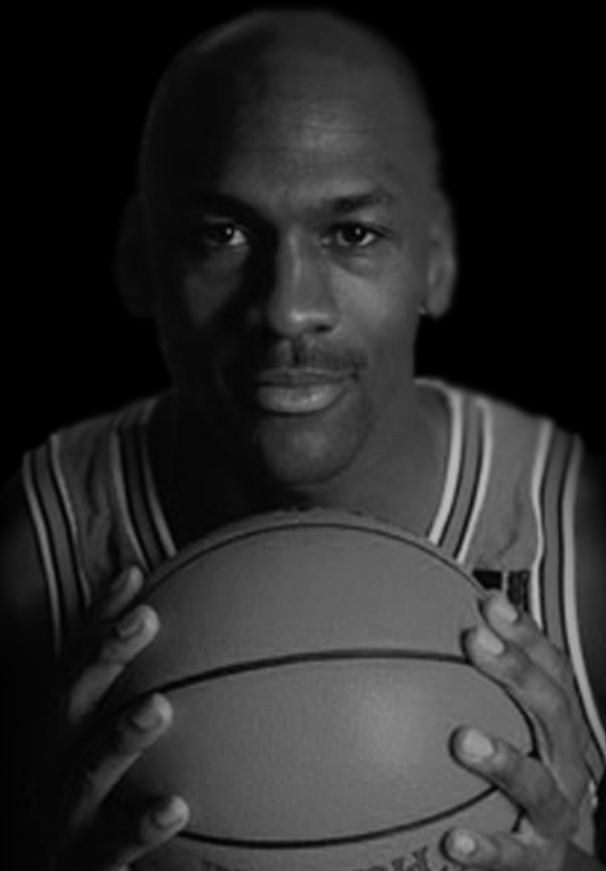


***GAGAL***



"I can accept failure,  
everyone fails at something.  
But I can't accept not trying."

- Michael Jordan



**“** I've MISSED more than  
**9,000 SHOTS** in my career.

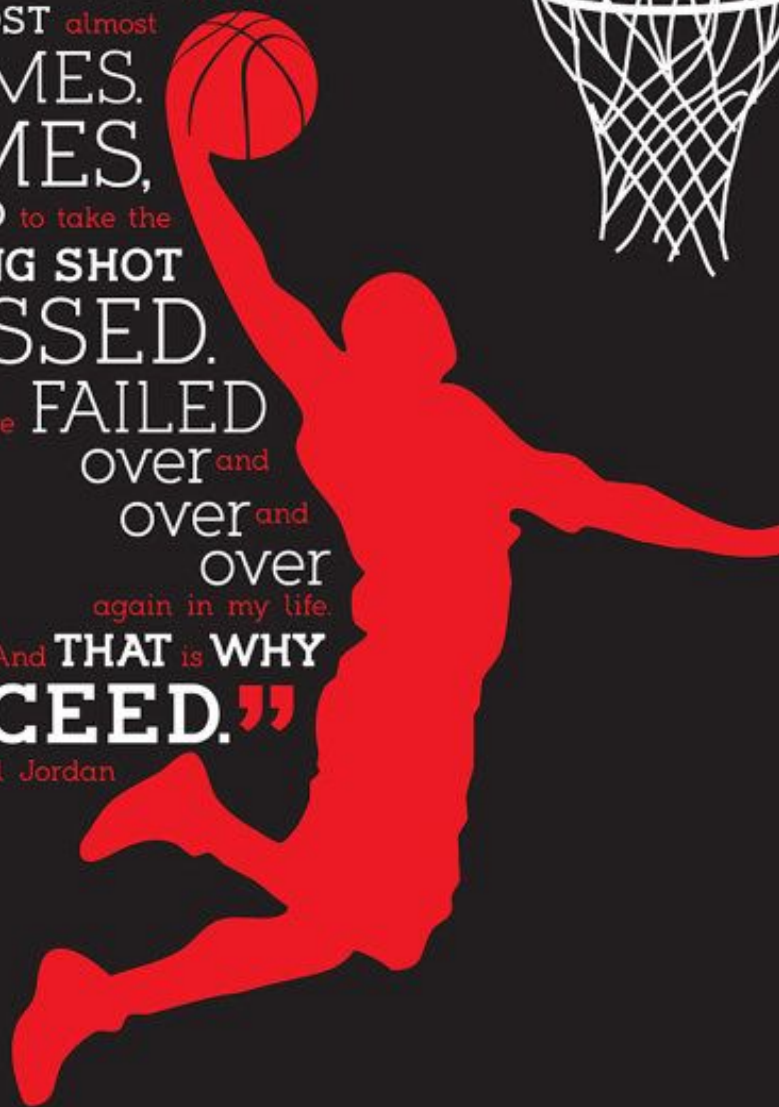
I've LOST almost  
**300 GAMES.**  
**26 TIMES,**

I've been TRUSTED to take the  
**GAME WINNING SHOT**  
and MISSED.

I've FAILED  
over and  
over and  
over  
again in my life.

And THAT is WHY  
**I SUCCEED.”**

- Michael Jordan

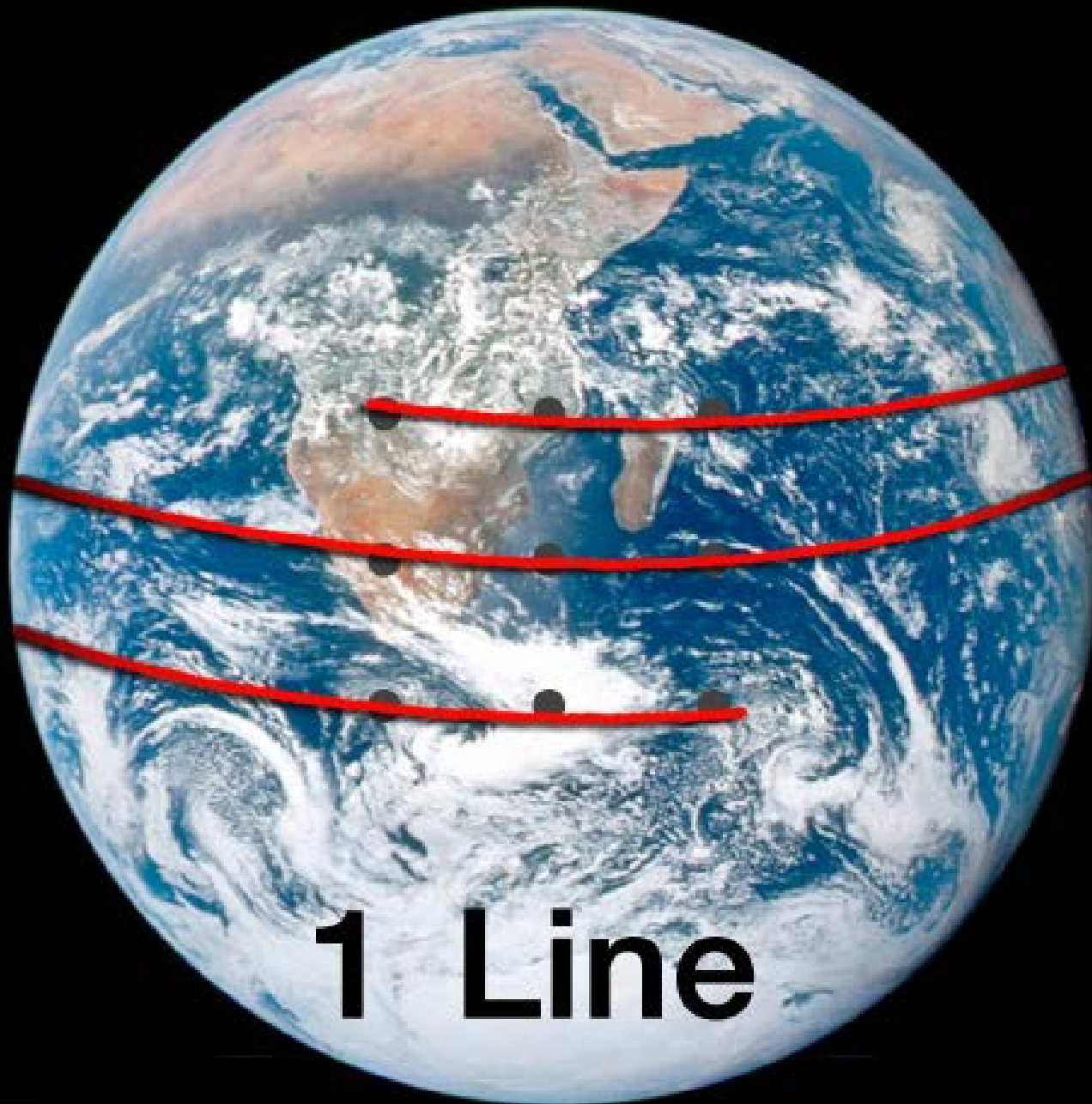


# PERLUAS PIKIRAN



**How about 1 Line?**





**1 Line**

**0 Line?**



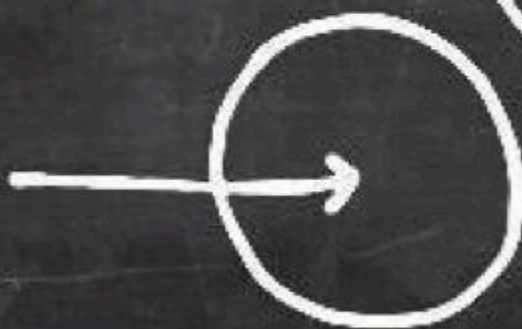


**It's the answer!**



KELUAR  
DARI  
COMFORT  
ZONE

Your  
Comfort  
Zone



Where the  
magic happens

# PENUTUP KOTAK

MEMBATASI DIRI  
TIDAK BERTANYA  
TAKUT GAGAL  
TAKUT MENCOBA  
PIKIRAN SEMPIT  
ZONA NYAMAN

....



# PEMBUKA KOTAK

PUSH YOUR LIMIT  
BERTANYA  
BERANI GAGAL  
BERANI MENCOBA  
PERLUAS PIKIRAN  
KELUAR ZONA NYAMAN

...



# CARA-CARA INI MEMBANTU KAMU MEMBIASAKAN DIRI **THINK OUTSIDE THE BOX**

- **PERCAYA DIRI** di setiap kesempatan
- **MENCoba HAL-HAL BARU**. Sese kali makan-makanan yang berbeda dari biasanya, kunjungi tempat pertama kali, pakai barang yang sebelumnya belum pernah, mencoba jalan yang belum pernah dilalui, dsb.











## Apa itu GO-JEK?

GO-JEK adalah bisnis sosial yang bermitra dengan kelompok ojek terpercaya untuk memberikan berbagai layanan praktis bagi warga Jakarta yang ingin menghindari macet.

**TELPON KITA DI  
(021) 725-1110**

## GENERASI BARU OJEK JAKARTA

Ojek memiliki potensi besar sebagai solusi dalam menghadapi kemacetan Jakarta yang makin parah. Tapi potensi ini belum sepenuhnya terwujud. GO-JEK bertujuan menunjukkan kehandalan sopir ojek dalam berbagai layanan transportasi dan meminimalkan



### CEPAT

Driver GO-JEK tersebar di berbagai lokasi di Jakarta, dan kami akan selalu mencarikan driver terdekat anda.



### AMAN

Kami menyeleksi driver dengan metode referensi sehingga dijamin berpengalaman dan jujur.



### MUDAH

Anda tinggal menelpon call center kami, selanjutnya kami yang urus!



### TRANSPARAN

Lupakan repotnya tawar-menawar di jalanan! GO-JEK menghitung harga berdasarkan jarak pengantaran dan memberitahukannya kepada anda sebelum mengkonfirmasi





PICK A SERVICE



INSTANT COURIER

Langsung dijemput,  
lacak paket anda



TRANSPORT

Gratis penutup  
rambut dan masker



SHOPPING

Tiket, makanan, be-  
lanjaan apapun di  
bawah Rp 1 Juta



< TRANSPORT Cancel

FROM

Location



Street / Building / Place

Location details

House no. / Floor / Landmark

TO

Location



Street / Building / Place

Location details

House no. / Floor / Landmark

Pickup time (Now)





**THINK**  
**OUTSIDE**

