

THE TEAM



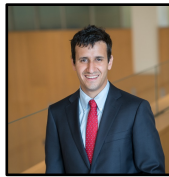
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Mariano is an MBA candidate at MIT Sloan School of Management. Majored in Finance and International Business and spent 4 years as an Emerging Markets bond trader in one of New York's biggest inter-dealer brokers.



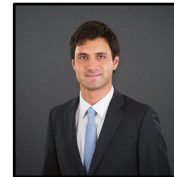
Martin Carcamo
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Martin is an LGO/MBA candidate at MIT Sloan School of Management. He is a bioprocess engineer with a Masters in Biotechnology. Prior to MIT, he led a couple of research projects in the biotechnology field that led to successful ventures in Chile.



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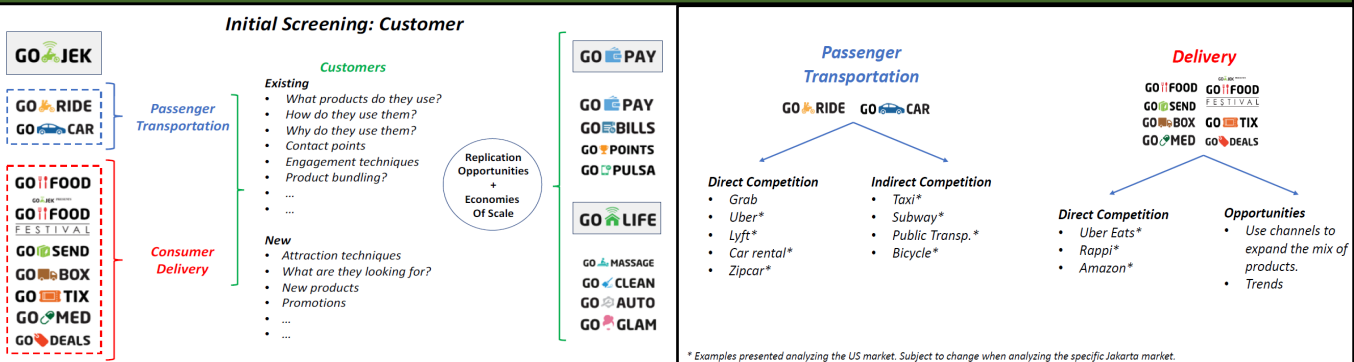
Patricio is an MBA candidate at MIT Sloan School of Management. Majored in Economics and spent 3 years as an investment analyst in Chile's largest pension fund. At Sloan Patricio has specialized in the investment banking field.



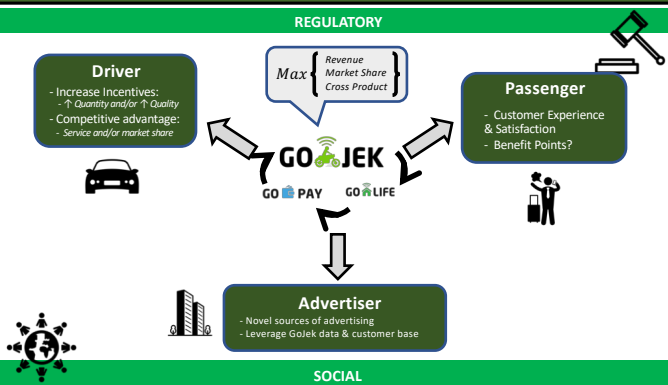
Jose Gonzalez
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Jose is an MBA candidate at MIT Sloan School of Management. He is an Industrial Engineer and spent 4 years as a Real Estate analyst at one of Chile's biggest insurance companies, reaching the role of Head of Real Estate Financing and Investments.

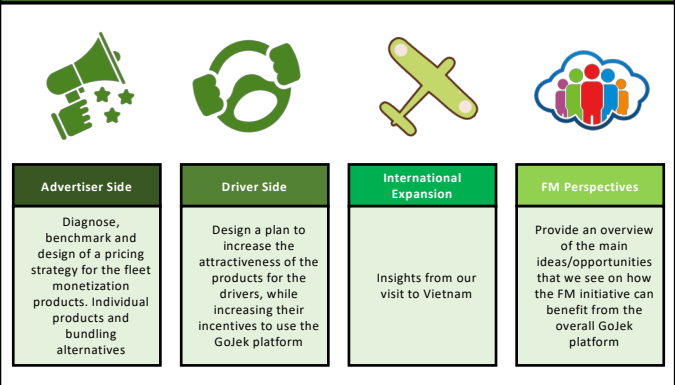
COMPANY BACKGROUND



PROJECT BACKGROUND



OBJECTIVES



RESULTS AND RECOMMENDATIONS

Key actionable recommendations for the near future

- Understand advertiser added value in GoICE: Experiment with own product to assess channel efficiency
- Move towards targeted advertisement: Integrate with Golek app is key to generate targeted advertisement
- Bundling pricing efficiency: Demand elasticity experimentation
- Adapt to the advertiser's needs: Customizable digital solutions, for example focus groups, channels, apps, games
- Never forget who your customer is: Define, track and monitor correct metrics to measure interaction with GoICE
- Add the rider into the equation: Rethink FM as initiatives that can improve the rider's experience
- Show a path to your main asset: Build a driver engagement and development online initiative + special campaigns
- Share the vision: Align the incentives for advertisers and Golek for FM products
- FM profit centered mindset: Charge an internal transfer price for own advertisement
- Internalize broader FM KPI's: Continuously track and differentiate driver performance (with and without FM)

Conclusions

PRICING	BUNDLING	ENGAGEMENT	EXPANSION
<ul style="list-style-type: none"> Golek FM products should be offered to the best performing drivers in order to be profitable By targeting the consumer GoJek can charge up to a 60% premium Golek would benefit by shifting to a hybrid or programmatic advertising model 	<ul style="list-style-type: none"> Bundling should be seen as a value proposition to the advertiser Further need of testing for parameter estimation will increase the accuracy of the model FM should consider exclusive bundling of products when supply maximizes the value of standalone products 	<ul style="list-style-type: none"> By improving driver engagement, Golek would offer a better proposal for advertisers, improved driver performance and a stronger driver network Drivers will continue to have incentives as they reach new levels of engagement, and not settle after one milestone 	<ul style="list-style-type: none"> Introducing Fleet Monetization now in Vietnam is important, as GO-VIET already built the driver's network and is starting to increase the fees Start an alliance with GoldSun, due to its existing advertising license and its relationships with advertisers