

How the Platform Economy Creates a Better Future for Emerging Economies



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 **signify**

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on notarijzen

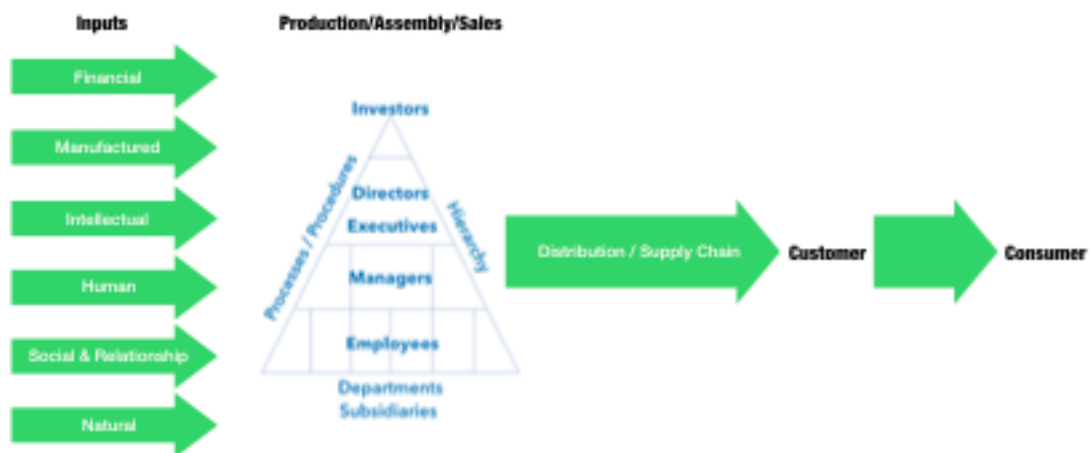


As the UN Secretary General's Special Advocate, Queen Máxima leads a global advocacy effort to advance financial inclusion, opening a path to empowerment for all.



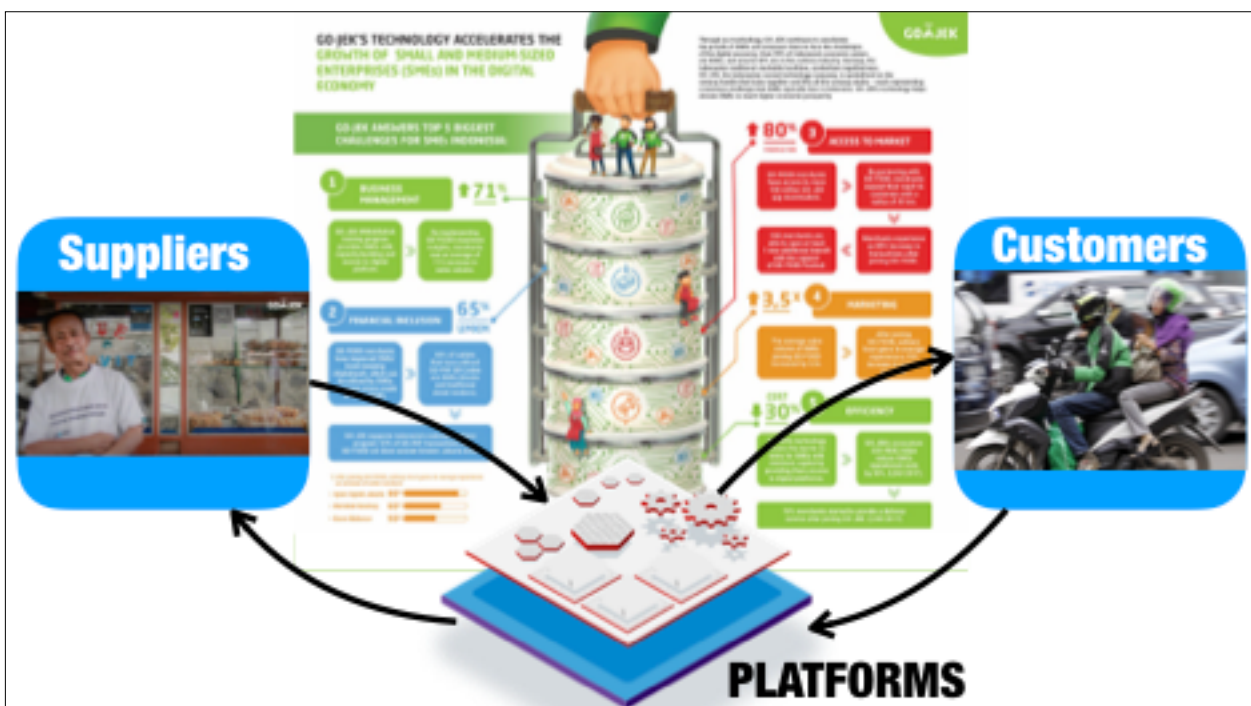
Platforms are used as a means of "leapfrogging" an earlier (industrial) phase of economic development and "jump" directly into the digital age.





Linear Pipe/Product Thinking

“Company Law” + “Contract Law”



Bridging the Gap between "Company Law" and "Contract Law"



"In short, developers will be at the center of solving the world's most pressing challenges. However, the real power comes when every developer can create together, collaborate, share code and build on each other's work. In all walks of life, we see the **power of communities**, and this is true for software development and developers."



Satya Nadella (CEO Microsoft)



Microservices and "Application Programming Interface" Architecture

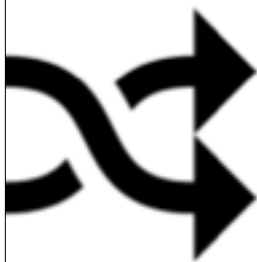
GO-JEK “only” needed three years to go from 100,000 orders a day (in 2015) to 100+ million orders across 18+ services in 2018.



With over 50% of Indonesia's GDP coming from MSMEs, they are the key drivers of growth in this country... That's where GO-JEK swoops in to help answer the challenges and create a more level playing field for MSMEs to spread their wings...

JAKARTA, 1 February 2019

Google, JD.com, and Tencent lead first closing of GOJEK's Series F funding round



Google Tencent 腾讯 Mitsubishi Corporation JD.COM

It's hard to ignore the problems experienced by platforms. There are too many examples of well-known platforms "forgetting" the importance of improving people's lives by redistributing power...

Amazon suppliers panic amid purge aimed at boosting profits

Amazon is determined to boost profits at the core e-commerce business, even if that means disrupting relationships with longtime suppliers

7 March 2019





NO MERCY / NO MULLICE

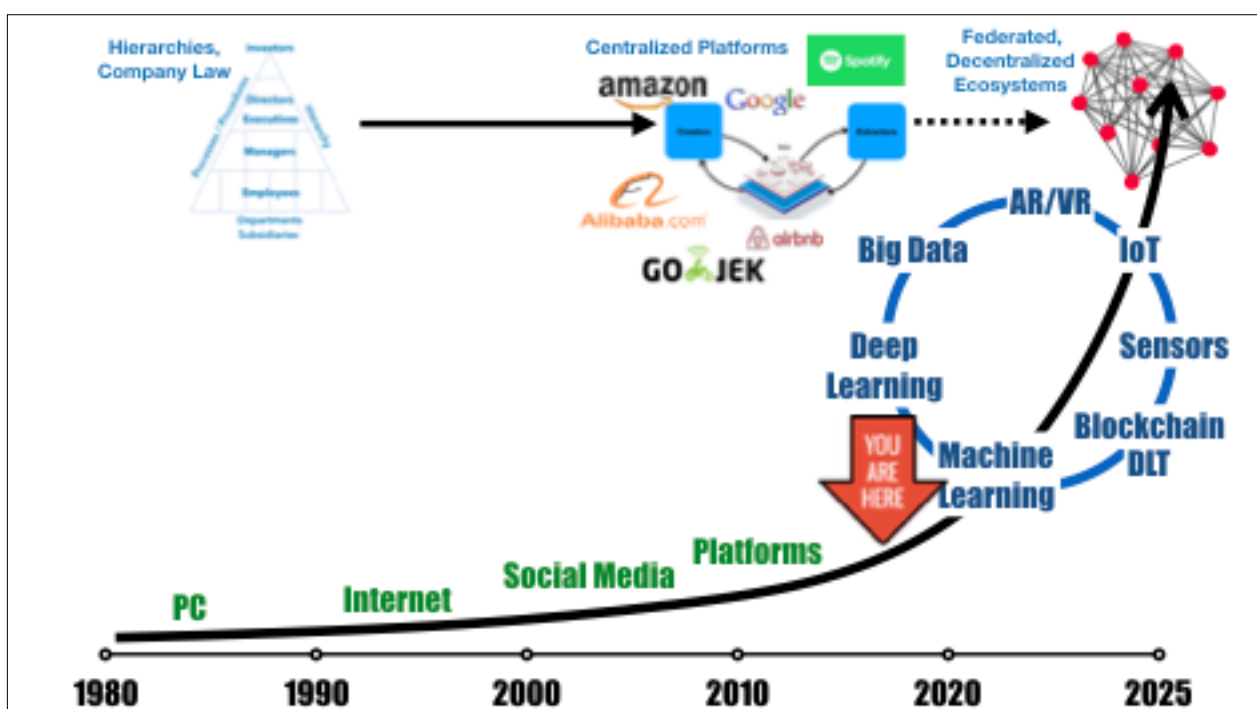
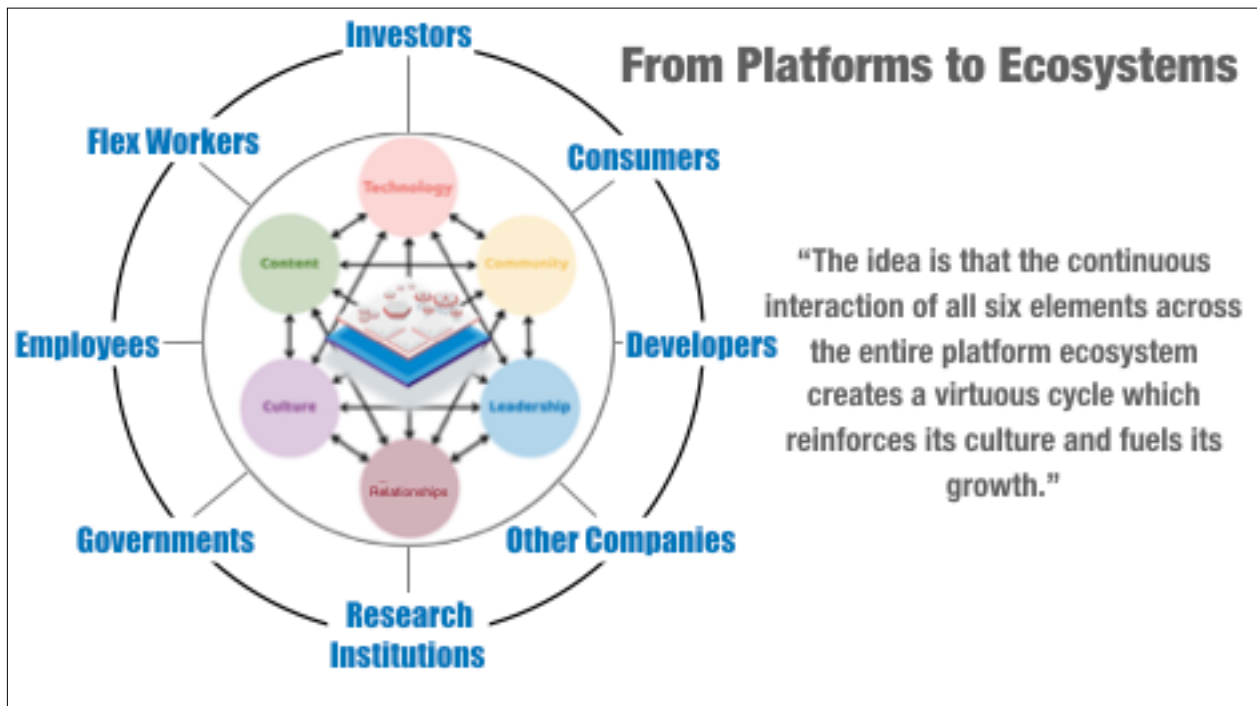
Dear U.S. Government: Do Your Job to Stop Tech Monopolies

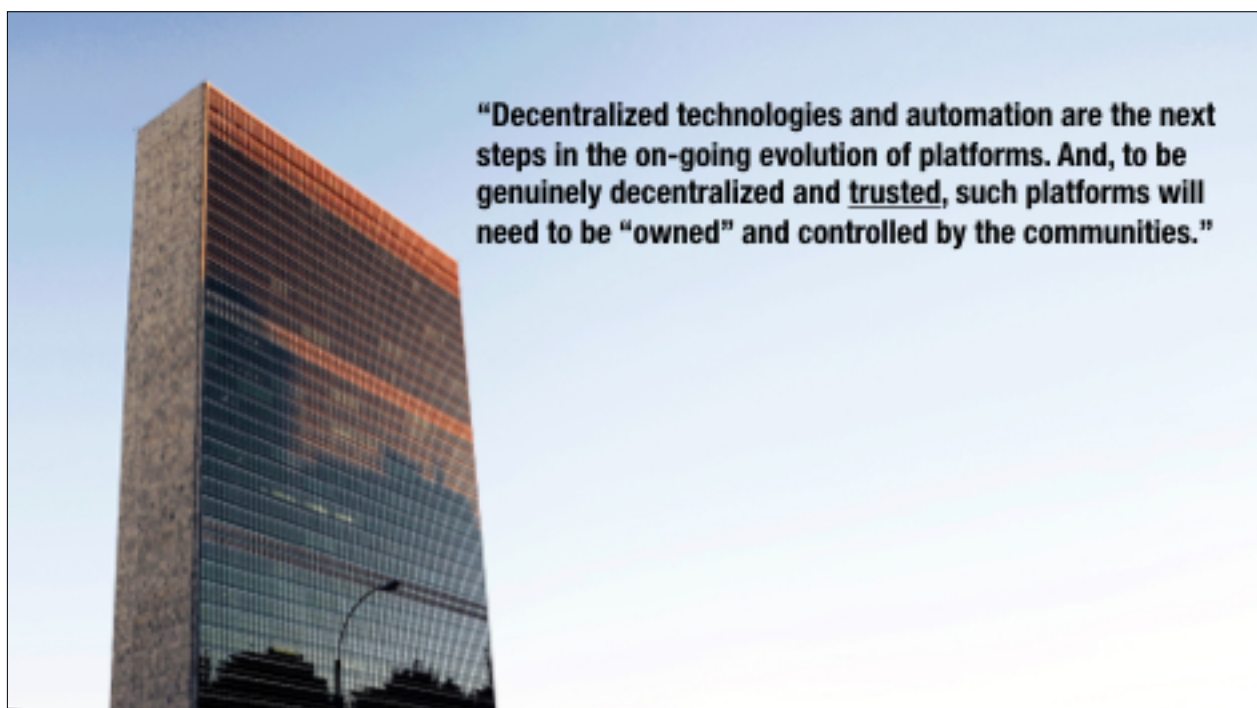
My year-end predictions for major tech players — and a government that refuses to control them

Scott Galloway 
Dec 10, 2018 · 4 min read

INDONESIAN GOVERNMENT PLANS TO LAUNCH THEIR OWN RIDE-SHARING APP TO RIVAL GO-JEK, GRAB

Motorcycle taxi drivers working for ride-hailing services Go-Jek and Grab demonstrate at a protest in Jakarta on April 25. Photo: Lando Opl / Instagram





The platform economy will create a better future for emerging economies, but only if it's "done right."



Join the conversation!



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