How the Platform Economy Creates a Better Future for Emerging Economies

Erik P.M. Vermeulen

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”
“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.”
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

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
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

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 in a protest in Jakarta on April 21. Photo: Loveniq Hidayat / Bloomberg
"The idea is that the continuous interaction of all six elements across the entire platform ecosystem creates a virtuous cycle which reinforces its culture and fuels its growth."
“Even though most people barely know what the blockchain is, a decade or so from now, it will be like the internet. We’ll wonder how society ever functioned without it.”

Rachel Botsman

“Decentralized technologies and automation are the next steps in the on-going evolution of platforms. And, to be genuinely decentralized and trusted, such platforms will need to be “owned” and controlled by the communities.”
The platform economy will create a better future for emerging economies, but only if it’s “done right.”

TRUST

1. Platforms
2. Ecosystems
3. Decentralization

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