She Started IT
Women Rock IT
IT is a world of possibilities.

Juliette Gimenex
Co-founder & CEO
Goxip

Niki Tsuraya Yaumi
Co-founder & COO
Goers
The journey of finding Goxip and my true self
HOW

Goxip

WAS

FOUND

HOW

I

WAS

FOUND
WE LIVE IN A WORLD FULL OF PROBLEMS

- Lack of education
- Poverty
- Water Security
- Animal mistreatment
- Climate change
- Energy
FASHION AND BEAUTY ARE MY PASSION
1st PROBLEM: GAP BETWEEN CONTENT AND ECOMMERCE IN FASHION
2nd PROBLEM:
PEOPLE SELLING THROUGH INEFFICIENT SOCIAL PLATFORM

Estimated 33% of total ecommerce GMV in Thailand already on Instagram, Facebook & LINE. Opportunity for Goxip platform that combines both content, commerce and payments.
WHAT IS
Goxip
Helping people create their own styles at their finger tips on a single fashion ecosystems by connecting trends, contents, communities and ecommerce to Snap, Search, Style, Shop, and Share their favorites seamlessly.
Personalized looks and feeds created by Goxip users

Follow, like or comment on your friends, influencers and fashion icons

Each product is shoppable instantly

Purchase product in one click.
SEARCH & SHOP TAB
TOP-CLASS IMAGE SEARCH ABILITY

Powerful image recognition engine
Search Images from Camera, Album, Instagram or our Celebrities Feeds
Upload your image and find your desired fashion piece by cropping the item
One-click shopping
Find your favorite celebrity (3000+ Hollywood stars)

Select one photo from the images we provide

Crop and find the fashion items by Goxip’s image recognition engine

Pick and purchase from our range of closely matched items

SEARCH STYLE TAB
AUTOMATED CELEBRITIES STYLE FEEDS (2 MILLION+ STYLE IMAGES)
Find Similar button to find a range of closely matching items

Options to further filter down your list or sort by price

Choose your preferred designers, price range, categories etc
POST TAB
USER-GENERATED CONTENT

Upload your photo and match your clothes on Goxip
Create your own styling posts to share with Goxip community
Share on social media with your friends
DISRUPTING THE SOCIAL COMMERCE INDUSTRY
GOXIP B2C & C2C MARKETPLACE

User friendly platform to open store within minutes

Easy to use frontend for listing products, collections and promoting your store

Full integration with multiple payment gateways to check out - Goxip Wallet
THE TECHNOLOGY BEHIND GOXIP
POWERSUL IMAGE RECOGNITION ENGINE

INPUT

Multi-dimensional visual value

RESULT LIST

Distance = 0.21

Distance = 0.24
THE JOURNEY OF FINDING MY TRUE SELF
BEFORE EVERYTHING
BANKING IS JUST NOT MY THING
MY FIRST STARTUP EXPERIENCE

Imagination VS Reality
The Calm Before the Storm

Groupon

uBuyiBuy

Groupon Acquires Three Local Group-buying Sites in Asia

In the wake of the Google acquisition news, Groupon's massive acquisition plan continues. Groupon has acquired a trio of local group buying sites located in Singapore (BeEconomic), Taiwan (Hyperpot) and Hong Kong (uBuyiBuy). Terms of the deals were undisclosed.
WHEN THE STORM HITS - BANKRUPTCY
最新最坏消息！！被巨龙票的MM快进来！ - 离笆社区手机版
wep.libacclub.com/u_7343_6749448_1.htm - Translate this page
Sep 15, 2011 - 27 posts - 18 authors
Groupon副總裁詹明月表示，共售出十一萬七千多張船票，現時未知多少人已兌換，至於已購票但未兌換船票的顧客，一律可獲全數退款，如顧客選擇 ...

巨龍清盤前推大量團購- Yahoo 新聞香港
https://hk.news.yahoo.com/巨龍清盤前推大量團購-220046341.html - Translate this page
Sep 10, 2011 - 至於兩個團購網站Groupon及Beecrazy均提供低價格巨龍船票優惠，兩家 ... Groupon副總裁詹明月表示，要研究合約細節，現階段難判斷是否涉欺詐。

巨龍清盤前推大量團購_星島日報_加拿大大多倫多中文新聞網。 Canada ...
news.singtao.ca - 首頁 - 香港 - 媒體 - 時事新聞 - Translate this page
Sep 18, 2011 - 至於兩個團購網站Groupon及Beecrazy均提供低價格巨龍船票優惠，兩家 ... Groupon副總裁詹明月表示，要研究合約細節，現階段難判斷是否涉欺詐。

巨龍船務清盤香港16萬張團購票可獲退款 - 香港新聞網
www.hkcnhsite.com/content/2011/09/11683052.shtml - Translate this page
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頭條日報頭條網- 巨龍反艇團購船飛半天吊
news.siteline.com/dailynews/content/hk/2011/09/181408.asp - Translate this page
Sep 15, 2011 - Groupon副總裁詹明月表示，共售出十一萬七千多張船票，現時未知多少人已兌換，至於已購票但未兌換船票的顧客，一律可獲全數退款，如顧客選擇 ...
F-E-A-R: has two meanings:
1. Forget Everything And Run
   or
2. Face Everything And Rise

The Choice is Yours!
MY ADVICE TO YOU ALL

Goxip
BE PATIENT, PERSIST AND GROW

KEEP CALM AND DON'T QUIT
JULIETTE GIMENEZ
CO-FOUNDER & CEO
The Quest of Achieving our Dream

By: Niki Tsuraya Yaumi
February 15th, 2017
INTRODUCTION

NIKI TSURAYA YAUMI

The Ambitious

BSc Information System & Technology
Bandung Institute of Technology (ITB)

MSc Information Systems Management & Innovation,
Warwick Business School, The University of Warwick, UK
INTRODUCTION

NIKI TSURAYA YAUMI

The Machine
Previously built and mentored 7 startups, worked with lots of developers and engineers.

- Co-founder and Chief Operating Officer (COO) GOERS
- VP Business Development and Technology, Indonesia Technologies
- Graduate Intern at Phillips 66, UK
- CRM Analyst at Microsoft Indonesia
INTRODUCTION

WHY TECHNOLOGY?

“Change is the heartbeat of growth”

– Scottie Somers
NEW HABIT?

20% Made an online purchases via mobile device In the past 30 days

3.3 Hours Average daily use of internet via mobile*

* Indonesia 2015-2016; source: @wearesocialsg 2016
INTRODUCTION

PROBLEMS THAT WE FACE EVERYDAY

What to do?
Where to go?
How to get the tickets?
Mission

“Help people to live their life to the fullest by making going out plans super easy.”

– Founders, Goers
INTRODUCTION

THE JOURNEY

Initiation of Idea

Launch iOS

Launch Android

Received Seed Funds

Launch Goers 2.0

Received Pre-Series A Funds

Goers goes to Bandung!

Growing the Business and Team

Oct 2014

May 2015

Sept 2015

May 2016

September 2016

Now...
INTRODUCTION

THE GOLDEN CIRCLE

WHY GOERS exists
GOERS believes that people should not be MISSING OUT in life

HOW GOERS inspires
GOERS provides consumers with reasons to GO OUT

WHAT GOERS gives
GOERS gives options, easy booking and secure payment system

Inspired by: Simon Sinek, Start with Why
WHAT IS GOERS?

We are a daily going out app, that serves information of cool events and activities for Indonesian consumers.

We also provide partners with event management platform to track and measure the success of event performance.

Everything we provide are personalized to cater to both consumers (B2C) and partners (B2B).

3 simple steps to experience Goers: Discover.Book.Go!
Now repeat :)
INTRODUCTION

GOERS

USERS

PROFILE

- Students
- First Jobber
- Yuppies
- Millennials

PLATFORM

- iOS 45%
- Android 55%

GENDER

- Male 40%
- Female 60%

AGE

- 15 - 18: 22%
- 19 - 22: 32%
- 23 - 30: 17%
- 31 - 34: 9%
- 35 - 38: 5%
- 39 - 42: 3%
- 43 - 46: 1%
- > 47: 2%

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GOERS PRODUCT

Organizing Any Event Has Never Been This Easy.
OUR PRODUCT

GOERS APP (B2C)

PUSH NOTIFICATION - On screen event reminder for your audience

SMART TRIGGER - Highly customized in-app event reminder

EVENT LISTING - Put your event in the prioritized app section

STORY COLLECTION - Customized event curation that highly attracts the audience

NEARBY ME - Let’s the customer know a nearby event
GOERS DASHBOARD (B2B)

Create event using our dashboard and get the benefits:

• **Goldmine of data**: Re-target & Re-strategize using our analytics (audience demographic, event views, ticket information, etc)

• **Safe and simple system**: Easy and frictionless ticket purchase and validation
Track events at the palm of your hand
OUR PRODUCT

PERSONALIZATION ENGINE

71% of shopper agree personalization **make it easier** to find the products they want to buy*

* Source: Janrain Harris Interactive, etailing

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OUR PRODUCT

YUKPERGI BUTTON (LET’S GO OUT)

What do you want to do?

Music
Food & Drink
Game
Movies
Shopping

With who?

Me Myself & I
Couple
Family
Group

Tap the button again to change the choices of activities

#yukpergi
OUR PRODUCT

SEND TICKETS

With GOERS you’ll be able to transfer some or all of your tickets to your friends or loved ones. Just go to your ‘Ticket Details’ and tap the ‘Send Tickets’ button.

Add recipient email address and the amount of tickets you want to share by tapping the ‘Add Recipient’ button.

After you confirm the send tickets, it will be sent to the email address & the recipient will be able to get the tickets within 48 hours.

You can always check the delivery via ‘Delivery Status’ page.
WHY GOERS?

CREATE
Event / content promo / RSVP

MANAGE
Promo / Voucher / Ticket / Booking or RSVP Report

MANAGE
ATTENDANCE
Event / content promo / RSVP

SECURE PAYMENT GATEWAY
CC & Bank Transfer even Free Booking

PERSONALIZATION ENGINE
Smart System

SECURE VALIDATION
3 methods of Scan

EMAIL BLAST PROMOTION
Monthly

DIGITAL PROMOTION
Social Media & Cool Channel

ANALYTICS
Viewer & Buyer

PERSONALIZATION ENGINE
Smart System
WHY SHOULD YOU START A BUSINESS?

TRADE-OFFS

- Financially Unstable
- Long Work-Hours
- Your Work is your Life
- Social Pressure
- High Chance of Failure

BENEFITS

- Immense of Freedom
- Extensive Responsibility
- Exponential Learning Curve
- Deeply Learn about Yourself
- Live Your Passion
WHY SHOULD YOU START A BUSINESS?

“Economically, you can think of a startup as a way to compress your whole working life into a few years.”

“If you want to make a million dollars, you have to endure a million dollars’ worth of pain”

– Paul Graham
WHAT’S STOPPING US?

- Running out of cash
- Best way to acquire customer (chicken-and-egg problem)
- Product-market fit
- Similar services on the market
- Getting the right talent
- Getting the right business model
- Getting ready to scale
WHAT’S KEEPING US ALIVE?

- Having a great **partners** (founding team)
- Having a great **team**
- Having a great **mentors**
- Having a great **investors**

- Build, Measure, Learn
- Focus on the core mission
- Be resourceful
- Set the culture
WHAT WOULD I DO IF I WERE YOU?

Look for **Opportunities**: Student Exchange, Travel, Volunteers, etc
WHAT WOULD I DO IF I WERE YOU?

Get a **Work Experience**: Internship, Freelancing, Part-time Work, etc
WHAT WOULD I DO IF I WERE YOU?

Read Books, Listen to Podcasts
WHAT WOULD I DO IF I WERE YOU?

Look for Mentors
Have I Achieve My Dream?

It’s always a work in progress.

– Me
“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”
“The secret of getting ahead is *getting started*”

Thank you

#YUKPERGI

For more information, please contact me at:

niki@goersapp.com
INTRODUCTION

THE FOUNDERS

Sammy (CEO)
The Mastermind

Educated in business & organization, experience in corporate dealings.

Business Development MNC Media Holding
Master of International Business, Monash University. Melbourne Australia
Bachelor of Business Administration, Swiss German University, BSD Serpong, Indonesia

Niki (COO)
The Machine

Previously built and mentored 7 startups, worked with lots of developers and engineers.

VP Business Development and Technology, Indonesia Technologies
MSc Information Systems Management & Innovation, Warwick Business School, UK
BSc Information System & Technology ITB

Ansel (CTO)
The Technocrat

3 years of experience in building IT solution (web and mobile). With brains like this, who needs brawn? For him, excellence is just a keystroke away.

MSc Design & Digital Media, The University of Edinburgh
MSc Computer Science ITB
BSc Computer Science ITB
GETTING THE RIGHT PRODUCT

Sprint in 5 Days to Test New Ideas