



# Regulating the shared economy

## Insights from Grab's experience in SE Asia

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ANU-PIDS Manila Conference

19 October 2017 | Marian Panganiban



# Transportation Shared Economy Data and Technology



# Grab is Southeast Asia's #1 ride-hailing company.

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132 cities in 7 countries

1.3M drivers in our network  
across Southeast Asia

63 million downloads

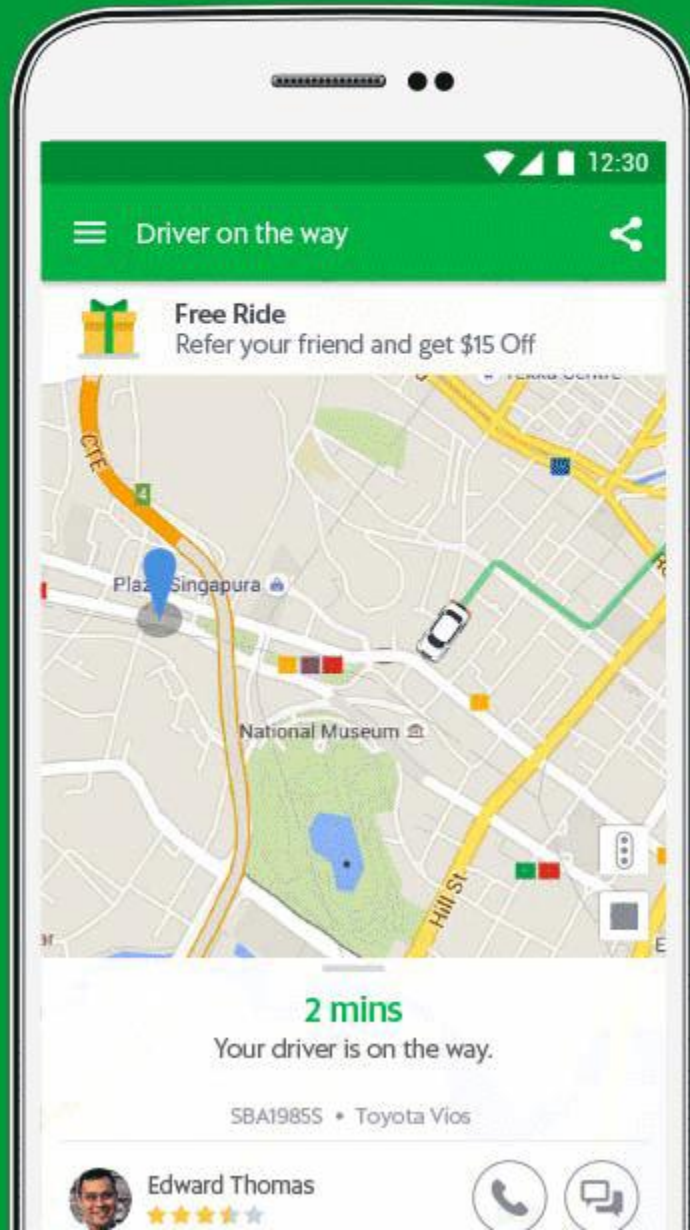
6 Research & Development  
centers





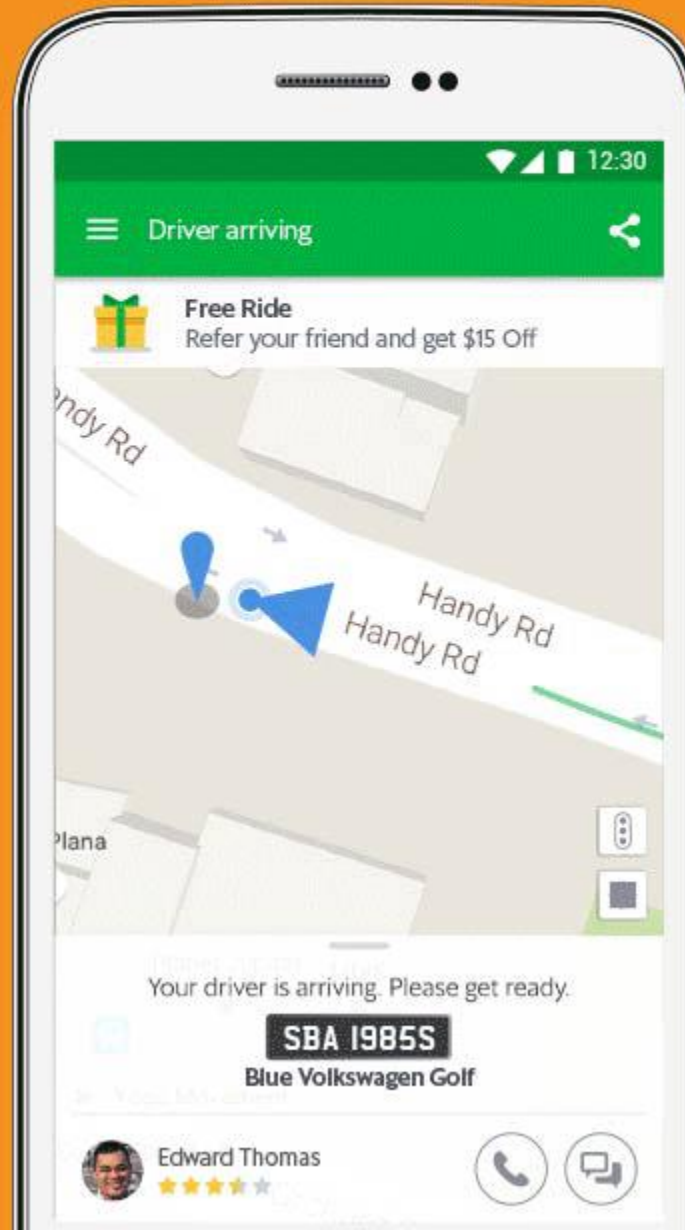
# SAFETY

Know your driver



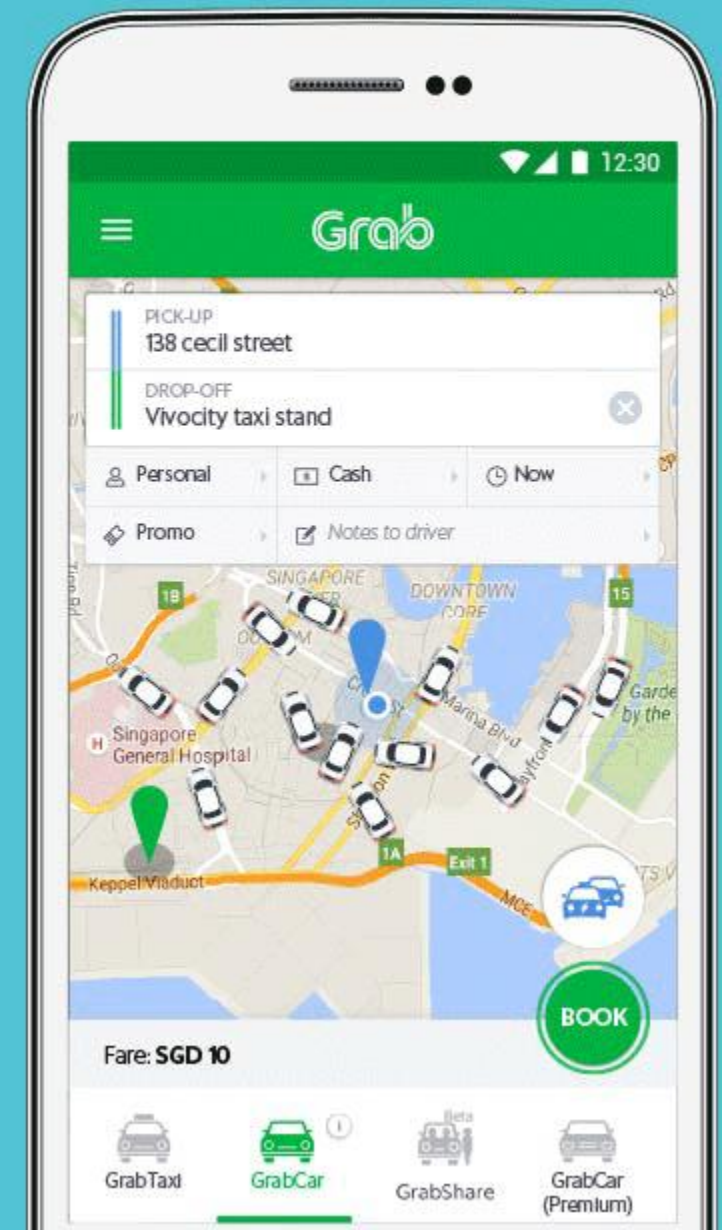
# CERTAINTY

Share your location



# TRANSPARENCY

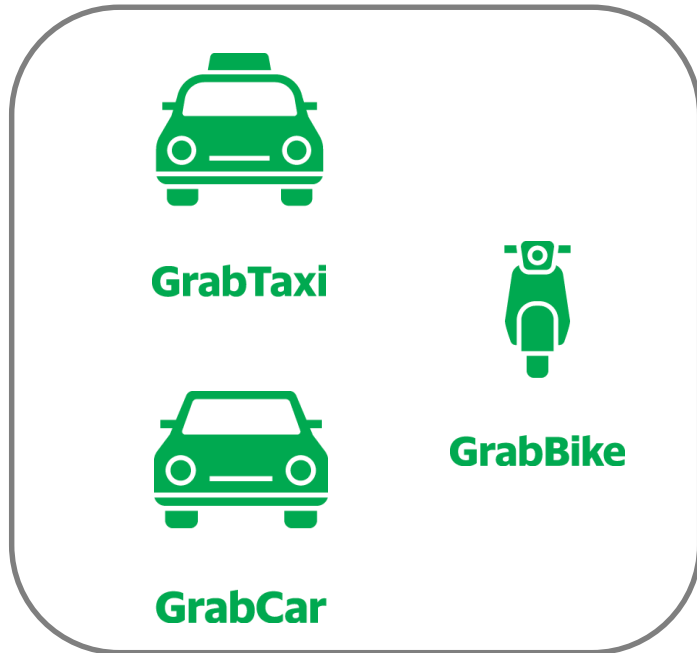
Upfront, fixed fare



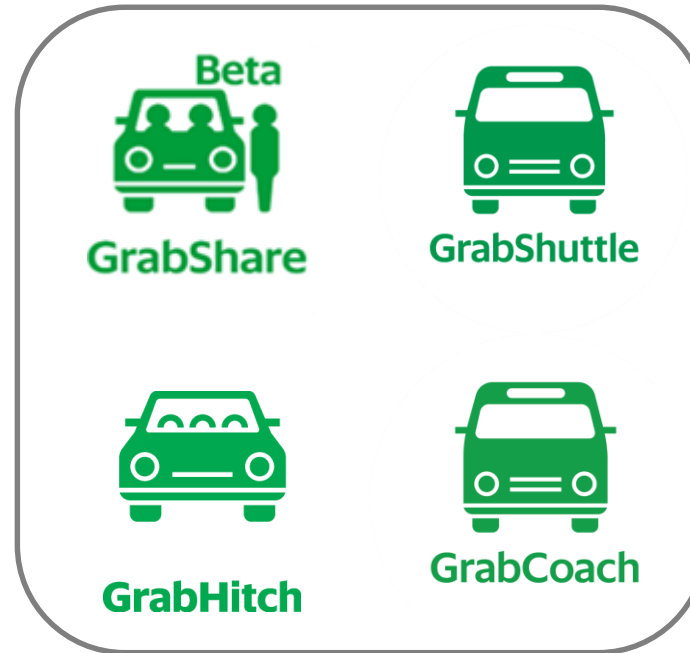
# Grab services across Southeast Asia

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**No one size fits all:** Relevant variety of services



**Multiple services for every  
transport need**



**Reduce the number of cars  
on the roads**



**Delivery services**

# Building localized solutions for the unique problems of Southeast Asia.

## Payment Solution



Cash Payments



Upfront Pricing



Driver Pre-Paid Wallet



Passenger Credits Wallet

## Enhancing User Experience



GrabChat



Venue App and Kiosks



Share My Ride



Loyalty &  
Rewards Program



Advance Booking

## Optimizing Supply



JustGrab



Taxi Dispatch Algorithm



GrabHitch



GrabShare

## Platform Services



GrabRoad



POI  
Database



Heat Maps



2-Wheel  
Specific Services



Fraud  
Detection Engine



Grab4Work

# Technology sets an intellectual half-life on policies

Foldvary, F. and Klein, D. (2002) *The Half-Life of Policy Rationales: How New Technology Affects Old Policy Issues*. New York: NYU Press



**Technology trims transactions costs. It expands the informational capability of government.**

Fodvary, F. and Klein, D. (2002) *The Half-Life of Policy Rationales: How New Technology Affects Old Policy Issues*. New York: NYU Press



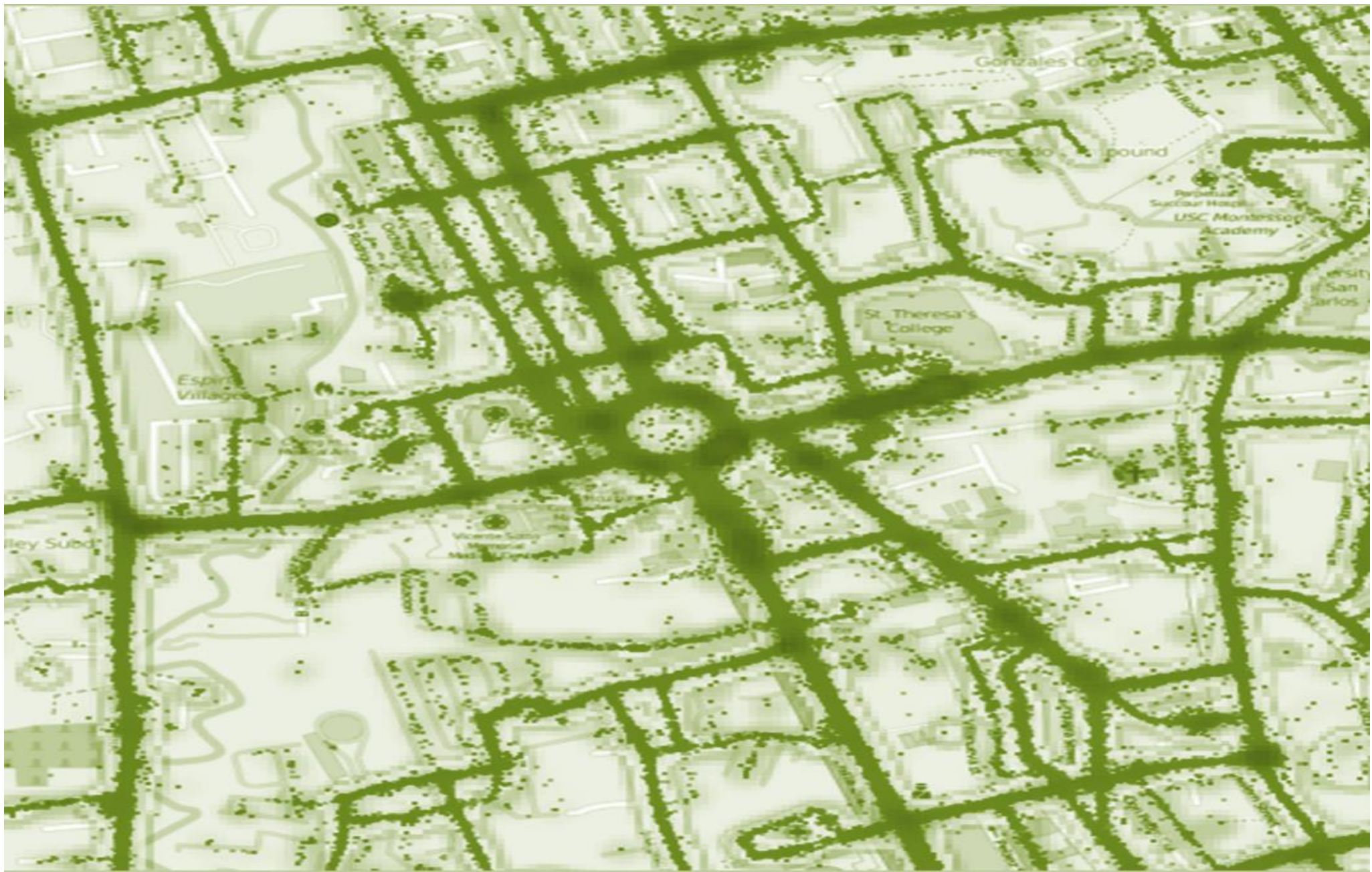


# Industry-wide collaboration with taxi companies and regulators led to launch of JustGrab

A promotional graphic for JustGrab on a dark blue background. In the top left, a white rectangular badge with a distressed border contains a circular icon of two cars and the text 'JustGrab' in bold, followed by 'The New Faster, Cheaper Grab Ride.' in a smaller font. Below this, the text 'Over 50,000 taxis and cars.' is written in large, bold, orange letters, followed by 'Upfront fixed fares.' in the same style, and 'JustGrab.' in white. On the right side, there is a large, stylized orange silhouette of a car with motion lines trailing behind it, suggesting speed.

**JustGrab**  
The New Faster,  
Cheaper Grab Ride.

**Over 50,000 taxis and cars.**  
**Upfront fixed fares.**  
**JustGrab.**



**Cebu City, Philippines**





Kuala Lumpur,  
Malaysia





# Using big data to help manage traffic

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World Bank collaboration on OpenTraffic platform in Malaysia and the Philippines.

Sharing Grab's anonymized GPS data to help governments analyze traffic.



September 2016:

## World's First Public Driverless Taxi Trial - Grab x nuTonomy



Robo-Car Trial  
button features on  
Grab App



**Shaping the future of mobility in  
collaboration with governments.**



# Aim to formulate public policies that:

- steer the development of innovation to improve mobility, safety, and sustainability.
- integrate the features of ride-hailing companies and shared economy companies into existing systems and services in ways that leverage the new services' strengths and features.
- encourage collaboration between public and private sector.