

The building of a super app



Large amounts of capital

Money is needed to acquire users and merchants, and for research and development.



Platform

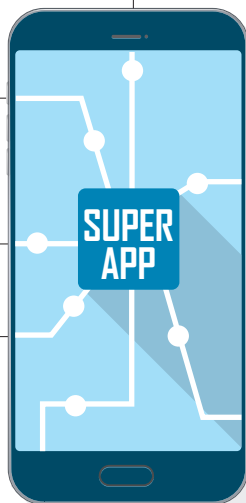
Super apps are built on top of existing services that have already accumulated a large base of users. In Grab's case it is trying to leverage its foothold from ride-hailing, like its competitor Gojek.



Network effect

The more participants there are in the network, the more valuable the network should be, and the costlier it is to leave the network.

What does it take to create a successful super app?



More than the sum of parts

Users must see value in staying within the platform instead of switching to single-purpose apps outside the ecosystem.



Favourable regulatory environment

Regulations surrounding data and competition must be sufficiently flexible and clear.



Mobile payments

A payment infrastructure facilitates commercial transactions, enables rewards programmes and provides important user data. For Grab, this could also be a path towards creating a network effect among its user base.



Marketplace

Connecting users to multiple third-party providers can greatly increase the user base, and provide revenues from take rates and advertising.