



An Analysis of the Professions Chosen by Self-Employed Individuals

A Ready and Verified Workforce of 250,000 On-Demand Workers

- ✓ On-demand workers earn on trusted solution with **integrated financial services** of pension, insurance, upskilling and networking features
- ✓ Mastering **technological expertise in a niche on-demand economy segment**: Viral Supply Onboarding, Streamlined Operations, and Intelligent Monitoring

250,000
On-demand workers

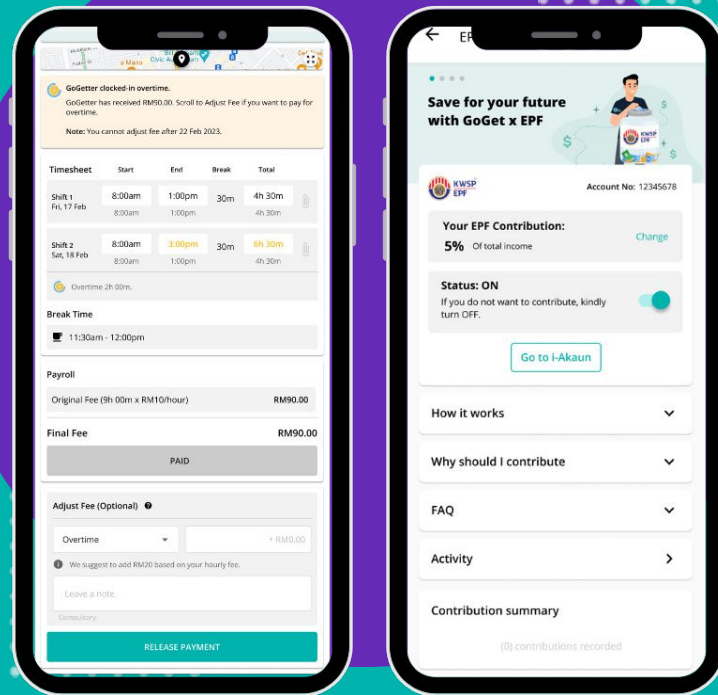
1,500,000
Users

Millions
Jobs posted

98%
Positive user rating

40%
Save with EPF

55:45
Female : Male



What are Platform Based Workers?

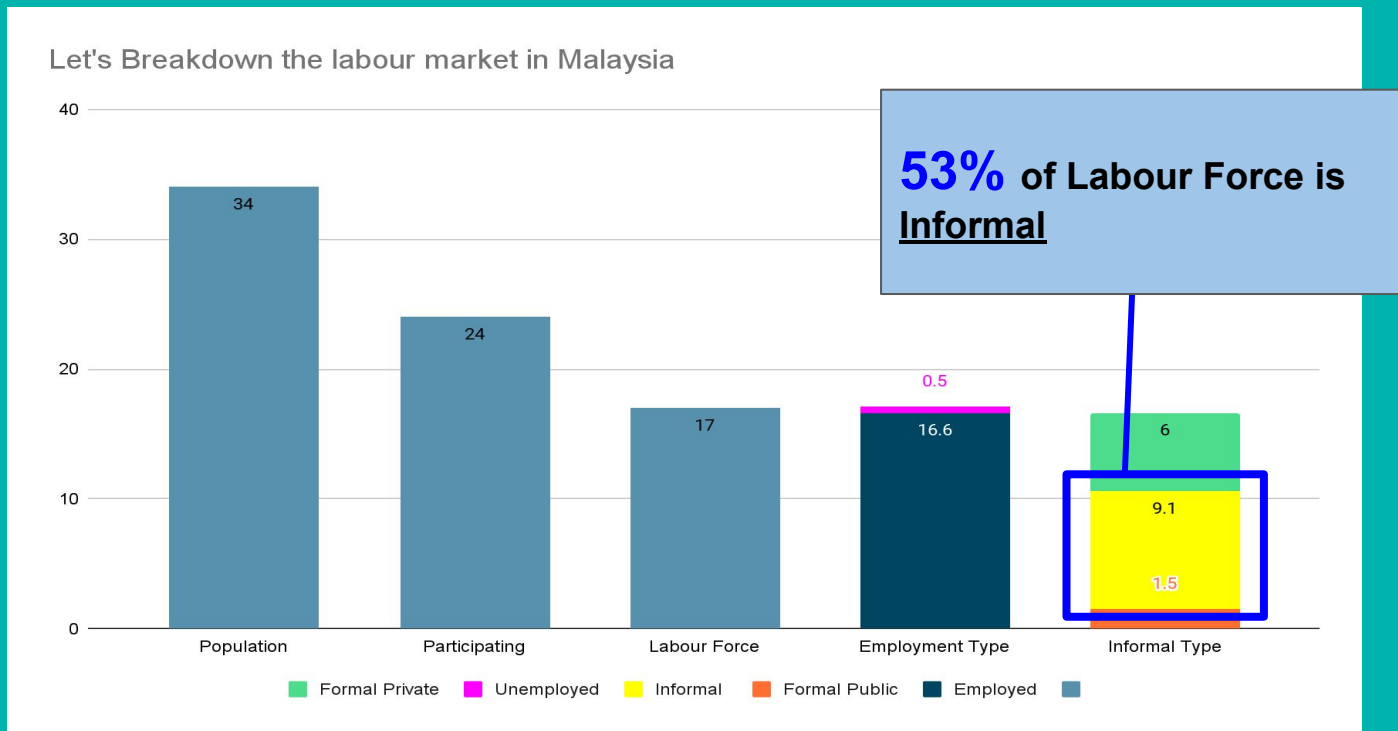
The source of job is via an App.

- Workers who get work or tasks which are posted on a platform or via an app.
 - “At Location”
 - Ride service, Delivery Service
 - Remote
 - Logo Designer, Digital Secretary



What is the size of Platform Workers in Malaysia?

Firstly: 53% of our labour force is “INFORMAL”



Private & Confidential

*Footnote:

Two main buckets within Self Employed:



SELF EMPLOYED

- Platform Workers
- Home Based Workers
- Market Workers
- Street Vendors

Those who work on their own or work as the head of a family firm, a family farm, who don't hire workers



Non-Self Employed (Hired worker)

Working for someone informally:

- Help in restaurant
- Help in warehouse
- Help in stall

Work for an entity/ someone else and is not working on their own.

In Developing Countries:



SELF EMPLOYED

**79% of Informal
workers**

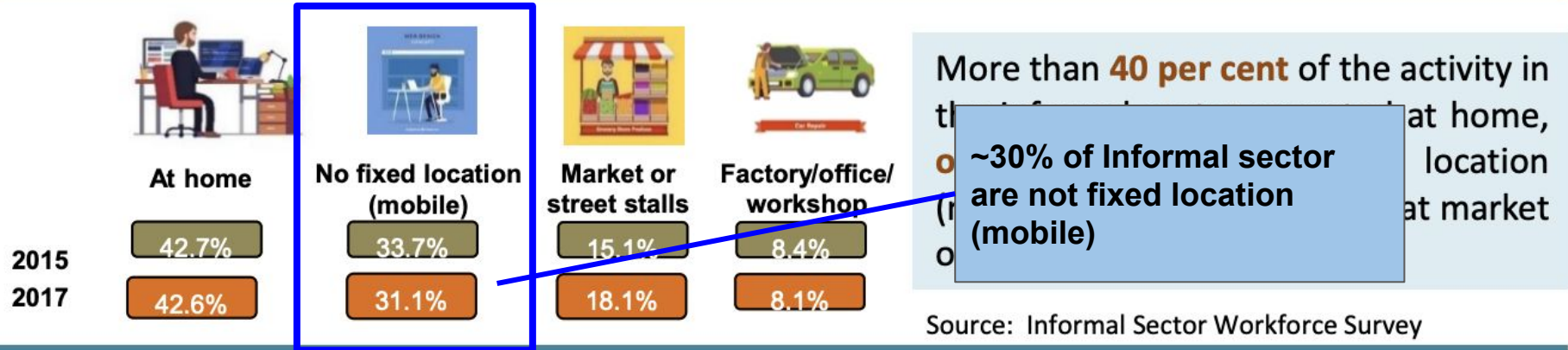


Non-Self Employed (Hired worker)

**21% of Informal
Workers**

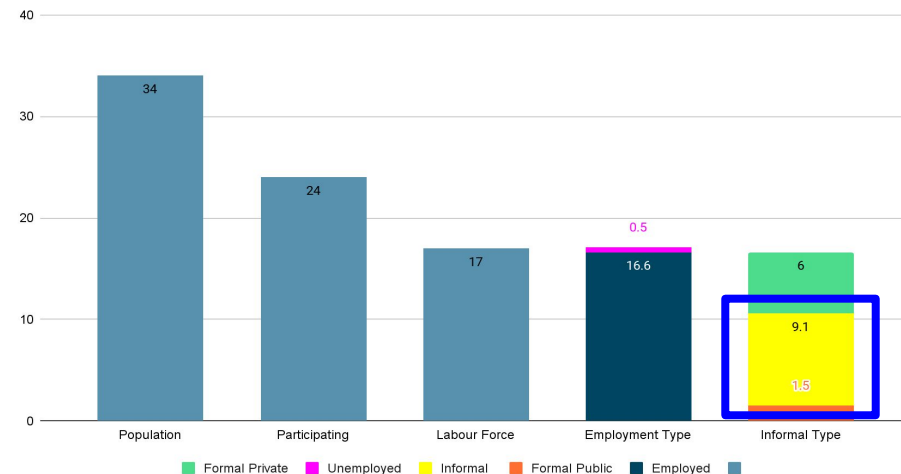
Informal Sector: ~30% are mobile (no fixed location)

Informal employment in the informal sector by type of workplace, Malaysia, 2015 and 2017



Platform Workers: ~3 - 7 Million Workers out of Total 16.6 Million Workers

Let's Breakdown the labour market in Malaysia

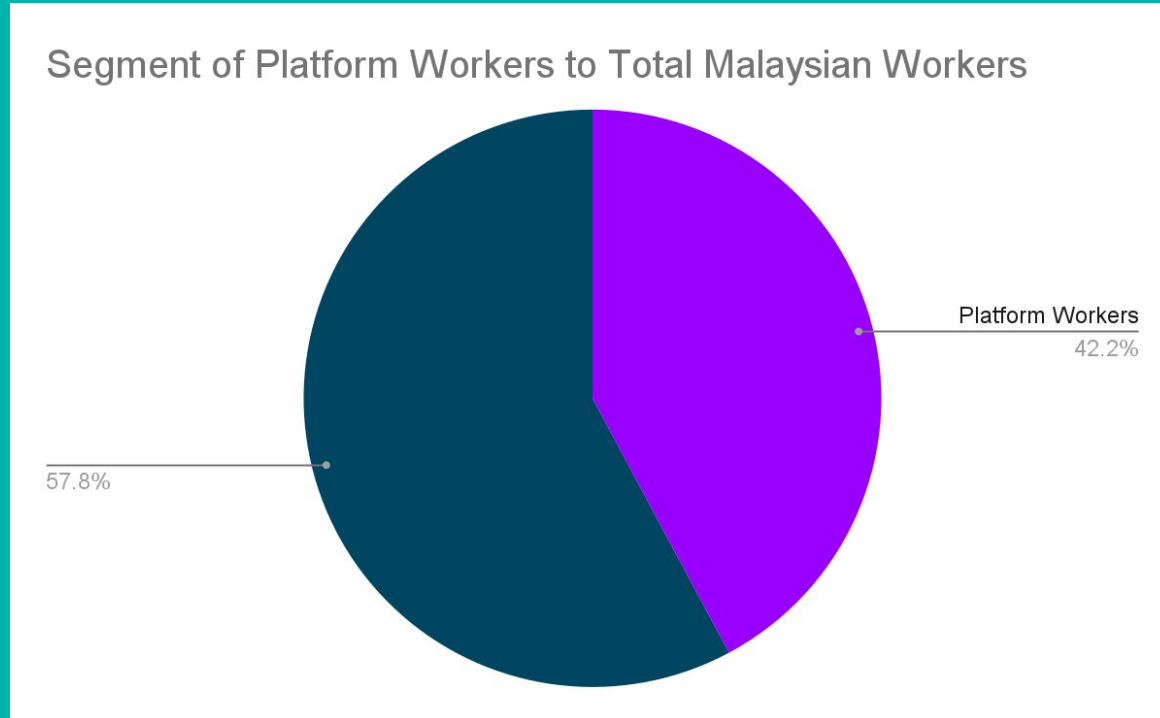


$$79\% \times 9 \text{ Mn} = 7 \text{ Mn}$$



$$30\% \times 9 \text{ Mn} = 3 \text{ Mn}$$

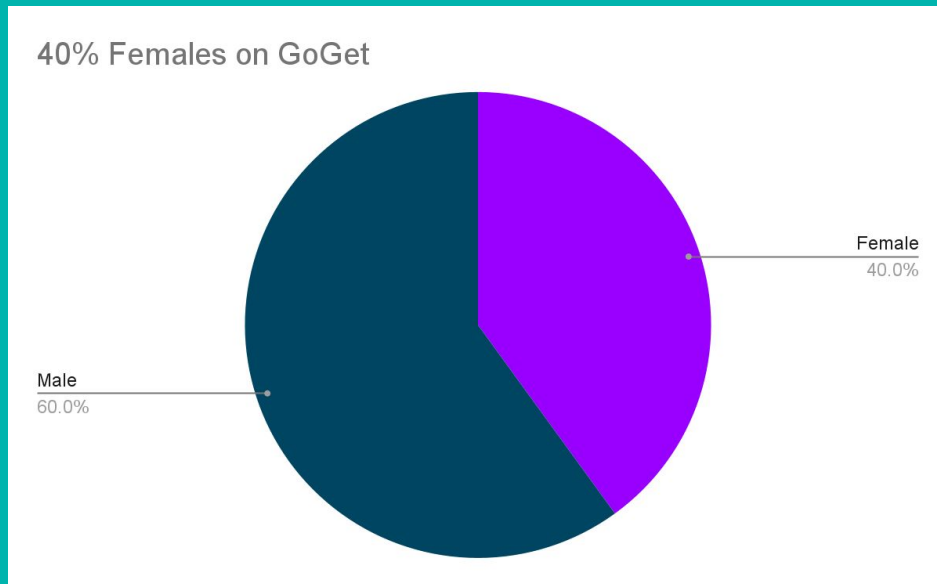
3-7 Million Platform Workers = ~20-40% of Msian Workforce



Private & Confidential

*Footnote:

In GOGET: 40% of GoGet workers are Female: Higher than other platforms



Business

Personal

Logistic



Dispatch



Bulk Order



Packer



Warehouse
Worker



General
Labour



Moving
Bulky Items



Event Staff

Operations



Retail Staff



Kitchen
Helper



Floor Staff



Waiter or
Server



Florist
Assistant



Manning
Booth



Catering
Helper



Usher



Booth Set
Up

Admin



Data Entry



Cheque
Deposit



Stamping



Customer
Service



Admin Staff

Sales / Marketing



Promoter



Caller



Flying

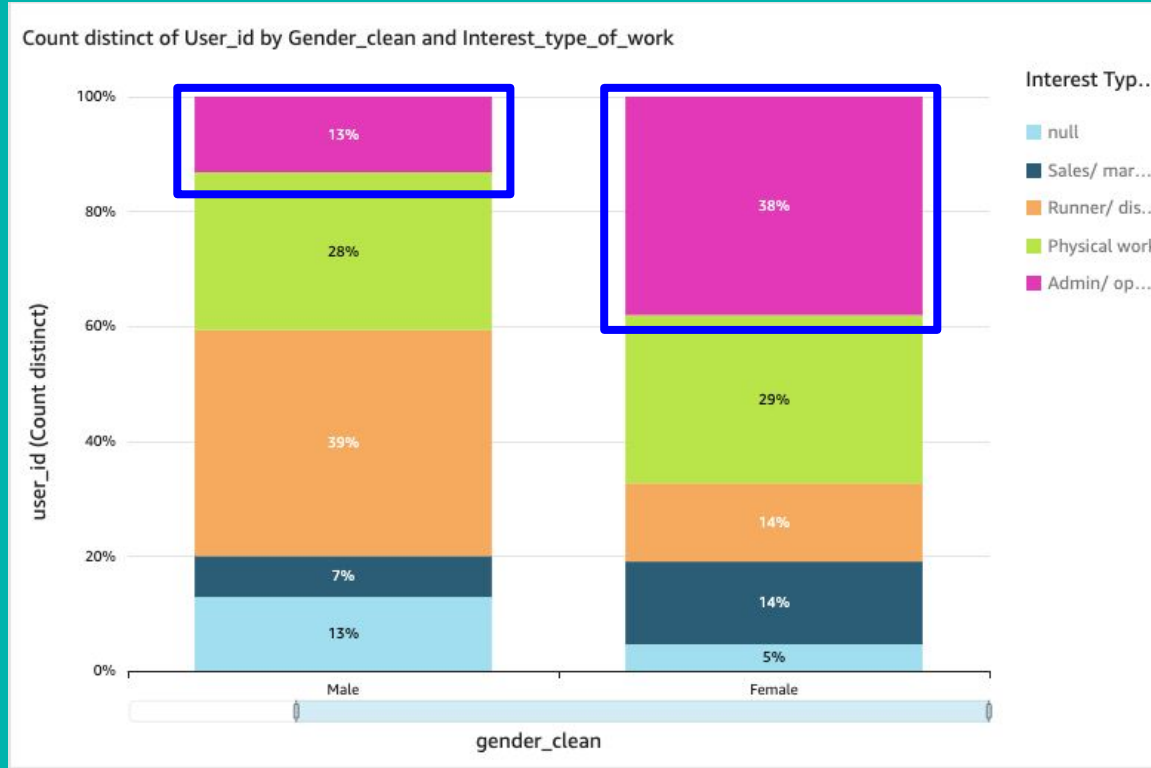


Sales Admin



Salesperson

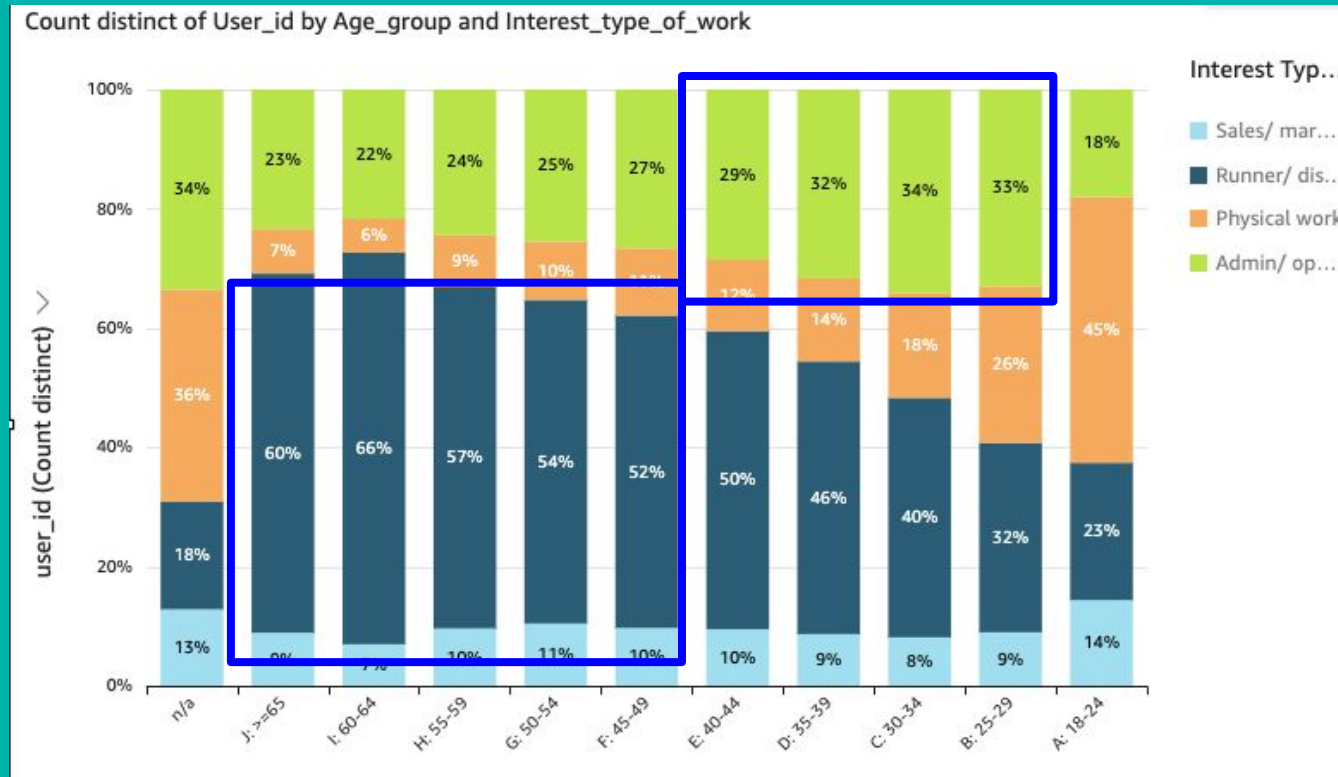
Admin/ Operational tasks has higher female preference



Dispatch/ Runner tasks has higher male preference



Age shows a wide range of preference for job types



Business

Personal

Logistic



Dispatch



Bulk Order



Packer



Warehouse
Worker



General
Labour



Moving
Bulky Items



Event Staff

Operations



Retail Staff



Kitchen
Helper



Floor Staff



Waiter or
Server



Florist
Assistant



Manning
Booth



Catering
Helper



Usher



Booth Set
Up

Admin



Data Entry



Cheque
Deposit



Stamping



Customer
Service



Admin Staff

Sales / Marketing



Promoter



Caller



Flyering



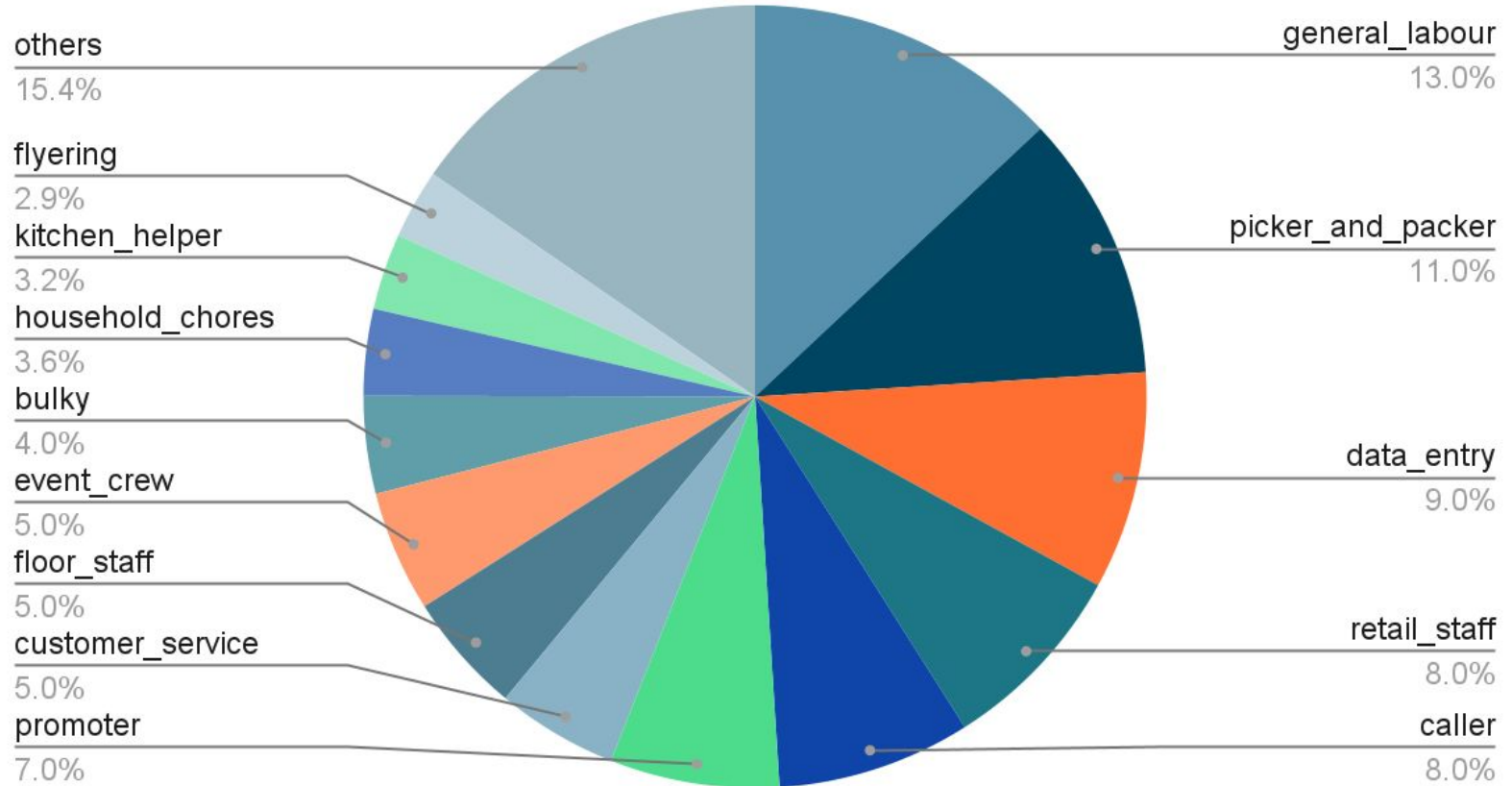
Sales Admin



Salesperson

**43% of GoGetters do
more than 1 job type**

Points scored



- 94% GoGet Workers think should be insured when doing GoGet jobs
- 46% GoGet Workers claim they do not fully understand Insurance
- 60% GoGet Workers claim they do not know what insurance types there are
- 28% GoGet Workers say they will take insurance no matter what income levels The remaining 72% Need at least RM1K or more income before they consider to buy insurance

Data Entry

GoGetters receive data entry and digital skills training on the job

- GoGet's flexible workforce provided a scalable solution, allowing them to rapidly ramp up their data entry capacity to meet the urgent deadline.
- GoGetters have consistent income daily

80

GoGetters per day

5

Month project duration

98%

Completion rate

< 1%

Error rate

PROMOTER

Lazada

Explore and grow sales skills with Promoter jobs for sales activation

- A leading E-Commerce platform in Southeast Asia required comprehensive support to strategically **launch and promote** their new e-wallet feature across **2 major malls** in 2 different states.
- GoGetters provided essential support to promote the new feature from door-to-door, distributing balloons and flyers, managing lucky draw booth and more!

160

Manpower

2

Different states
in 2 days

320

shifts

Retail Store Assistant | Retail Fashion

GoGetters were trained as sales assistants for a retail fashion company



Business Opportunities

- A retail chain needed a part-time solution to combat their staffing issues at their stores during the Ramadan and Raya period.
- GoGet helped to train up 449 GoGetters as part-time floor staff and sales assistants.

449

GoGetters verified and trained as floor staff and sales assistant

12

GoGetters staffed in each outlet across Klang Valley

2.2k

Total hours of jobs completed by GoGetters for this job scope

257

Jobs posted and fulfilled by GoGet

Call Center Skills building | E-commerce

Call Center leverages GoGet's part-time staffing solution



Business Opportunities

- GoGet built a team of telesales callers for a period of 3 months to contact potential sellers to utilise the business partner's services
- GoGet projects shortlisted, managed and deployed GoGetters for training and subsequent shifts

13

GoGetters trained for telesales calling.

3k

Total hours completed by GoGetters for telesales caller job.

1 week

Lead time from set up to deployment

Warehouse Packers | Warehouse

Learn about Ecommerce and Logistics



Business Opportunities

- An e-commerce marketplace platform engaged with GoGetters to assist packing orders during their peak sale campaign
- GoGet helped to recruit warehouse assistants and manage GoGetters throughout this project period

64

GoGetters verified and trained as warehouse assistants

1,121

Jobs posted and fulfilled by GoGet

OUR VISION

To be the
leader in
bringing
flexible work
to the world
sustainably

Gig economy workers must be **equally protected** with financial inclusion and benefits for a safe working environment.



Learning & Skills

Digital verification

Online learning

Upskilling



Network & career

Regular clients

Resume

Grow expertise



Financial benefits

Earning

Insurance/ Savings

Rewards

On-demand jobs build resumes that yield longer-term jobs



David Halen
30 years • Shah Alam, Selangor • Malaysian
★★★★★ (4.8)

Note from the GoGetter

I have 3 years work experience in Forever Young Warehouse. I aced at delegating tasks and maintaining work-life balance.

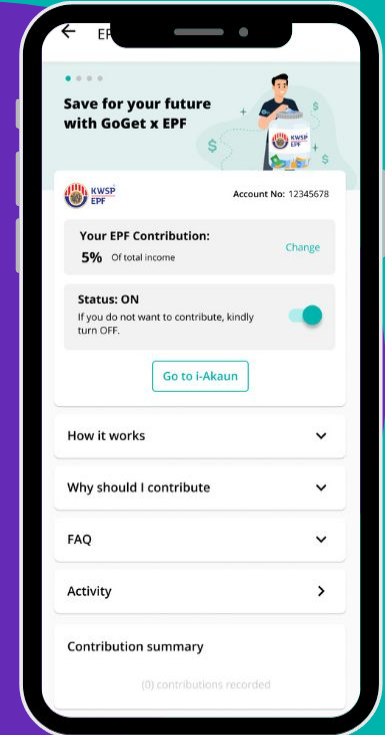
24 Job Completed 24 Months as GoGetter

About me
A GoGetter since 2019 whom has experience in warehouse job scopes from unpacking, sorting items, to packing and labeling. Has experience with Warehouse Management System.

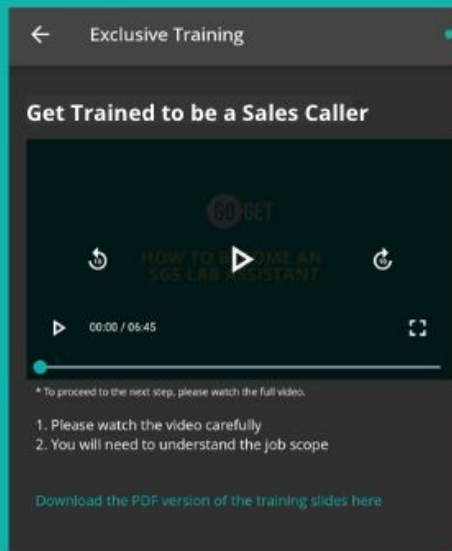
Job experience [See More](#)

100	Warehouse Worker jobs completed	★ 4.8 Average
24	Packer jobs completed	★ 4.8 Average
12	Waiter jobs completed	★ 4.8 Average

Previously worked with

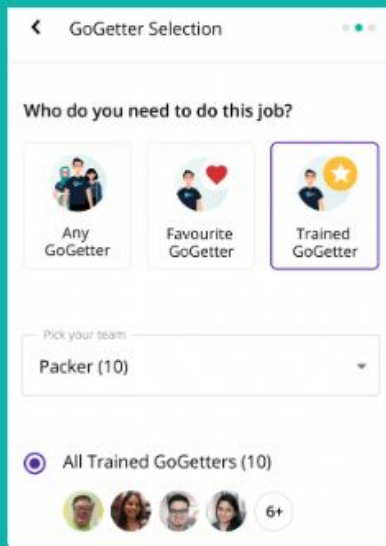


Network and Build skills



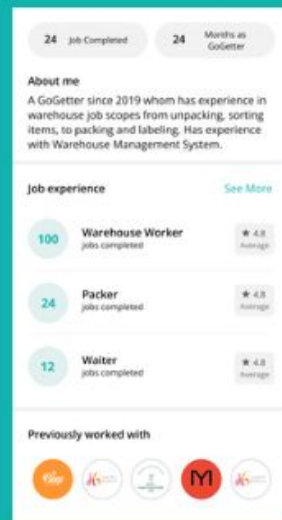
Training and upskilling

Mobile-first training to empower people to get trained wherever they are



Build Network

Companies are able to build a team of regular workers and GoGetters can have regular jobs



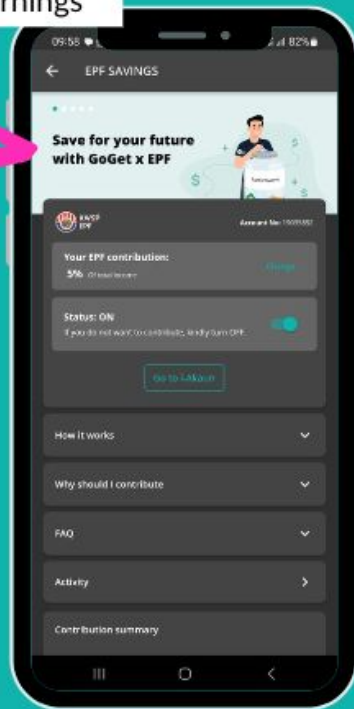
Find long term jobs

Every job on GoGet adds to the long term resume and can be used to apply for long term jobs

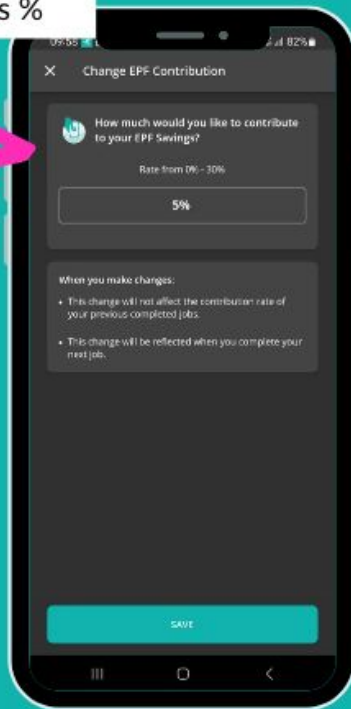
Launched first integrated EPF savings program



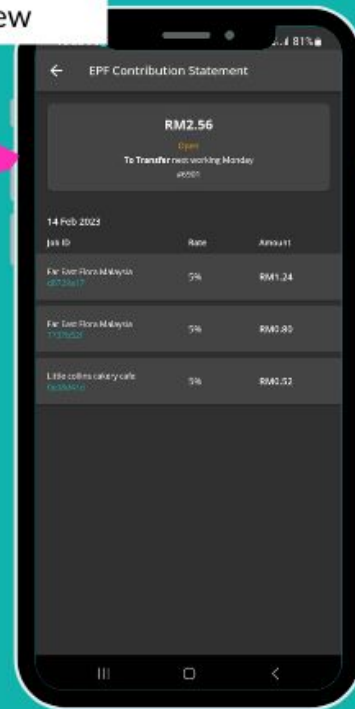
Save your earnings



Customise savings %



Track and view



GoGet promote SKSPS to GoGetters



DAH DAFTAR SKSPS?
STAY PROTECTED WITH SOCIAL SECURITY
COVERAGE FOR RM46.60/YEAR (NP: 232.80)

CLAIM YOUR BENEFIT

GoGet promotes SKSPS to GoGetters via in app banner and announcements.

SKIM KESELAMATAN SOSIAL
PEKERJAAN SENDIRI (SKSPS)



ONLY RM0.19 PER DAY!

BENEFITS



HOW IT WORKS



FAQ on SKSPS



Create the awareness and benefits of SKSPS

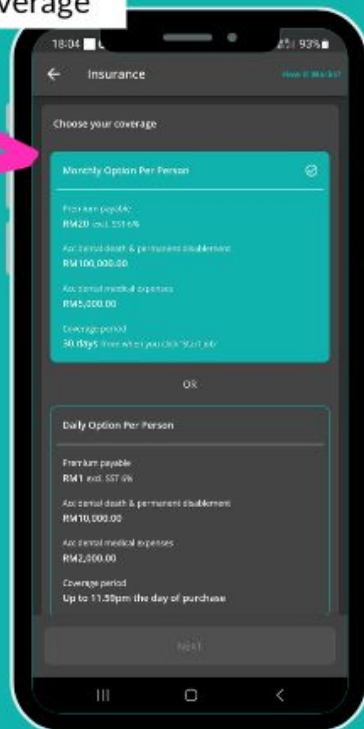


Redirect GoGetters to register

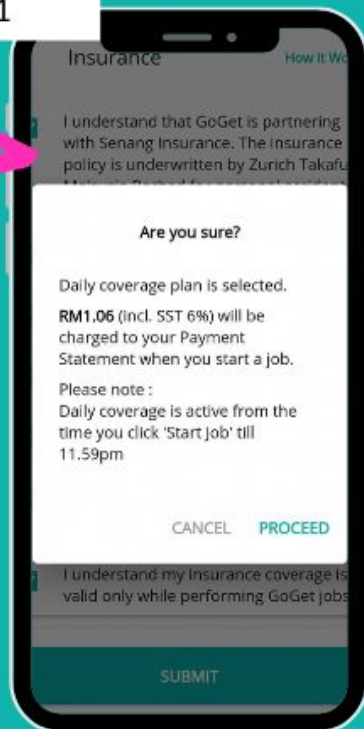
Launched on demand insurance for personal accident



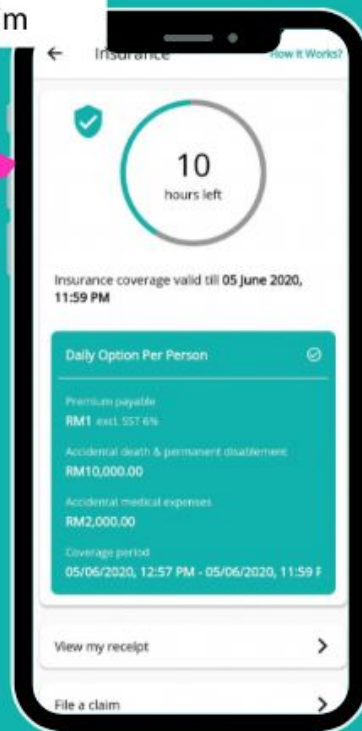
Choose coverage

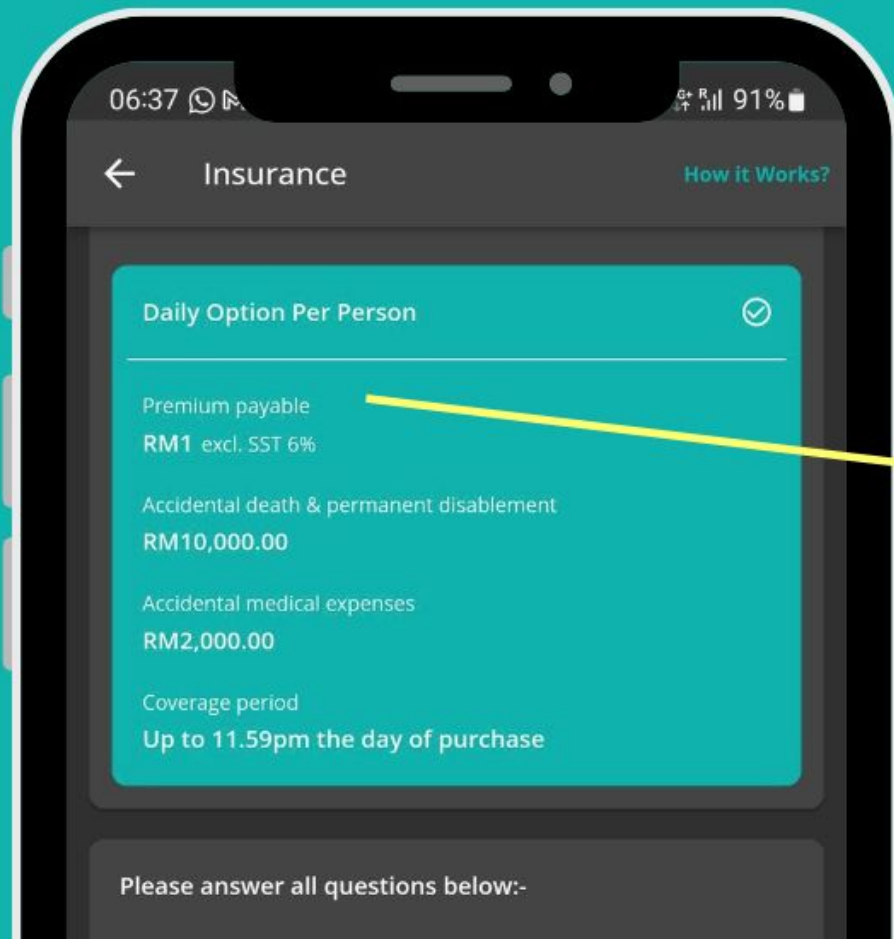


Pay as low as RM1



Track and claim





Bite size and affordable - Daily or monthly rate

Create education content pieces in-app



Why buy Insurance?



FAST & EASY

Buy daily or monthly insurance coverage directly from GoGetter App



AFFORDABLE

Get Insured when doing GoGet Jobs for up to RM100,000 for less than RM1 per day



SPEEDY CLAIMS

File claims and track them online



When am I covered?



When is my insurance activated?




You must press "Start Job" for the insurance coverage to commence.




When am I eligible for coverage?

Insurance is only active and covers during a Job that is carried out on the GoGetter mobile application.

[Learn more](#)

 **Support**  

GoGetter 

GoGetter Insurance

What is the insurance feature about?

How does the insurance feature work?

What are the insurance coverage options offered?

Why should I purchase insurance?

Who is eligible to purchase insurance?

[SEE ALL 19 ARTICLES](#)

How might we make social protection for gig better?



Open minded

Forward thinking and creative



Create daily and monthly products for jobs in all sectors



Willing to invest

Set aside to build APIs



Allow platforms like GoGet to integrate via APIs to SOCSO



Resourceful

Used existing product: payment portal



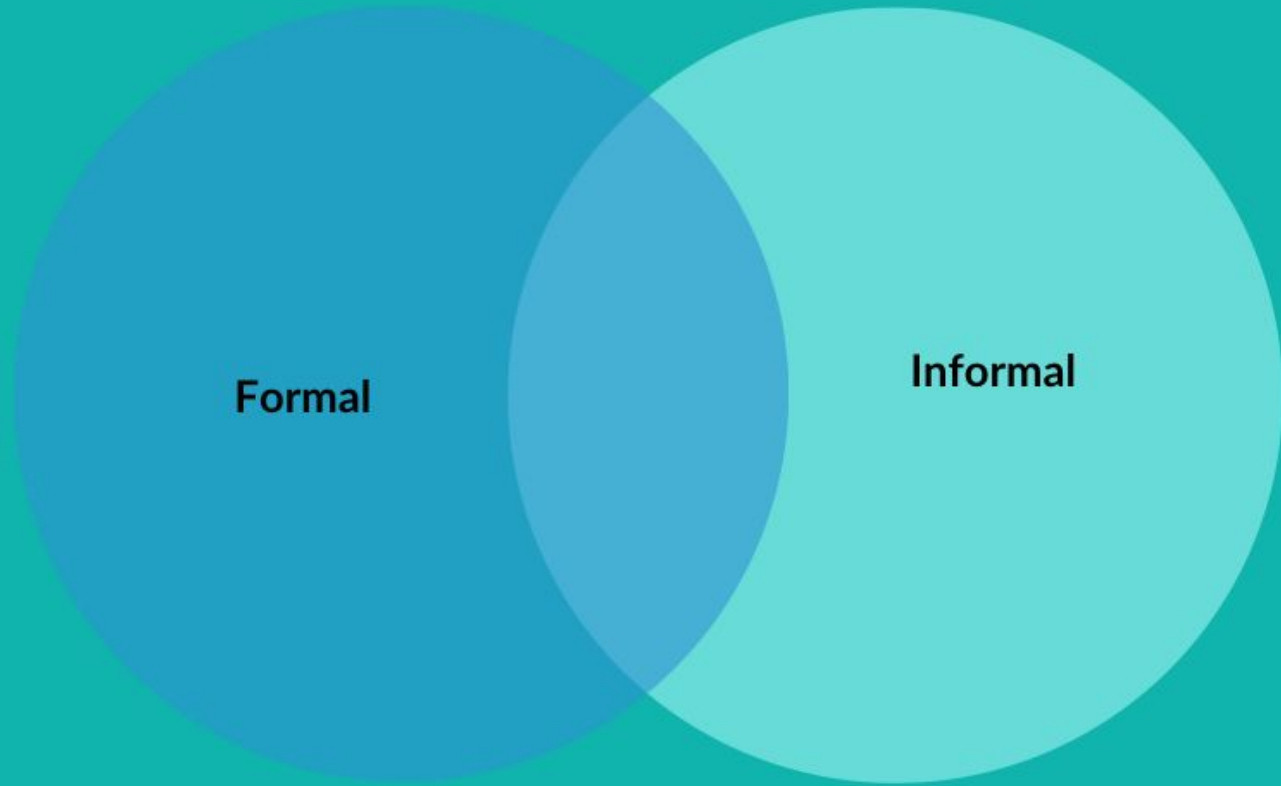
Allow platforms to contribute via payment portal on behalf of workers

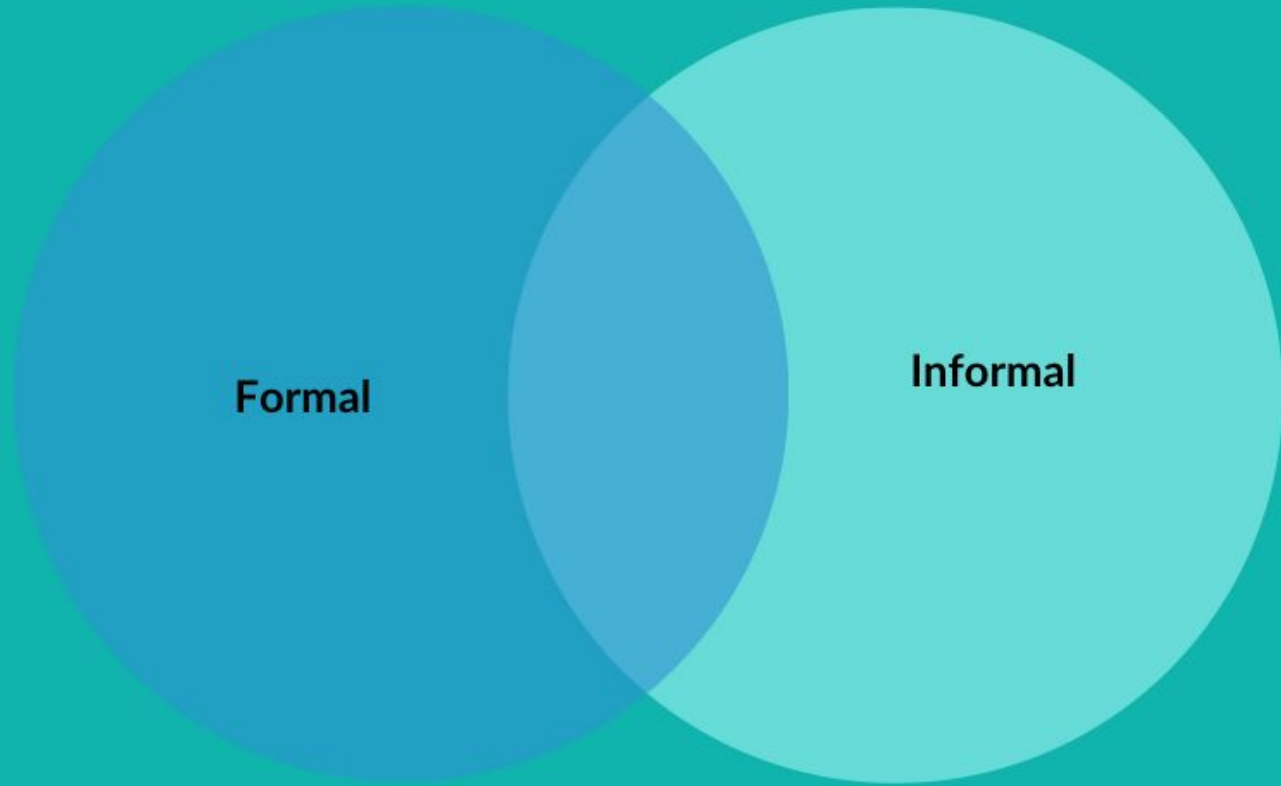


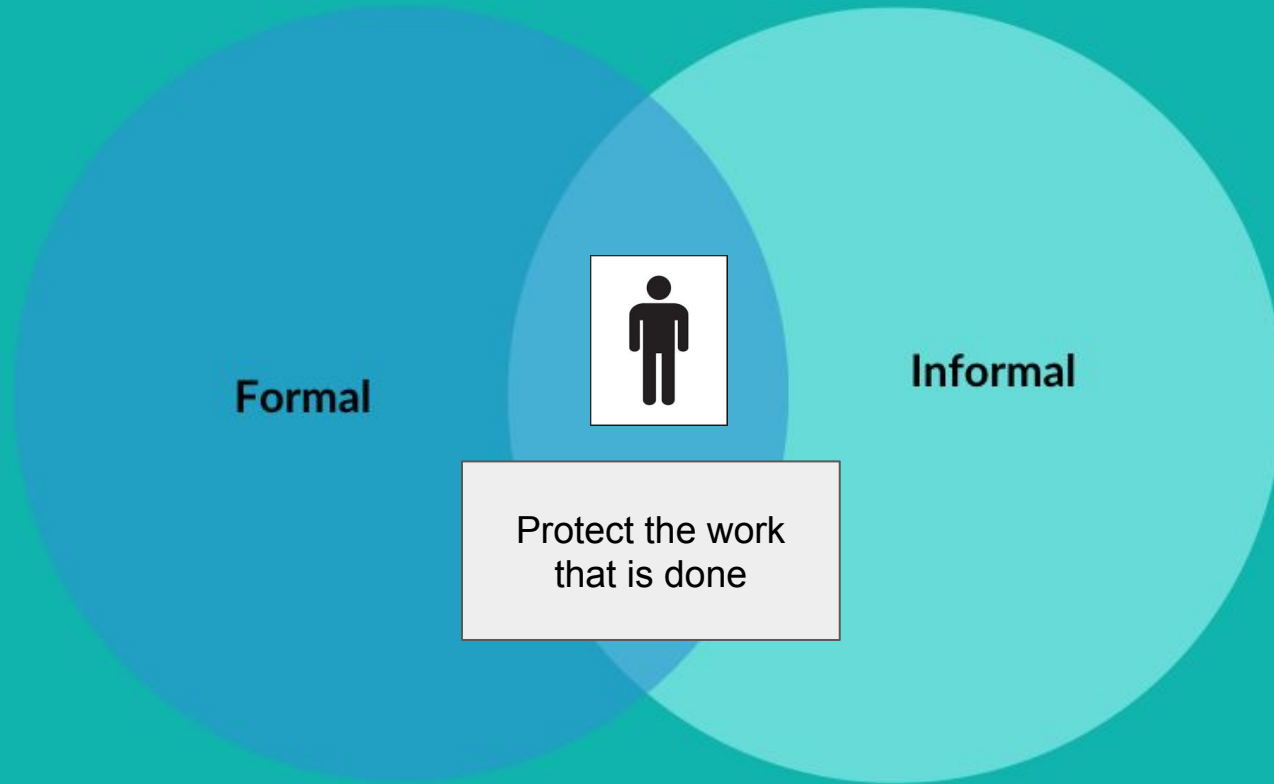
The image features a teal background with a vertical gradient bar on the right side. Two circles are positioned side-by-side in the center. The left circle is a medium blue and contains the word 'Formal'. The right circle is a light cyan and contains the word 'Informal'.

Formal

Informal







Formal



Informal

Protect the work
that is done

Empowering the Future of Work Sustainably with Partners



THE UNITED NATIONS SECRETARY-GENERAL'S
TASK FORCE ON DIGITAL FINANCING
OF THE SUSTAINABLE DEVELOPMENT GOALS



MALAYSIA NEWS

GoGet, a platform for verified part-timers in Malaysia, wins UNCDF's Finlab B40 Challenge



GoGet invited as a Panelist on World Economic Forum



Congratulations

To Our Digital Economy Group (DEG)
Member On Her Appointment To The
National Employment Council.

Francesca Chia
CEO & Founder
GoGet

EPF partners GoGet Malaysia to launch first integrated EPF savings programme