

Disruptive Innovation

Introducing a new model for rapid post-pandemic Government digitalization

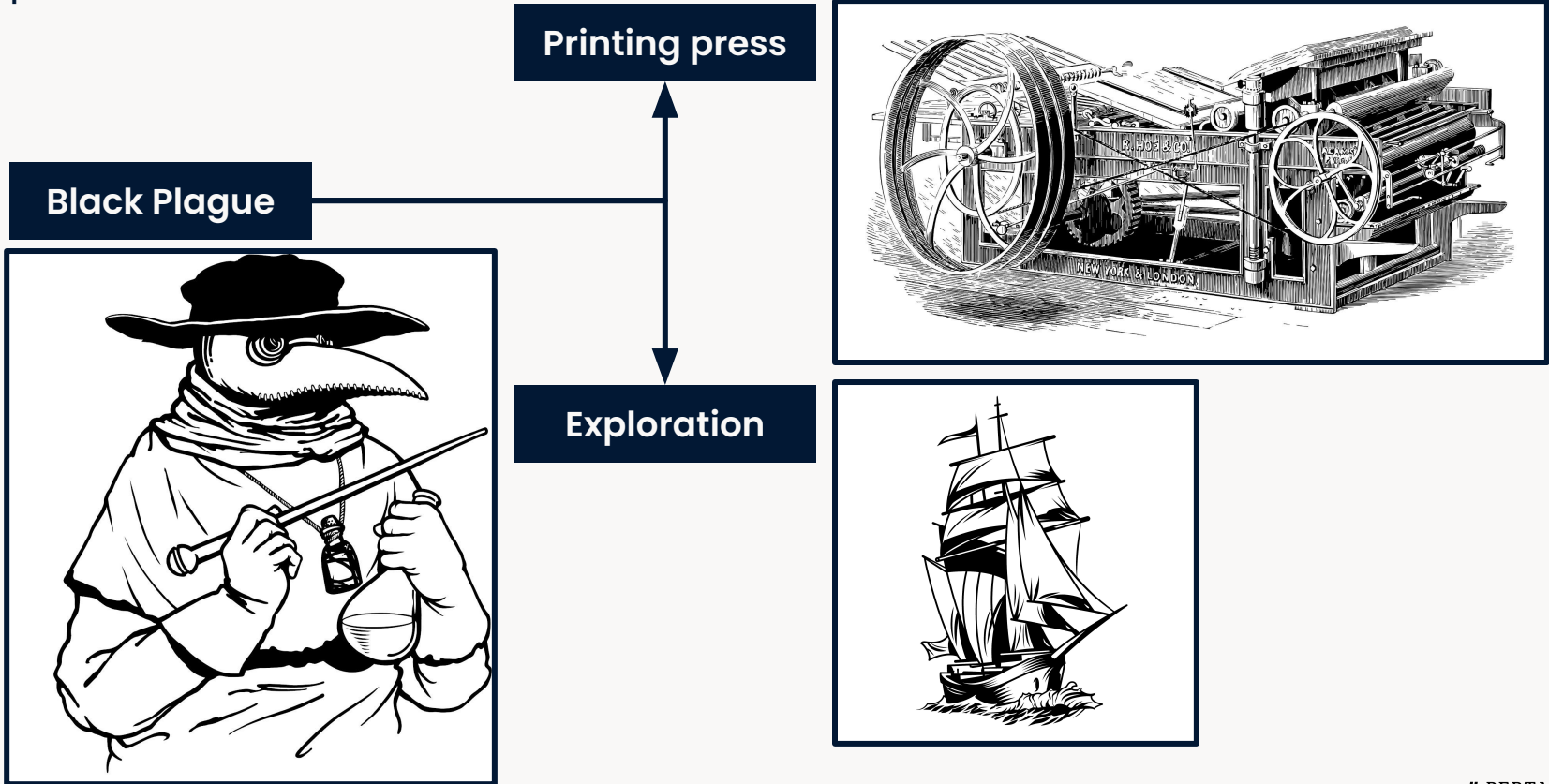
Sabri Rahman


sabri@pertamadigital.com



Dear Front Liners, thank you.

Innovation follows pandemics



A wooden-framed blackboard with white text on a marbled background. The text is arranged in four lines, centered on the blackboard.

THE BEST WAY
TO PREDICT
THE FUTURE IS
TO CREATE IT

Nothing
is impossible

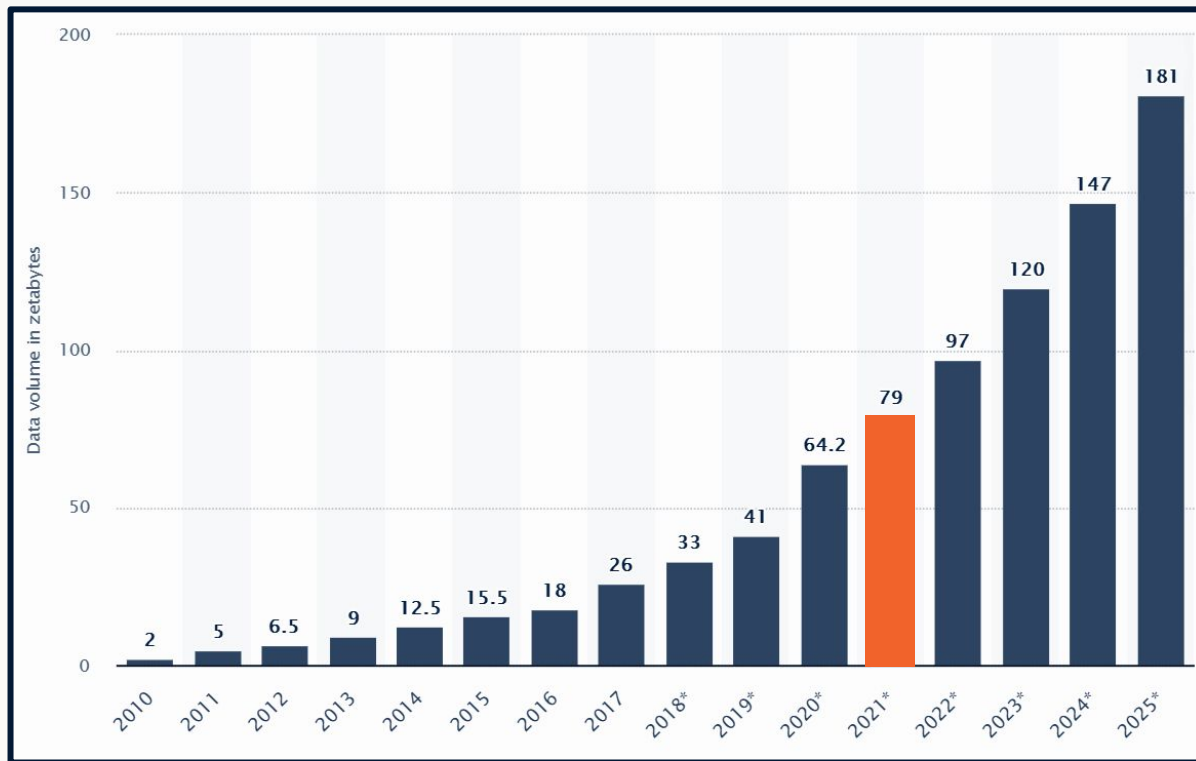
1961

400k engineers
1 mission
0 experience

1969

Total data volume worldwide

2010 to 2025



Riding the waves of change with agility

Travels at 40 km/h

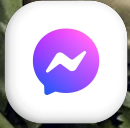
20 minutes to change direction



Travels at 160 km/h

100% agile





Innovation is proactivity

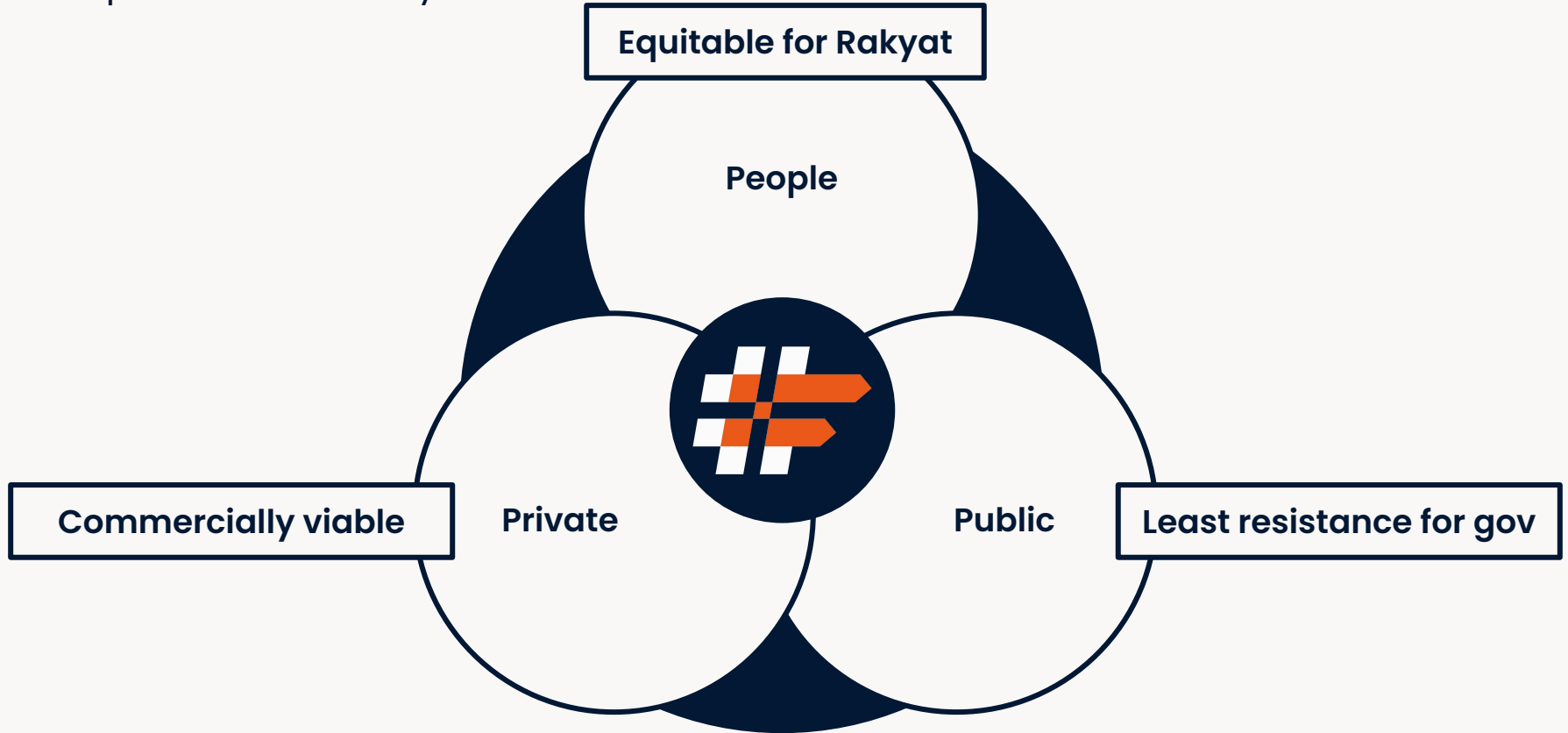
*Ask not what your country
can do for you.*

*Ask what you can do for
your country.*

President John F. Kennedy



Working together to improve our country

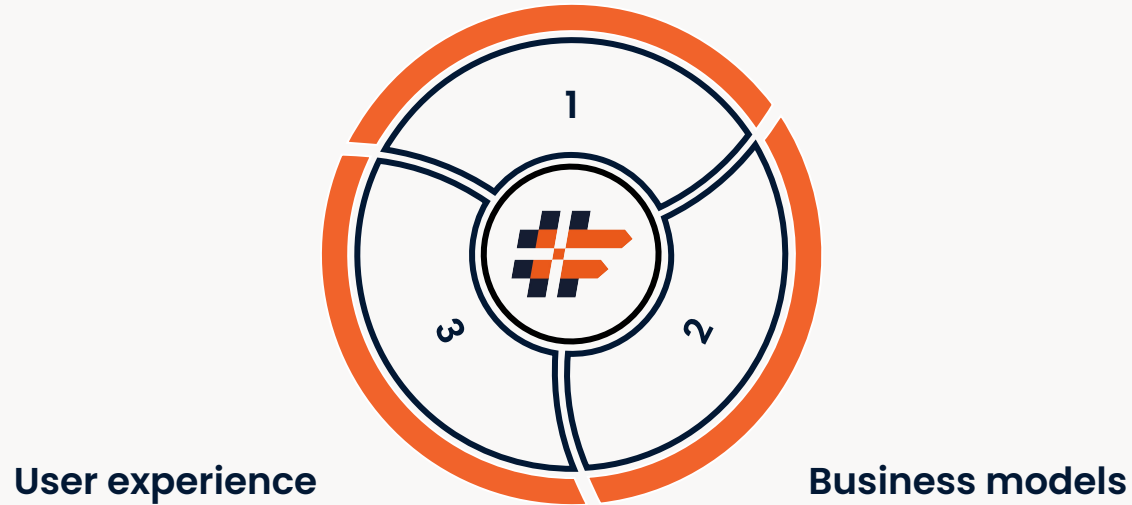




Disruptively innovative event occurred

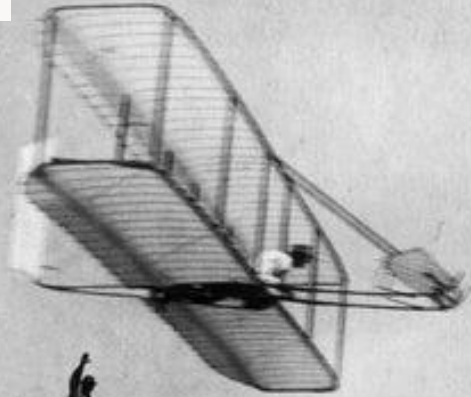


Mindset, culture and perspective



We get what we incentivize.

1903



1933



30 years

2019



2020



1 year

Our eJamin recipe

Mindset, culture and perspective

Brought together public and private sector to focus on overcoming obstacles in order to meet Rakyat's bail payment expectations.



User experience

Delightful, inclusive digital payment experience for the Rakyat in their time of need, resulting in strong adoption from all corners of Malaysia.

Business models

No impact on public budget; eJamin is commercially independent and viable. Compensation directly linked to product performance.

We get what we incentivize.



Pertama Digital wants
your ideas and
perspectives.

Come imagine digital
solutions with us.

For those of us who
need it most.

The future we will create with you

1

**Govtech is
the new
fintech**

2

**Govtech
attracts
venture
capital**

3

**Rakyat
benefits from
innovators
competing in
the govtech
space**

4

**Better
solutions,
deployed
quicker, at
lower costs**

5

**Enhanced
digital
preparedness
for future
calamities**

Thank you.

