



Managing a “mission-driven for-profits startup” from home

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BACKGROUND

1. A survey conducted by Honda Motorcycle in 2014 showed that 42% of Honda motor buyers are women.
2. According to Google, 41.8% Google search on car purchase in Indonesia were done by women.
3. Currently Indonesia is in the list of top 5 countries with the worst road safety, and as a country with the highest number of road accidents in the world. (source : WHO 2014)
4. Road accident significant increase that involves women riders, up to 49,5% only in 2 years. (Source: Indonesia National Traffic Management Centre)
5. Road accident comparison women and men 5:2 (Source: Indonesia National Traffic Management Centre)
6. Getting driver's license in Indonesia has been too easy due to its corrupt system. Many drivers got away with minimum sets of driving skills. Adding to this fact, women drivers generally known to have less driving skills compare to male drivers.
7. Transportation and Automotive, both are masculine industry. There is no current organization or institution that specializes in socializing the importance of riding safety towards women, whereas efficient communication needs a good understanding of female insights.

WHO IS QUEENRIDES?

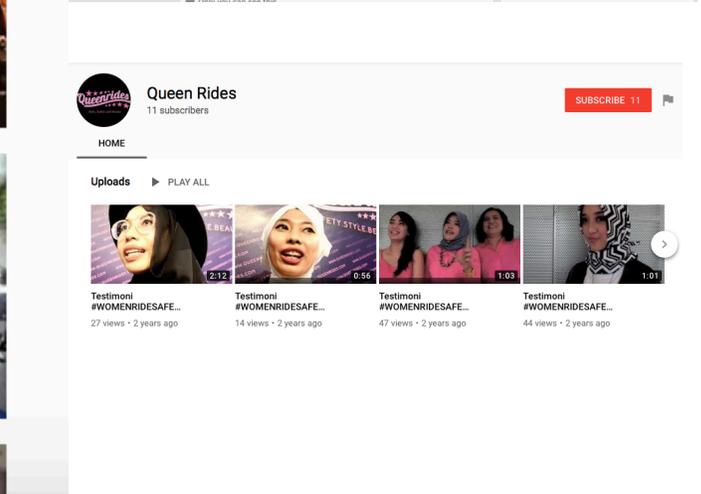
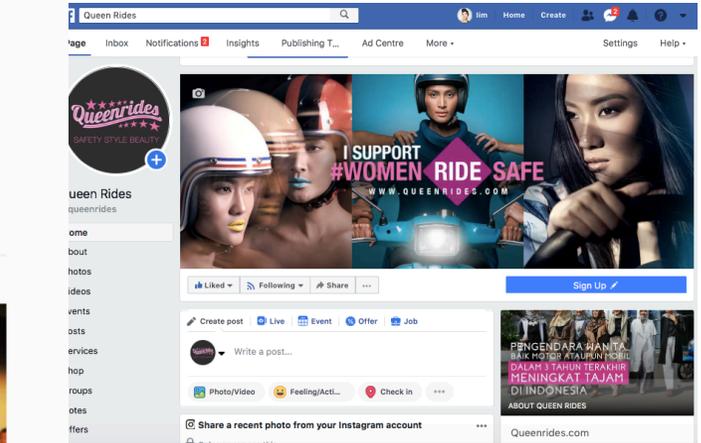
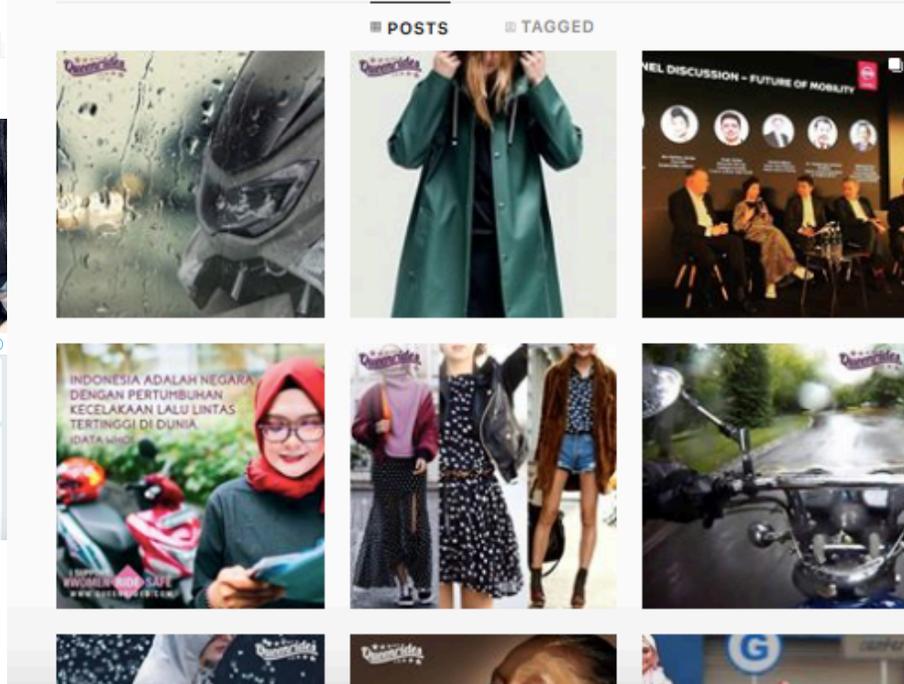
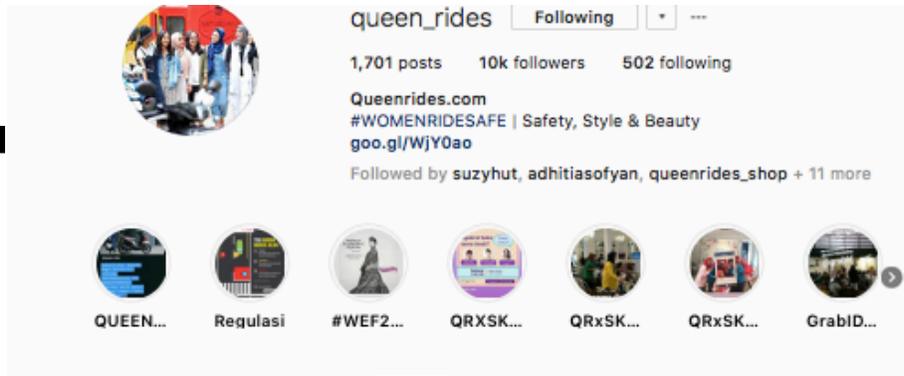
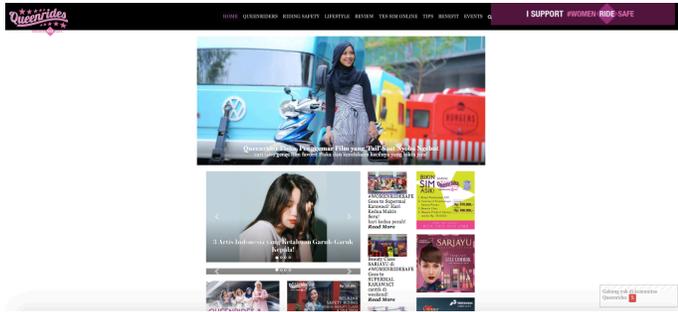


Currently The only female automotive **online** and **offline** platform in the world, founded by a female entrepreneur, dedicated to women riders and drivers, empowering them to ride safely using feminine approach:

SAFETY – STYLE - BEAUTY



THE ONLINE CHANNEL: WEBSITE, INSTAGRAM, FACEBOOK, TWITTER, YOUTUBE



THE OFFLINE CHANNEL: “COFFEE CHAT WITH QUEENRIDES”

Regular and well planned event every month



SAFETY RIDING EDUCATION
W/ TRAFFIC POLICE



SAFETY FASHION W/
QUEENRIDES



STAY BEAUTIFUL ON THE ROAD
W/ QUEENRIDES (BEAUTY
CLASS)



SAFETY RIDING EDUCATION
W/ MINISTRY OF
TRANSPORTATION



YOGA ON THE ROAD W/
QUEENRIDES



THE CAMPAIGN : USING HIGH FASHION
APPROACH TO CREATE WORD OF MOUTH –
TO DISRUPT THE REGULAR SAFETY
RIDING CAMPAIGN



INDONESIA.
A COUNTRY WITH
THE FASTEST GROWTH
OF ROAD ACCIDENT NUMBERS
IN THE WORLD.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

Source : Global Status Report
on Road Safety by Who

I SUPPORT
#WOMEN RIDE SAFE
WWW.QUEENRIDES.COM





ROAD ACCIDENT NUMBERS
IN INDONESIA
INCREASES UP TO 80%

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

I SUPPORT
#WOMEN RIDE SAFE
WWW.QUEENRIDES.COM

Source : WHO 2014



3 PEOPLE DIE
EVERY HOUR IN INDONESIA
FROM ROAD ACCIDENT.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

Source : WHO 2014

I SUPPORT
#WOMEN RIDE SAFE
WWW.QUEENRIDES.COM

Queenrides
★★★★★

87.5% OF ROAD ACCIDENTS
HAPPEN BECAUSE OF
DRIVER'S BAD BEHAVIOR.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.



I SUPPORT
#WOMEN RIDE SAFE

WWW.QUEENRIDES.COM

Source : Indonesian Traffic Corps 2013



Queenrides

THE RATIO OF
ROAD ACCIDENT NUMBERS
BETWEEN MALE AND FEMALE DRIVERS
ARE 5 : 2

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

I SUPPORT
#WOMEN RIDE SAFE

WWW.QUEENRIDES.COM

Source : Indonesian
Traffic Corps 2014-2015

Queenrides

I SUPPORT
#WOMEN RIDE SAFE

WWW.QUEENRIDES.COM

THE 49.5% GROWTH OF
MOTORCYCLE ACCIDENT
IN INDONESIA
INVOLVES WOMEN.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

Source : Indonesian Police Metro 2014



80% OF INDONESIAN WOMEN
DRIVE TO WORK
TO HELP SUPPORT
THEIR FAMILY.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

Source : Queenrides survey on
800 female drivers age 24 - 40.

I SUPPORT
#WOMEN RIDE SAFE
WWW.QUEENRIDES.COM





Queenrides



WOMEN DRIVERS
ARE EASY TARGET
OF ROAD CRIMES.

TIME FOR INDONESIA WOMEN
TO BE CONSCIOUS TO RIDE SAFE.

I SUPPORT
#WOMEN RIDE SAFE

WWW.QUEENRIDES.COM

The Campaign : Social Media Campaign



queen_rides • Following

queen_rides Survey Queenrides yang melibatkan 2500 perempuan di Indonesia menyebutkan, 80% perempuan menggunakan mobil dan motornya untuk mendukung ekonomi keluarga. Perempuan menjadi tulang punggung keluarga, tapi pada saat yang sama, dia juga terancam keselamatannya di jalan raya.

Tiap kali Queenrides melakukan edukasi publik di lapangan, kami selalu mendengar cerita sejumlah perempuan yg pernah kecelakaan di jalan raya. Sedih rasanya, apalagi ada yang cerita sampe 6 kali kecelakaan 😞

Kamu pernah kecelakaan? Share critamu dan tag @queen_rides, ya!



3,015 likes

NOVEMBER 17

Add a comment...



queen_rides • Following

queen_rides Perempuan sering dibawa perasaan, bener ga? Liat kucing terkapar di jalan raya, ga tega. Liat orang sakit di pinggir jalan, ga tega. Padahal ngga jarang, semua itu adalah jebakan agar kita menghentikan kendaraan dan cerita selanjutnya bisa ketebak, jadi korban kejahatan.

Menurut Mbak @bukancitrabiasa, kejahatan di jalan raya bisa dihindari antara lain dengan ga gampang baper. Apalagi jika kita lagi berkendara malam hari, sedikitpun jangan berhenti jika kita lihat ada orang yang terlihat sakit di pinggir jalan, karena ((bisa jadi)) itu jebakan yang dibuat penjahat agar bisa beraksi merampas, either kendaraan atau barang berharga lainnya. Empati boleh, tapi tetap hati-hati ya, Girls!



2,267 likes

OCTOBER 2

Add a comment...

The CAMPAIGN : Millennial Friendly Social Media Campaign



queen_rides • Following

queen_rides Survey Queenrides yang melibatkan 2500 perempuan di Indonesia menyebutkan, 80% perempuan menggunakan mobil dan motornya untuk mendukung ekonomi keluarga. Perempuan menjadi tulang punggung keluarga, tapi pada saat yang sama, dia juga terancam keselamatannya di jalan raya.

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Kamu pernah kecelakaan? Share citramu dan tag @queen_rides, ya!

3,015 likes

NOVEMBER 17

Add a comment...



queen_rides • Following

queen_rides Queenriders, tahu gak sih kalau salah 1 komponen mobil yang wajib diganti kalau mau perjalanan jauh itu adalah oli? Yup! Udah common banget yaaaa! Tapi, sebagai perempuan, jarang lho yang tau jenis atau kriteria oli yang tepat untuk perjalanan jarak jauh. Well, it's okay, karena emang itu kerjaannya Mas-Mas di bengkel. Lol! Tapi apa salahnya untuk tambah pengetahuan soal ini? Toh, jadi keuntungan juga buat kita, supaya gak ditipu siidid! Yay!

2,264 likes

OCTOBER 1



queen_rides • Following

queen_rides Perempuan sering dibawa perasaan, bener ga? Liat kucing terkapar di jalan raya, ga tega. Liat orang sakit di pinggir jalan, ga tega. Padahal ngga jarang, semua itu adalah jebakan agar kita menghentikan kendaraan dan cerita selanjutnya bisa ketebak, jadi korban kejahatan.

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2,267 likes

OCTOBER 2

Add a comment...



queen_rides • Following

queen_rides Kalau sedang beraktifitas, barang apa sih yang gak bakal pernah kamu tinggalkan di rumah? Dompot? HP? Power Bank? 🤔

Gimana dengan 'amunisi' kecantikan kamu sepanjang hari? Pastikan facial wash, moisturizer, dan bedak gak ketinggalan lho, Girls.. Pas banget tuh untuk bikin kamu selalu segar dan tetap semangat!

📍 goo.gl/OguDFI (klik link di bio)

#Queenrides #Queenriders #WomenRideSafe #QueenridesCommunity #QueenridesBeauty #LadyBikers #WomenRiders #WomenDrivers #SafetyRiding #RoadSafety #SafetyFirst #beautyoftheday #beautywithpurpose

3,079 likes

4 DAYS AGO

Add a comment...



queen_rides • Following

queen_rides Girls! Menurut kamu, apa sih rahasianya terlihat cantik setiap saat? Hmm... perawatan muka dari dokter terkenal? Suplemen? Minum air putih? Atau makeup yang selalu ceter? Well! You have your own answer, don't you?

Tapi ternyata, percaya ga percaya, kecantikan luar kita ini, bisa terlihat kalau kita juga cantik secara batin aka inner beauty! Beneran lho girls! Gak percaya? Ini dia 5 jurus itu terlihat cantik setiap waktu!

- 👉 Berani Mengakui dan Menerima Kekurangan Dalam Diri Kita
- 👉 Fokus dan Kembangkan Diri
- 👉 Selalu Bersikap Ramah
- 👉 Tampak Bersih dan Cerah
- 👉 Saling Membantu Sesama

3,010 likes

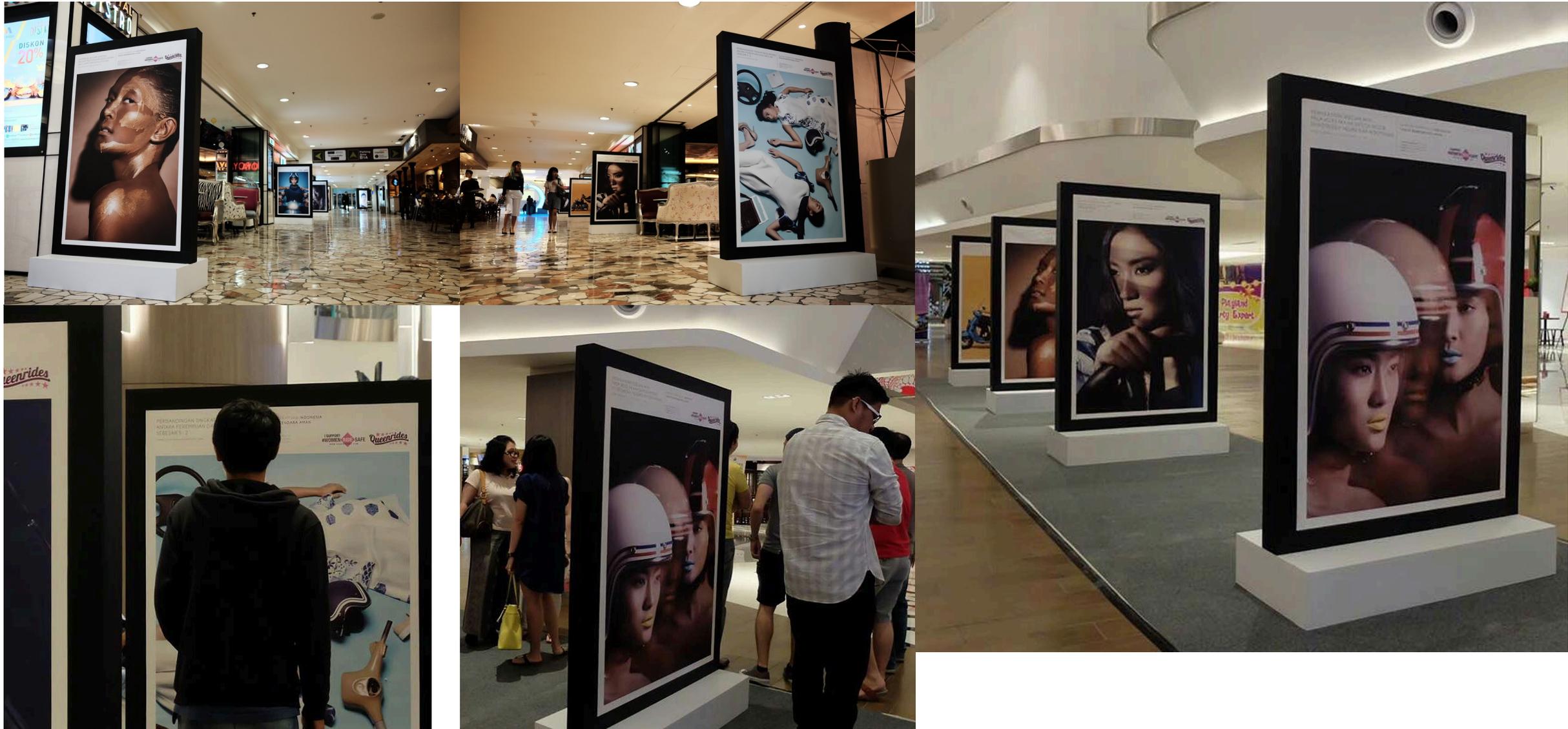
NOVEMBER 15

Add a comment...

The OFFLINE Campaign : Giant Screen in Malls.



The OFFLINE Campaign : Photo Exhibition in Malls



THE IMPACT : TRENDING TOPIC AND FREE PUBLICITY LOCAL AND GLOBAL

More than 350 media (online, TV, Radio, Print)



BUSINESS FEATURES INDONESIA PROFILE
This Indonesian startup wants to help women drive more safely
 With a mission to empower women to ride cars and motorcycles safely, Queenrides claimed that it is on the way to reach break-even point soon
 By Anisa Nur A. Maulani 30 Sep, 2016



Bohol Hosts OCEAN 16 Summit | Bohol News Daily
 Bohol Hosts OCEAN 16 Summit by admin | Nov 26, 2016 | Headlines, Tech Talk | 0 comments
 The Province of Bohol hosted the Open Collaboration of Ease Asian Nations 2016 Summit (OCEAN 16) on November 24-26, 2016 at the Be Grand...
 BOHOLNEWSDAILY.COM



Rappler Indonesia @RapplerID
 "Misi @Queenrides adalah mencegah tingginya angka kecelakaan pada pengendara perempuan," kata @iimfahima.
 Berkendara aman, nyaman dan tetap gaya bersama Queenrides
 Melalui slogan komunikasi, Safety, Style and Beauty, komunitas Queenrides menggandeng Road Safety Association dalam menyelenggarakan "Safety Riding ..."



With a mission to empower women to ride cars and motorcycles safely, Queenrides claimed that it is on the way to reach break-even point soon
 Queenrides Founder Iim Fahima Jachja



Rappler Indonesia @Rappl... · 21 Nov
 "Misi @Queenrides adalah mencegah tingginya angka kecelakaan pada pengendara perempuan," kata @iimfahima. s.rplr.co/Q0clBAR

Clarissa Delgado @clarissa... · 25 Nov
 Learning abt amazing work of @iimfahima & @Queenrides in Indo 🙌
 Disrupting masculine auto industry - teaching 200k 🇮🇩 to drive #OCEAN16Bohol



Aulia Masna @amasna · 20 Nov
 This is a good campaign by @queenrides. Hopefully we'll see far fewer traffic accidents.

Budi Santoso @bucin · 20 Nov
 Kempen ini visualnya ciamix

Iim Fahima Jachja @iimfahi...
 80% perempuan Indonesia...

THE IMPACT: More than 200.000 community member, and COFFEE CHAT WITH QUEENRIDES ALWAYS FULL HOUSE



THE IMPACT: QUEENRIDES ACKNOWLEDGED BY PRIVATE SECTORS, NGOs and GOVERNMENT



Queenrides
#WOMENRIDESAFE

THE IMPACT: : FROM 2016-2018 QUEENRIDES HAS EMPOWERED 11.500 WOMEN (AND 9500 MEN) **OFFLINE** and HUNDREDS THOUSAND PEOPLE **ONLINE** TO DRIVE/RIDE SAFELY



Pagi hari ini, saya bersama-sama dengan pengemudi online.

THE IMPACT: BASED ON SURVEY TO 11.500 WOMEN WHO ATTENDED COFFEE CHAT WITH QUEENRIDES.

BEFORE:

Zero awareness about safety riding issue in Indonesia.

AFTER:

1. Have an awareness about the safety riding issue
2. Willing to change their riding/driving behavior
3. Willing to share the safety riding knowledge to their family

LOCAL & GLOBAL ACKNOWLEDGEMENT

QUEENRIDES invited to World Economic Forum Davos 2019, the Founder become panelist “How Autonomous Vehicle Earn Trust” with Jean Todt, President, Fédération Internationale de l'Automobile (FIA) dan Andreas Renschler, Member of the Board of Management, Volkswagen.



One of Young World-Changers WEF Davos 2019

<https://www.weforum.org/agenda/2019/01/meet-the-community-leaders-coming-davos-am19/>

lim Fahima, Indonesia

Through her company [Queenrides](#), an online and offline community platform dedicated to empowering women to ride and drive safely, lim Fahima is curating a community of 200,000 users from all over Indonesia. Queenrides sees strong engagement and runs routine, well-planned activities. It is now a collaborative platform for the general public, private sector, NGOs and government.



One of Asia's Most Creative Start Ups by The World Economic Forum

Queenrides, Indonesia: There are 15 million motorbikes in Jakarta alone, and keeping drivers safe is a major issue. Queenrides is the first platform dedicated to helping women to ride and drive cars safely, combining real-world courses with a millennial-friendly social media campaign.

(The tweet below notes Indonesia's high rate of motor accidents and calls for safe driving)



LOCAL & GLOBAL ACKNOWLEDGEMENT

Study case for IMF – World Bank Annual Summit 2018



President Jokowi's Award for 10 Indonesia Young Leaders



Tempo Newspaper "Innovative Social Movement for Women 2016"



ZETA Mascot From Indonesia Ministry of Transportation



WE HAVE BEEN MONETIZING THE
PLATFORM EVEN BEFORE WE
OFFICIALLY LAUNCHED IT.



CURRENT SOURCE OF REVENUE (B2B)

1. Offline and Online Community Activation
2. Safety Riding/driving course for women
3. Collective Driving/Riding License registration.

NEAR FUTURE SOURCE OF REVENUE >> B2C

Brand Supporters

- Gojek
- Grab
- Astra
- Honda
- Toyota Auto2000
- Federal Oil
- Pertamina
- Bank Mandiri
- SariAyu Martha Tilaar
- Revlon
- Gizi Super Cream
- BTPN
- Garda Oto
- Lee Cooper
- Central Dept Store
- Many more

Government & NGOs Supporters

- Ministry of Transportation
- Ministry of Women Empowerment
- Ministry of Health
- Ministry of Information and Technology
- Indonesia Traffic Police
- Johns Hopkins University USA
- IMI (Ikatan Motor Indonesia/Indonesia Automotive Association)
- FIA Fédération Internationale de l'Automobile

I MANAGE
QUEENRIDES
VIRTUALLY:
ME AND MY
TEAM ARE
WORKING
FROM HOME



I MANAGE
QUEENRIDES
VIRTUALLY SO I CAN
HAVE LOTS OF TIME
WITH FAMILY.



I MANAGE
QUEENRIDES
VIRTUALLY SO I CAN
TRAVEL AROUND,
SPEAK AT
INTERNATIONAL
EVENTS AND MEET
GLOBAL LEADERS



I MANAGE
QUEENRIDES
VIRTUALLY SO I
CAN STUDY IN
HARVARD AND
NUS AND
LEARN
DIRECTLY
FROM GLOBAL
LEADERS.



I MANAGE
QUEENRIDES
VIRTUALLY SO I
TAKE CARE OF MY
DAD, MY LIFE
MENTOR



NEXT 5 YEARS:

- 20 MILLION COMMUNITY MEMBERS IN INDONESIA.
- THE METHOD APPLIED GLOBALLY

NEXT 8 YEARS

- TO BECOME GLOBAL COMPANY THAT MANAGE FROM HOME

EVERY BUSINESS CAN BE
A PLATFORM *for* CHANGE

WELCOME *to the*
SALESFORCE CHALET

salesforce
"LET'S GIVE OUR GLOBAL ARCHITECTURE AN UPDATE
SO WE CAN SHAPE GLOBALIZATION 4.0
TO THE BENEFIT OF ALL!"

Mark Schwab

salesforce

- 1. Social good is nonprofit social work? It's a myth!**
- 2. Mission-driven for-profits companies have one thing in common: they aim to make the world a truly better place, serving some social and/or environmental purpose, with that purpose embedded within their product or service.**
- 3. For profit social impact model is the model of the future.**
- 4. Want to make a greater nation? Empower women (with technology) !!**



IIM FAHIMA JACHJA

Founder & CEO Queenrides

Young World Changer, World
Economic Forum Davos 2019

Young Global Leader of World
Economic Forum 2014

Business Week 25 Asia Best Young
Entrepreneur