

## Tintolkers

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Daniela Cabrera López	2021	Business Administration
Nicolás León Rodríguez	2021	Business Administration
Camila Marulanda Bustamante	2022	Industrial Engineering
Daniel Riaño Sánchez	2021	Business Administration

**Advisor(s):** Vanessa Prieto Sandoval

**Topic:** Gig Delivery: Big opportunities big issues

**Audience:** Rappi's board of directors

### Sustainable Development Goal

SDG #8: Decent Work and Economic Growth Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### Executive Summary

In 2019, the National Department of Statistics revealed that the rate of informal employment in Colombia is 47%, approximately 5.6 million people. Some of them have found in the Gig Economy the only way to support themselves and their families. This is a free market system where organizations and independent workers engage in short-term work agreements. However, there are two sides to this story. It gives people the flexibility to work according to their schedule; on the other hand, they find themselves in a vulnerable position in the labor market. This is the reality that thousands of Colombians and migrants, mostly Venezuelans, face. These populations find in Rappi an easy-to-entry option to survive in a jungle where unemployment is increasing. For example, as a result of the current public health emergency, around 68.2% of informal workers can't continue with their economic activities.

Considering globalization and digital transformation progress, this Colombian startup emerged in 2015 and is currently considered to be the most innovative and promising company in the country. It is valued at around 2.5 billion dollars, has a monthly growth of 20-25%, around 85,000 couriers, better known as *Rappitenderos* and is known as one of the largest gig employment generators in Colombia. Despite its local success and international expansion plan in Latin America, Rappi is questioned for its labor policies. Although its strategy aims to guarantee sustainability in the long term and a good evolution of the relationship with its collaborators, *Rappitenderos* have claimed their work conditions on repeated occasions because of a lack of support from the organization. Since they work as freelancers, they are asked to pay social security by themselves even though their income barely reaches the legal minimum wage.

Tintolkers Consulting Group suggests Rappi establish a support and integral growth system for its couriers through the gamification technique linked to those who find in Rappi the only option. Those that work full-time can accumulate points according to the number of deliveries made and hours worked. Those points can be redeemed within four categories: education, health, well-being, and recreation. Each category will be offered through Rappi's strategic alliances with different companies and will have a package of products and services adapted to the particular needs of the *Rappitendero*.