

"OkeSayur" Application by UGM Students Gets through to Silicon Valley

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OkeSayur applications made by students of Universitas Gadjah Mada (UGM) have earned a gold medal during the *YTECH 2019, Female Founders with Silicon Valley Mindset* event. As a result, the *OkeSayur* team was entitled to learn the start-up ecosystem in Silicon Valley, USA.

"We also earned an incubation programme or acceleration and funding from Angel Investors," said Co-founder of *OkeSayur*, Nindi Kusuma Ningrum, when contacted on Sunday (13/10) night.

YTECH 2019 is a digital startup competition to get young talents, especially Indonesian young women who have sociopreneur spirit to improve social welfare. The competition ran from June to October 2019 and has been followed by 65 teams from across the country.

"Of the 65 teams that applied, a selection was made to get Big 9 and eventually Big 3 for a presentation in front of juries," said the Information Technology student.



In the competition, Nindi and fellow students Nathanael Gavin and Tommy Wahyu Yudialim (Computer Science) submitted the *OkeSayur* app which is a shopping service app with the tagline *More Than Just Shopping Groceries*. Currently, the app has over 1,500 users and more than 2,000 downloads.

Nindi said the app development started from the concerns that traditional market presence had weakened due to lifestyle changes. The students came up with the idea that can help people to shop for groceries but still sustain traditional markets.

Various kinds of groceries are offered in *OkeSayur* app, which are obtained from traditional markets in Yogyakarta and Klaten. It offers about 150 products such as vegetables, fruit, seafood, meat, herbs, and organic products. Developed at the end of 2017, the app is available to be downloaded in *Playstore*.

OkeSayur has features like catalogue selection, location setting, delivery and payment. People can also make orders through the website *okesayur.com*, and *WhatsApp* chat. Currently, *OkeSayur* shopping service has reached consumers in Yogyakarta, Sleman, Bantul, Kulon Progo and Klaten.

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