Chapter 30
Entrepreneurship and Technopreneurship in Era 4.0:
GO–JEK Extended to Decacorn

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ABSTRACT

This chapter discussed that the combination of entrepreneurship and technopreneurship is a crucial factor in the long-term sustainability of e-commerce and e-businesses. The Industrial Revolution 4.0 produced very rapidly, disruption, and exponential changes. The development of digital technology will change and displace traditional industries. Not only traditional industries but also various repetitive jobs such as cashiers, admins, or small and micro-manufacturing industry workers sooner or later will be replaced by machines or automation robots. Even professions and analytical work such as tax consultant, accountant, or translator will be carried out by digital systems that will process input data more quickly, accurately without human error, and precision according to principles. One of the professions that is believed to continue to develop and will continue to exist is technopreneurship that is primarily supported by the increasing number of forms of technology-based entrepreneurship, such GO-JEK.

INTRODUCTION

The inspiration behind this chapter is interest in empowering entrepreneurs and technopreneurs to comprehend their complete creative impending and achieve maximum income from their hard work, sacrifices, and intellect. The goal is to provide effective mentoring to entrepreneurs and technopreneurs; thus, they may avoid the dangers inherent in business start-ups in general and deal in the realm of venture capital in particular. Many times, we have witnessed start-ups with up-and-coming and innovative products fall victim to financial starvation. This chapter organized to reflect the natural sequence of events experienced by entrepreneurial ventures, from conception to successful exit.

This chapter aims to assist entrepreneurs and technopreneurs in strategic planning, fundraising, negotiations, organization, and financial decision making with the expectation that those aspiring entrepreneurs and technopreneurs. To sufficiently and efficiently fund their enterprises concluded progressive stages of development and ultimately accomplish most exceptional financial success with an exceedingly profitable exit. The intention is to prompt entrepreneurs and technopreneurs to think finance and strategy in a holistic manner and within the appropriate context by deliberating the numerous stages model entrepreneurs and technopreneurs face from incubation to exit.

Therefore, the ability of information technology and networking is essential to continue to grow and develop in the era of the Industrial Revolution 4.0. Several problems seem to present not only entrepreneurs but social entrepreneurs, those who understand social problems and use an ability. Entrepreneurship makes a social change from a fundamental point. Not only a few new entrepreneurs move patterns for success a business but also measured how much the community can feel the benefit. The development of social entrepreneurs in collaboration with technological advancements has resulted in several platforms, including crowdfunding platforms, crowdlending, or other platforms such as GO-JEK products.

Furthermore, this technology-based social entrepreneur is successful not only in managing large amounts of budget, but also involving broad community participation. Technology-based social entrepreneurs, or more efficiently, authors term them with technopreneur, have the potential to continue to develop in the future while continuing to spread benefits. The biggest challenge lies precisely in managing stakeholders and the values that they want to carry. The idea of technopreneur is dominated by young people who may have a generation gap with existing policymakers, both in the public sector, the private sector, or the third sector.

Finally, it explores the various critical elements related to establishing and managing effective decision-making processes and structures before discussing how to optimize financial decision making in practice. Hopefully, this chapter helps to inspire entrepreneurs and technopreneurs in era 4.0 to think in strategic terms and improve as planners, fundraisers, strategists, negotiators, and business partners.

ENTREPRENEURSHIP

There is an extraordinary amount of information and articles in the media discussing the characteristics of millennials or generation Y. However, the lack of precision regarding the name or dates, the majority of articles agree that youth today is entirely different. Mark Zuckerberg is the fairytale recounts that while studying at Harvard University, he decided to launch a website for the election of the most beautiful girl on the campus by hacking student accounts. However, he did not intend to stop there, and in 2004 he founded Facebook the Internet social network. The modern entrepreneurial fairytale of Mark Zuckerberg

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