

Nomination: 18702

Rush Technologies Inc.: Equipping Businesses (Even The Small Ones) to Thrive Through Technology

Page: General Information

Name of Organization / Company

RUSH Technologies Inc.

Logo

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Web Site Address

rush.ph (<http://rush.ph>)

Page: Entry Information

Entry Title

Rush Technologies Inc.: Equipping Businesses (Even The Small Ones) to Thrive Through Technology

Category

B01 - B12 - Award for Excellence in Corporate Innovation > B11A. Most Innovative Startup of the Year - Business Product Industries

Submission Format

An Essay of up to 625 Words

Essay

RUSH is an eCommerce SaaS for Filipinos by Filipinos, empowering businesses in the country to thrive and flourish in the eCommerce space. It was incubated under the largest corporate venture builder in the Philippines, 917Ventures, and backed by the #1 telco in the nation, Globe Telecom Inc.. Since incorporation in December 2021, RUSH has grown to cater to some of the country's most popular food brands, like The Bistro Group, CafeFrance, Lemon Square Bakery Treats, WildFlour, Frankie's New York Buffalo Wings, and 1,700 more across 7,000 locations all over the country, reaching over 8 million customers.

RUSH's ticket to success is their continuous effort to build solutions that meet the needs of businesses, wherever they are in their digital transformation journey. In 2023, RUSH doubled down on its efforts to cater to one group in particular: Micro to Small Enterprises (SMEs). In 2022, this segment grew in number by 14% vs. 2020, and accounted for 96% of all registered businesses in the country, according to the Philippine Department of Trade and Industry. SMEs in recent years were either born out of necessity, or are a passion project turned for profit. However, they shared the same roadblocks to success: they lacked the expertise, manpower, and resources of larger businesses.

This is where RUSH came in. To meet these businesses' needs and to bridge the gaps that separate them from success, the Company offered the following innovative, digital solutions:

The Spark Lite eStore plan was RUSH's answer to businesses that sought their own online platform, but could not afford the effort nor cost required by other providers. With Spark Lite, businesses gained their own all-in-one eStore platform, where they could accept and process unlimited orders, and expand to cover more branches as their operations grew. It cost only P500/month (approximately USD 8.85/month) - a fraction of the price of RUSH's regular eStore Spark plan.

For even smaller businesses who transacted with customers strictly on social media platforms (such as Viber or Messenger), Charge, a special eStore plan, enabled them to have their own payment gateways and issue official receipts via chat.

For merchants looking to drive their awareness and reach, the Brand's online marketplace, RUSH Plus Eats, was the solution. The website brought together all RUSH-powered food and drink merchants, allowing its 140,000 registered users to discover their stores and place orders - at no expense to the merchants.

For RUSH's merchants with physical stores, Payment Express provided a more seamless way to transact with their customers, who could then pay through a variety of digital options - eWallets like GCash, Maya, ShopeePay, or GrabPay, or via credit cards - with one, quick interface accessible via QR codes.

RUSH then took it a step further, and equipped businesses not just with the right digital solutions, but with the knowledge needed to accelerate their growth and achievement. The group launched the Fast Track program in August 2023. Over 70 businesses registered for a free 3-month learning course where industry experts provided both lectures and hands-on guidance on launching their own selling platforms, reaching their target markets, and staying in the lead. The Program then ended with a culminating event, the Fast Track Bazaar in November. It was also the Company's first-ever food and drink fair where the top participants were powered with RUSH's solutions and were given the opportunity to put their learnings to use, to reap the benefits of exposure to over 5,000 visitors. The proof is in the pudding: participating businesses experienced a 62% increase in sales over the course of the Program.

Altogether, RUSH continues to bring innovation to the merchants' tables, making it convenient and accessible - even for the smallest of them.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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File 2

Download File (<https://asiasteveawards.secure-platform.com/file/27814/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNzgxNCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImNm9yRUSH%20Charge%20%28Social%20Conversational%20Commerce%29.png>)

File 3

No File Uploaded

File 4

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File 5

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File 6

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File 7

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File 8

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File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://mindanaotimes.com.ph/rush-technologies-boosts-small-business-growth-with-spark-lite/> (<https://mindanaotimes.com.ph/rush-technologies-boosts-small-business-growth-with-spark-lite/>)

URL 2

plus.rush.ph/eats (<http://plus.rush.ph/eats>)

URL 3

plus.rush.ph/deals (<http://plus.rush.ph/deals>)

URL 4

<https://youtu.be/cy-aQ45nIR0?si=UUD17KFdmtwHbjEp> (<https://youtu.be/cy-aQ45nIR0?si=UUD17KFdmtwHbjEp>)

URL 5

<https://youtu.be/53S7KeOzLHY?si=ueTXE5SSrOoW2KV8> (<https://youtu.be/53S7KeOzLHY?si=ueTXE5SSrOoW2KV8>)

URL 6

<https://gadgets magazine.com.ph/technology/enterprise/fast-track-by-rush> (<https://gadgets magazine.com.ph/technology/enterprise/fast-track-by-rush>)

URL 7

<https://www.elifestylemanila.com/rush-technologies-lets-you-experience-shopping-extravaganza/> (<https://www.elifestylemanila.com/rush-technologies-lets-you-experience-shopping-extravaganza/>)

URL 8

<https://theindependentinvestor.ph/ph-e-commerce-platform-rush-technologies-launches-new-solutions-to-fast-track-smes-to-go-digital/> (<https://theindependentinvestor.ph/ph-e-commerce-platform-rush-technologies-launches-new-solutions-to-fast-track-smes-to-go-digital/>)

URL 9

<https://youtu.be/mnhxzjJIRzY?si=XdhCjhjtSXmzsyuM> (<https://youtu.be/mnhxzjJIRzY?si=XdhCjhjtSXmzsyuM>)

URL 10

<https://youtu.be/Oao3ap8OCBs?si=ThI5W5Zh4BITwNaQ> (<https://youtu.be/Oao3ap8OCBs?si=ThI5W5Zh4BITwNaQ>)

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