

Nomination: 19849

From Startups to Giants: How RUSH Powers Innovation For All

Page: General Information
Name of Organization / Company RUSH Technologies Inc.
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Web Site Address https://www.rush.ph/ (https://www.rush.ph/)
Page: Entry Information
Entry Title From Startups to Giants: How RUSH Powers Innovation For All
Category N01 - N07 - Award for Innovation in Technology > N03. Award for Innovation in Digital Transformation > Computer Industries
Submission Format An Essay of up to 625 Words

Essay

RUSH, an eCommerce and Loyalty SaaS company, empowers businesses to seamlessly navigate the digital world. The company was incubated under the Philippines' largest corporate venture builder, 917Ventures, and backed by the nation's #1 telco, Globe Telecom Inc.. Since starting operations mid-2022, RUSH has come a long way—catering to 1,800 brands, 7,000 nationwide locations, reaching over 24 million customers. RUSH powers the online stores and rewards programs of some of the top local and global brands like Unilever, SEAOIL, Monde Nissin, NutriAsia, Pinkberry, and Frankie's Wings, among others.

RUSH's success lies in creating solutions pertinent to businesses of any size, at every stage of their digital transformation journey.

Micro to Small Enterprises (SMEs) grew to make up 96% of all Philippine registered businesses in 2022. In 2023, RUSH doubled down on its efforts to democratize digitalization to these groups who all share the same roadblocks to success: the lack of resources of larger businesses. RUSH bridged these gaps with the following innovations:

- The Spark Lite eStore plan answers their unmet need for an affordable online platform. For just ₱500/month (~\$8.85), SMEs got an all-in-one eStore to handle unlimited orders, and expand to more branches as operations grew—at a fraction of the Spark plan's cost.
- For even smaller businesses transacting strictly on social platforms, Charge, a social commerce plug-in, enabled them to have their own payment gateways and issue official receipts via chat.
- For merchants looking to expand reach, there was the RUSH Plus Eats online marketplace, embedded into Globe Telecom's "GlobeOne" utility mobile app and the nation's largest mobile wallet, GCash. It allowed RUSH-powered F&B merchants to be discoverable and receive orders from over 90 million registered customers—at no additional expense to merchants.
- Apart from equipping businesses with the right tools, RUSH went a step further in August 2023 with the Fast Track program: a free 3-month course featuring expert-led sessions on launching their selling platforms, reaching target markets, and staying competitive. The program culminated in the Fast Track Bazaar, RUSH's first food and drink fair, where top participants served 13,000 visitors over just one weekend. The result? A 62% increase in sales for over 150 participating companies.

In 2024, RUSH focused on leveling the playing field for Filipino businesses, empowering MLEs to compete with their counterparts in more developed APAC markets with the following solutions:

- Scan to Order and Scan to Pay helped merchants with traditional stores go phy-gital - offering seamless service through self-serve microsites via QR code scanning. Scan to Order lets dine-in customers view menus, place orders, and check out easily. Scan to Pay then helped settle bills through various digital options - eWallets like GCash, Maya, ShopeePay, GrabPay, and credit cards - with Special Discounts for Senior Citizens and PWDs, to boot! Merchants using Scan to Pay saw a monthly 69% increase in sales in 2024.
- eStore is one of the few eCommerce solutions where the largest on-demand delivery service providers - Grab and pandango - are fully integrated, easing the process for merchants and their customers who juggle managing multiple platforms for a single order. Merchants gained access to over 8,000 riders nationwide, even at the most rural areas of the archipelago.
- RUSH's flagship Loyalty programs are used by their top merchants in tandem with eStore solutions. These businesses enable customers with eStore purchases to earn points, which can then be used to avail special offers or discounts, or even make additional purchases via Pay with Points - creating an endless cycle of delighted revenue-generating patrons.

Altogether, RUSH is the first and only Philippine horizontal SaaS provider. It continues to expand the ecosystem of technology and partners that bring innovation to the merchants' tables; democratizing digitalization for the smallest, and making digital transformation seamless for the largest of businesses.

#RUSH #GetPoweredByRUSH

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

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?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 6

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URL 10

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