

Understanding Superapps

Business models, ecosystems and societal trade-offs

FA-0667 · 1 day

Others

Introduction

A nontechnical introduction to applications that bring multiple services together in a common user experience. Explore how superapps develop, how their business ecosystems operate, and the opportunities and trade-offs for customers, partners and society.

Discussions use selected publicly documented examples. The group exercise develops a concept, not working software, and proposed business benefits and future trends are assessed as hypotheses rather than assured outcomes.

Learning outcomes

- Describe common superapp characteristics and compare selected services.
- Explain introductory revenue, partnership and network-effect concepts.
- Discuss privacy, security, accessibility and socioeconomic trade-offs.
- Outline a simple service concept with a target audience, assumptions and risks.

Prerequisites

No technical or programming background is required. Familiarity with everyday mobile applications is helpful.

Training outline

1. 1. Superapps and Their Development

- Participant experiences and course orientation.
- Shared user experience, multiple services and ecosystem characteristics.
- Selected examples such as WeChat, Grab or Gojek, with service availability checked for the market under discussion.
- Mobile-app history and possible growth drivers; distinguish correlation from explanation.

2. 2. Business Models and Partnerships

- Monetization strategies and revenue models
- Network effects and the importance of user engagement
- Partnerships and collaborations
- Slide discussion: Case study on a successful superapp's business strategy

Compare possible revenue models, partner incentives and network effects; a successful example does not establish that the same strategy will work in another market.

3. 3. Social Impact and Platform Trade-offs

- Convenience and accessibility of services
- Data privacy and security concerns
- Socioeconomic effects, including job creation and disruption
- Slide discussion: Balancing the benefits and risks of superapps

Consider evidence for both benefits and costs, including service access, worker conditions, concentration, data sharing and user choice.

4. 4. Ecosystems and Future Scenarios

- Understanding app ecosystems and their role in superapp development
- Emerging technologies and their potential impact on superapps (AI, blockchain, IoT, etc.)
- The future of superapps: Opportunities and challenges

Assess possible roles of AI, connected devices and distributed-ledger technology only where a use case justifies them. Compare alternative scenarios rather than predict a winning app.

5. 5. Group Concept Exercise and Review

- Participants work in groups to brainstorm and design a superapp concept
- Each group presents their superapp idea to the class, including the features, target market, and monetization strategy
- Key takeaways from the course
- Q&A session

Present a bounded concept with features, intended users, a plausible revenue hypothesis and privacy/security risks. Record what would need validation before implementation.