

Super app

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In news- Elon Musk has announced his plan to buy Twitter & creating the everything app or Super app.

What is a Super app?

- A super app, or what Musk refers to as an “everything app,” has been **described as the Swiss army knife of mobile apps, offering a suite of services for users such as messaging, social networking, peer-to-peer payments** and e-commerce shopping.
- To simplify, super app or super-app is an application that provides end users (customers, partners or employees) with a set of core features plus access to independently created miniapps.
- **These mega apps are widely used in Asia** because mobile is the main form of access to the internet for many people in the region.

Some examples of super apps-

WeChat-

- It has more than 1 billion monthly users and **is a ubiquitous part of daily life in China. Users can hail a car or taxi**, send money to friends and family or make payments at stores.
- In 2018, some Chinese cities began testing WeChat for an **electronic identification system** that would be tied to users' accounts.

Grab app-

- Grab, a **leading super app across Southeast Asia, offers food delivery, ride-hailing**, on-demand package delivery and financial services and investing.

Alipay-

- Alipay is a **third-party mobile and online payment platform established in Hangzhou, China** in February 2004 **by Alibaba Group** and its founder Jack Ma.
- It operates in association with Ant Group, an affiliate company of the Chinese Alibaba Group.

Gojek-

- It is an **Indonesian on-demand multi-service digital platform and fintech payment super-app**.
- Established in Jakarta in 2010, as a call center to connect consumers to courier delivery and two-wheeled ride-hailing services, it launched its mobile app in 2015 with four services: GoRide, GoSend, GoShop, and GoFood, which has since expanded to offer over 20 services.
- **In 2021, it merged with another Indonesian unicorn, Tokopedia, forming decacorn GoTo Gojek Tokopedia.**

Trial by Snap Inc, Facebook and Instagram-

- Snapchat parent Snap Inc previously introduced peer-to-peer payments called Snapcash, but ended the feature in 2018. It also made a push into mobile gaming and recently ended that venture as part of cost-cutting plans.
- Meta Platform Inc's Facebook and Instagram have also tried to expand beyond social networking and messaging into e-commerce.