

**1 Digital Content Consumption:**

Homebound consumers are turning to digital content providers to meet their entertainment needs. 51% of internet users worldwide are watching more shows on streaming services due to the coronavirus, according to data from Statista.

**2 Platformification:**

Institutions and organizations of all types are trying out digital platforms to stay above water during the pandemic. The fitness industry has shifted to holding virtual classes on streaming services, both live and pre-recorded.

**3 Social Commerce**

is a natural evolution of social media as more and more businesses and social media sites try to capitalize on their social traffic by introducing eCommerce.

**4 Social Content Curation:**

eNgeyj is a social commerce platform that provides services for Brands and individuals. It leverages on the growth in social content curation and influence of social networking in facilitating eCommerce.

**Business In Gear Sdn Bhd**

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## Business In Gear is a social commerce platform developer and operator.

The Pandemic is Accelerating the Rise of the Digital Economy. More than any government initiative or regulatory incentive, Covid-19 has created the value propositions to overcome “Michael Moore’s Chasm” in technology adoption.

If there were any lingering doubts about the necessity of digital transformation to business longevity, the coronavirus has silenced them. In a contactless world, the vast majority of interactions with customers and employees must take place virtually. With rare exception, operating digitally is the only way to stay in business through mandated shutdowns and restricted activity. It’s go digital, or go dark.

This digital mandate isn’t new; it’s simply been brought into sharp focus. Prior to the pandemic, a paradigm shift towards digitization of the economy was already underway. Current events have accelerated the paradigm, as evidenced by the marked increase in spending on digital systems and business methods, and rapid engagement of digital content in urban and rural areas.

The latter is most representative of accelerated digitalization as it not only indicates an earlier shift in late adopters, but also creates new demands for content and the way business is conducted.

As the world moves online enmasse, the demand for content that has contextual, multi-channel, seamless and personalized appeal is growing exponentially.

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