

標題 Kdan mobile US\$1.3m funded in Pre-A Round, aiming to reach 100m app downloads In 201
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日期 06 / 17 / 2016
標籤 app 、 mobile 、 kdan

Taiwanese mobile app developer Kdan Mobile Software reached 60m downloads worldwide with its five creativity/productivity tools, and is aiming to exceed 100m by the end of this year to become one of the few Taiwanese mobile app developers that reach that many users.

內文 Recently, Kdan Mobile raised US\$1.3m in its pre-A round funding, with Ventek Ventures' Tony Zhang being the leading investor, and Adonit CEO Ian Kung and GMobi CEO Paul Wu pitching in. Kdan Mobile CEO Kenny Su said the investment will be used to establish a new office, enhance the apps' cloud SaaS, and the apps' computing and analytical performance.

Kdan Mobile owns five apps: PDF Markup Cloud, Animation DESK CLOUD, Noteledge Cloudx, Write-On Video Cloud, Pocket Scanner Cloud, which are used for text editing, multimedia creation, painting, and image processing. Target users include creative minds 60m downloads worldwide, with Europe and N. America being the biggest markets. Founded in 2009, Kdan Mobile focused on iOS apps in the early stage. Last year it launched the Android versions of the apps, and now it has reached 60m downloads worldwide, with 40m from the App Store, 18m on Android, and 20m on Windows phone. Meanwhile, subscriptions to the cloud SaaS platform have been increasing rapidly. The number of subscriptions grew from 10,000 last January, to 1.5m today.

Su mentioned the major markets for creativity apps are still Europe and North American. The US and Canada account for 39% of Kdan Mobile's downloads, Europe 26%, Asia 22% (mainly China and Japan), Latin American 8%, and Africa 5%.

Su said Kdan Mobile's product strategies have turned from front-end apps and cloud services to file sharing and editing. Kdan Mobile noticed its users' huge demands for social networking and sharing. It is planning to further the share feature to project collaboration/communications, targeting the corporate market. Su also mentioned the startup is looking to have over 100m users by the end of the year. He said it'll be an important milestone, after which the company will expand even faster.

Goals for 2016: 100m downloads and overseas markets

“The Internet knows no boundaries,” said Su, “As long as it’s an Internet company, it should be international.” It is challenging for Taiwanese companies to excel in overseas markets. With limited resources, the companies need partners to penetrate the international markets as a team.

With Kdan Mobile’s success in Europe and North America, Su said Taiwan’s advantages are outstanding technology and manufacturing ability. The island owns great engineers and product designers.

In terms of the Chinese market, Kdan Mobile has been trying to penetrate the closed Chinese market over the past six months. Now it has found local partners. China accounts for 10-20% of the total downloads currently, and it is going to be one of the most important markets in the future.

As for this year’s strategy, Kenny Su mentioned Kdan Mobile has seen a nearly 500% growth since the Android versions were launched last year, and it is aiming to reach 100m downloads with the momentum. It expects to see growth mainly in Europe, North America, and China.

He said Kdan Mobile will proactively form strategic partnerships in overseas markets. It has already started working with some European and North American channels, and is seeking collaborations with Chinese businesses, so as to boost downloads, find more

