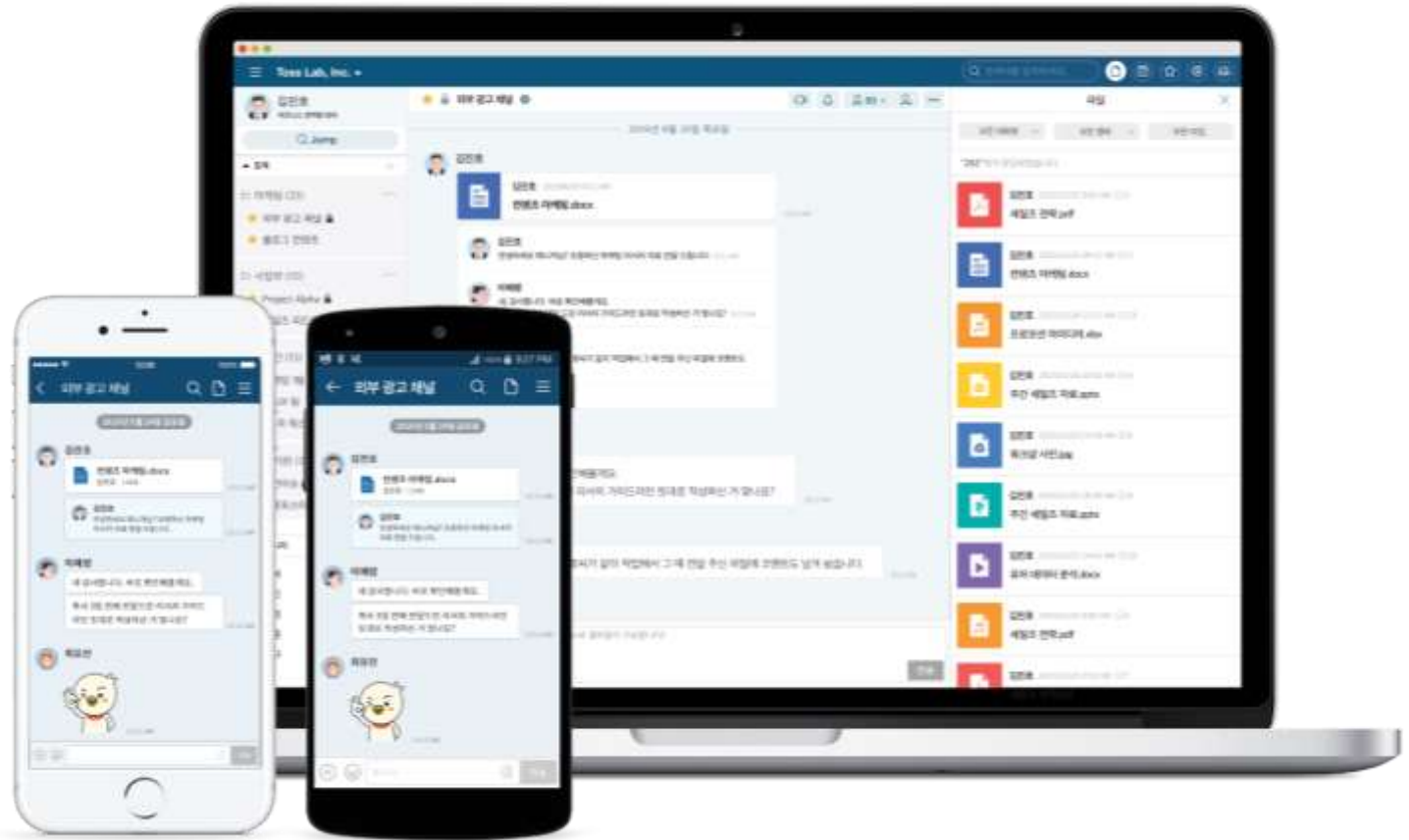




WORK DIFFERENT

# JANDI



CONFIDENTIAL

## Asia's #1 Enterprise Cloud Collaboration

Software Communication that drives productivity and collaboration

Instant, permanent, searchable, manageable

Tailor-made for Asian users



# Executive Summary

## Demand

- Demand for messaging-based collaboration tools is already proven:  
93% of employees are using consumer messengers like LINE, WhatsApp, Kakao, and WeChat **at work**
- Widespread adoption and heavy usage of smartphones has increased the emphasis from users on real-time feedback

## Solving Problems

- Features made to enable users to **get things done efficiently and effectively**
- Multipurpose solution that represents the most convenient way to **organize, store, and collaborate**

## Proven Economics

- Slack, the most famous service in USA, Europe, is replacing collaboration method in work place.
- 37% paid customer conversion with over 100% net revenue retention
- <1 year payback period on new customer acquisition cost

## Gateway to Even Larger Markets

- **Large untapped market potential for SaaS in Asia**
- Further monetization of existing user base built in through upselling to premium plans as well as providing a de facto distribution platform for third party software providers

# Business Model - Subscription Model with Recurring Revenue

\*Launched on April, 2017\*

FREE	PREMIUM	ENTERPRISE
<div>\$0 / Monthly per member</div> <div>File storage Team Total 5 GB View recent messages 15,000 Team members Up to 500 Team Admin 1</div>	<div>\$5 / Monthly per member</div> <div>File storage 10 GB per member View recent messages unlimited Team members unlimited Team admin unlimited Integration unlimited On-site training unlimited Priority Support</div>	<div>\$9 / Monthly per member</div> <div>File storage unlimited View recent messages unlimited Team members unlimited Team admin unlimited Integration unlimited On-site training whenever Priority support possible Video Chat possible Private Cloud possible</div>

Mix by DAU	63%	36%	1%
Mix by Paid Teams	NA	95%	5%

# Overview

## Company Overview

- **Performance**

- Total Sign ups: 330,000
- Monthly Active Users: 75,000
- Daily Active Users: 45,000
- Paid Conversion Rate: 32%

- **Fundraising: \$12 million total**

- Seed (Dec 2014): \$2 million
- Pre-Series A (Dec 2015): \$3 million
- Series A-1 (Jan 2017): \$2 million
- Series A-final (Dec 2017): \$5 million

- **Establishment Date: June 2014**

- **Launch Date: May 2015**

- **Number of Employees: 35(TW : 5)**

## Trajectory

### 2017

Mar. - Google Play Store - Korea Rep. App 2017  
Dec. - Korea Economy 2017 Good App Gold Medal  
Dec. – Ministry of Science and ICT '2017 K-ICT Cloud' Ministry award

### 2016

Dec - Ministry of Science and ICT, Cloud service certification

### 2015

Jan. - Established Taiwan Branch

Sep. - Qualcomm Ventures 'Q Prize Global 2015' (Korea First)

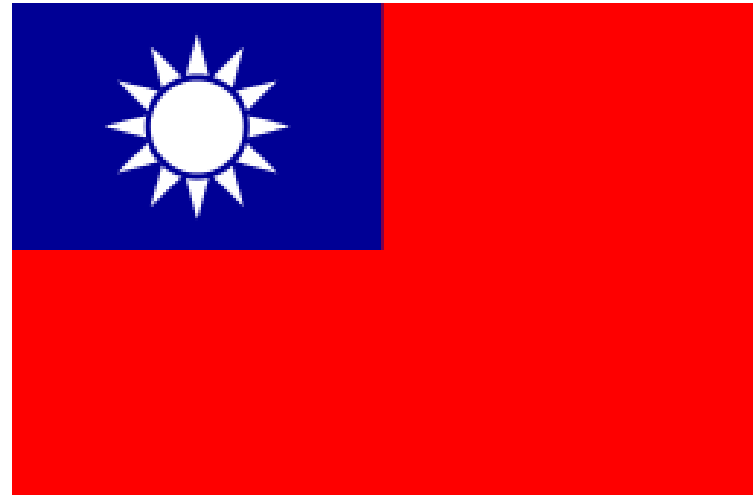
Dec. - Ministry of Science and ICT, 'K-Global 300' IT Start-up

# “Global Business”

“WHY ?”



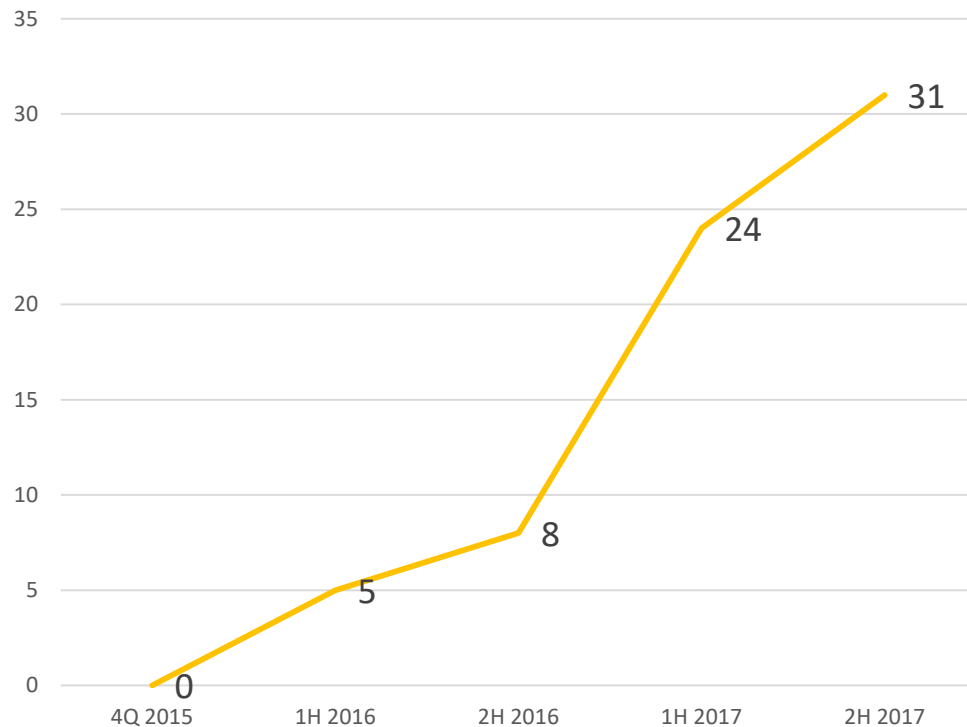
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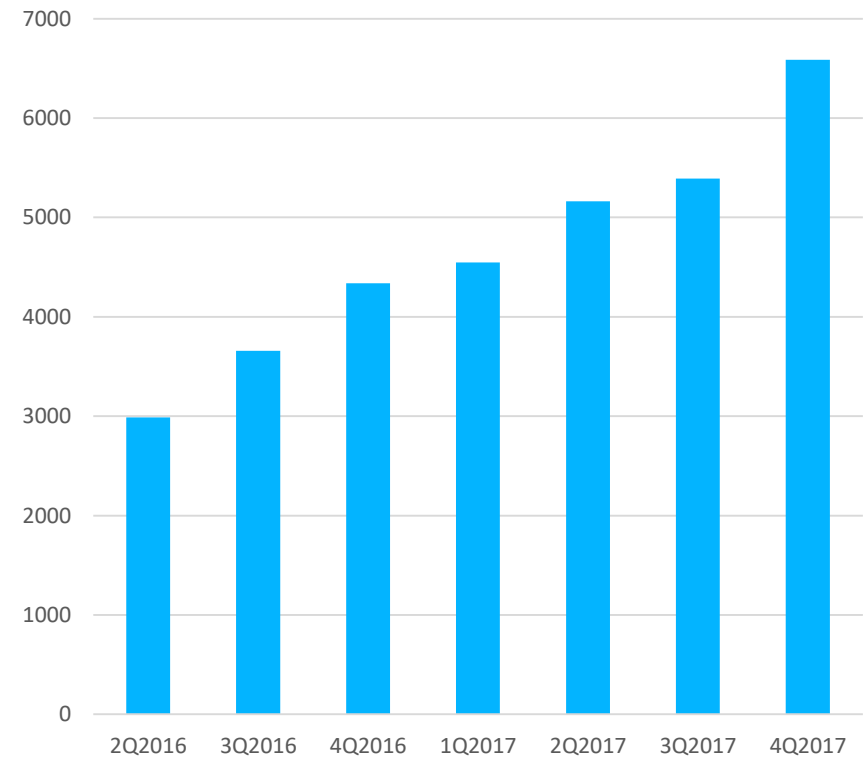
## Global Expansion - Taiwan

- Current # of Paid teams(2018 1Q) : 50 companies
- Revenue from TW : 50K USD / year (2017)
- Goal 2018 : X 4 times Growth

TW Paid Teams (Acc.)



User Growth



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100% inbound sales and contents marketing



# Global Expansion - Taiwan (대만)

## User story: JS Adways (Integrated Marketing)



# member of JANDI team: 62 people

### We love JANDI

Compared to many communication and collaboration tools, we prefer JANDI because of instant messaging and files saving. JANDI is a true enterprise messaging tools. “from business’ perspective, solving our problems and knowing our needs are the most important.”



圖說：JS Adways員工每天工作項目需要不斷溝通討論。圖片來源：JS Adways

### 兩個月陣痛期，成功駐紮 JANDI

JS Adways會認識 JANDI，是公司團隊對「企業通訊軟體」做廣泛地搜尋、研究、試用後，才決定企業一致導入 JANDI。不過人是慣性動物，要重新打破舊習慣，甚至把過去所有檔案搬遷到新的企業通訊工具內，JS Adways說，他們經歷兩個月陣痛期。

鄧雲澤提及，他們自己摸索新工具時，要讓員工認識、熟悉 JANDI 功能，發現最快方式就是「**首先下達指令，要大家在新工具環境留言、討論。當一有人在舊工具區發言，大家就互相提醒。除了不斷教育，我們最後一招就是設定 LINE 群組解散日期，逼迫大家在期限內改變使用習慣。**」

# Global Expansion - Taiwan (대만)

## TW Paid Teams (누적)



# member of JANDI team: 25 people

### Why adopt JANDI?

“Ecommerce is the fastest industry in the world! We need a better solution to communicate with members, outsourcing or outer businesses” quoted by vice president, Bonbons Women’s Shoes. Bonbons Women’s Shoes used QQ for communication but still has security problem. After asking some opinion leaders of Ecommerce group in TW, they decided to user JANDI because of the best UI design.



# Our Customers – Taiwan

## E-commerce



## Internet



## Marketing



## Retail



## Manufacture

































## Education





# Our Customers - KR

Retail	Internet	Media	F&B	Medical	Education
					
					
					
					
					

# [ Mission ]

Make working life simpler,  
more productive,  
And more enjoyable

# THANK YOU

TOSS LAB, INC.

| T +82.2.6959.9599 | E [support@tosslab.com](mailto:support@tosslab.com) | [www.jandi.com](http://www.jandi.com)

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## “Appendix – Email Communication”

