

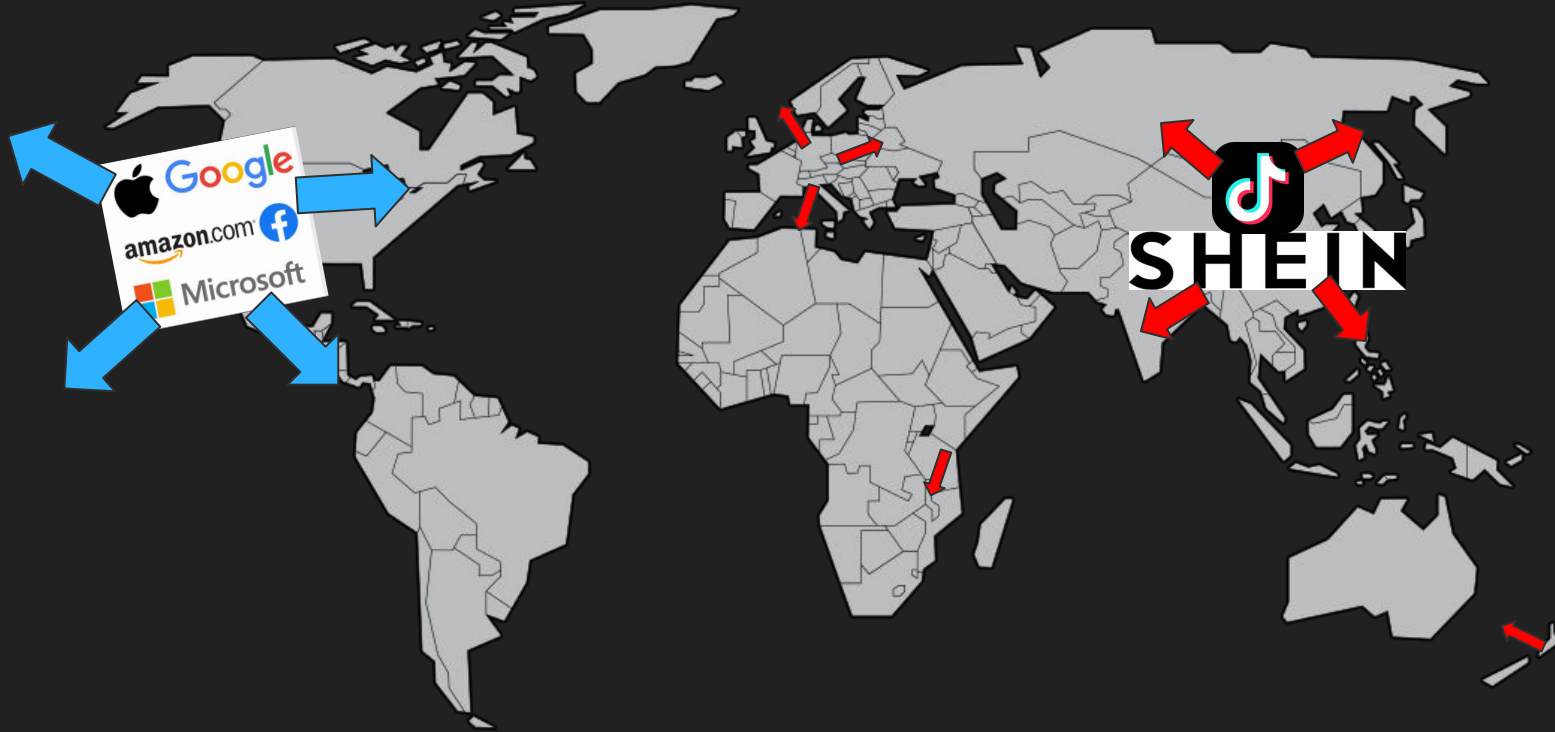
The First Superapp

New Digital Innovation

AmCham Shanghai



Next-Gen Products - Best of East and West



Why learn from Chinese Digital Innovation?

1. Mitigate risk of being overtaken: Tiktok, Shein
2. Opportunities to innovate

“If you’re in China...WeChat does everything... either convert Twitter to that or start something new... ***but it does need to happen somehow***”



About Me



China Tech

China Tech is different from Global Tech

Global	 <p>Apple, Google, Amazon.com, Facebook, Microsoft</p>	 <p>PayPal, Uber, eBay, Skype, Yahoo!, Goodreads, DoorDash</p>	 <p>YouTube, Tinder, Instagram, Twitter, Spotify, Pinterest, Snapchat, Reddit, Netflix, WhatsApp, LinkedIn</p>
China	 <p>Baidu, Alibaba.com, Meituan, Tencent, ByteDance</p>	 <p>China Railway, Alipay, Taobao.com, JD.com, Didi</p>	 <p>Bilibili, Pinduoduo, Weibo, iQIYI, WeChat, QQ, Douban</p>

4 factors of internet diversity



Government



Language



Culture



Scale



China has big enough demand to cultivate tech

Country	Smartphone Penetration	GDP* (bil)	GSUM (bil)
United States	82%	22,675	18,639
China	66%	16,642	10,984
Germany	66%	5,378	3,544
Japan	79%	4,319	3,403
United Kingdom	80%	3,125	2,494

Mobile Payments

How many times larger was China's total mobile payment volume than the US' in 2019?

- A. Same size
- B. 2 times larger
- C. 20 times larger
- D. 125 times larger

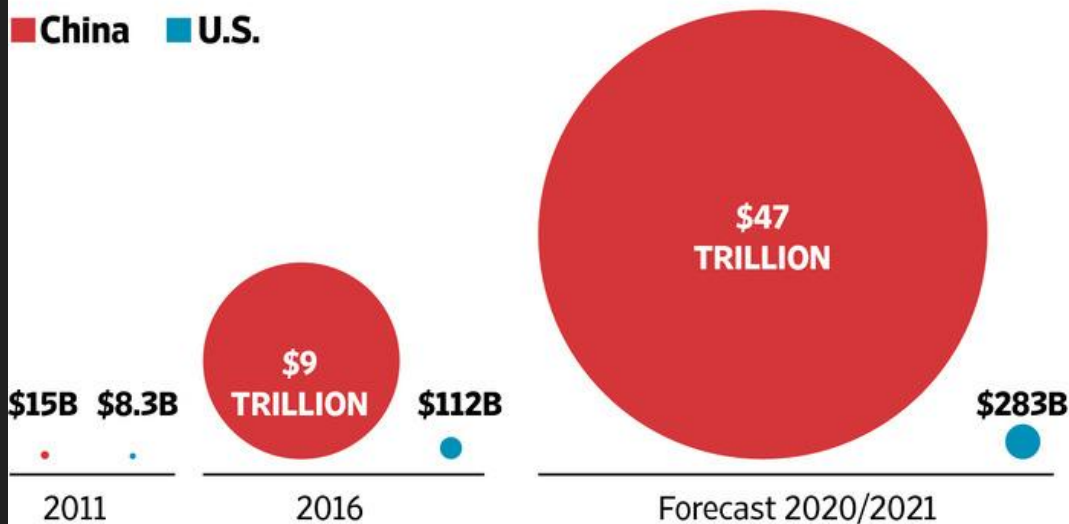
125 times larger

China's mobile payments dwarf the US

No Contest

When it comes to mobile payments, China dwarfs the U.S.

■ China ■ U.S.



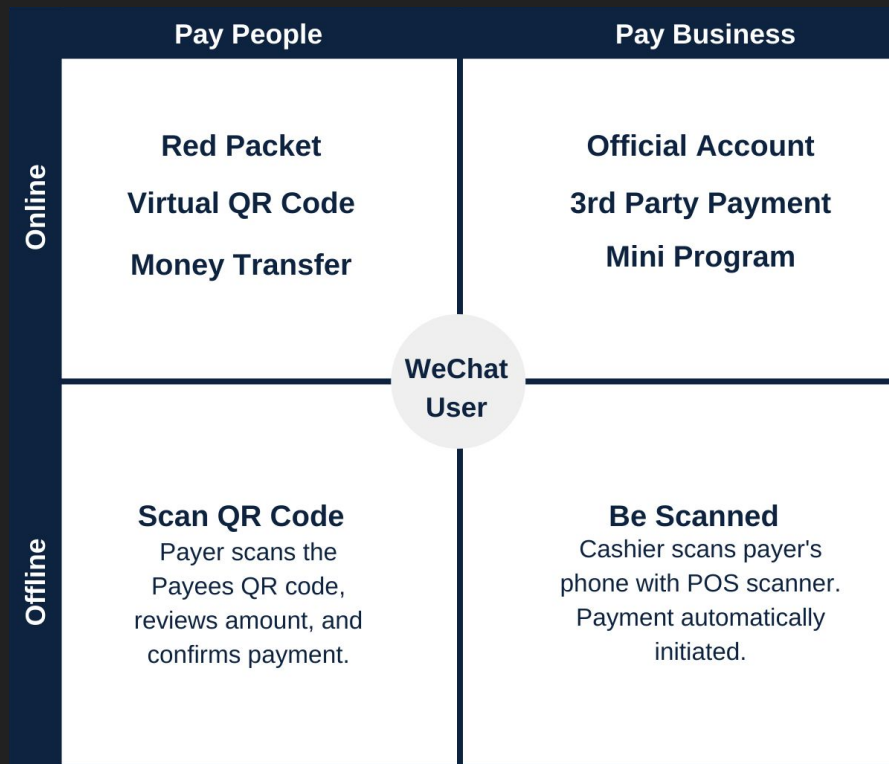
Note: Forecast for China is 2020, for U.S. is 2021.
Source: iResearch (China); Forrester (U.S.)

THE WALL STREET JOURNAL.

US mobile payments are replacing credit cards



China's mobile payments are replacing everything

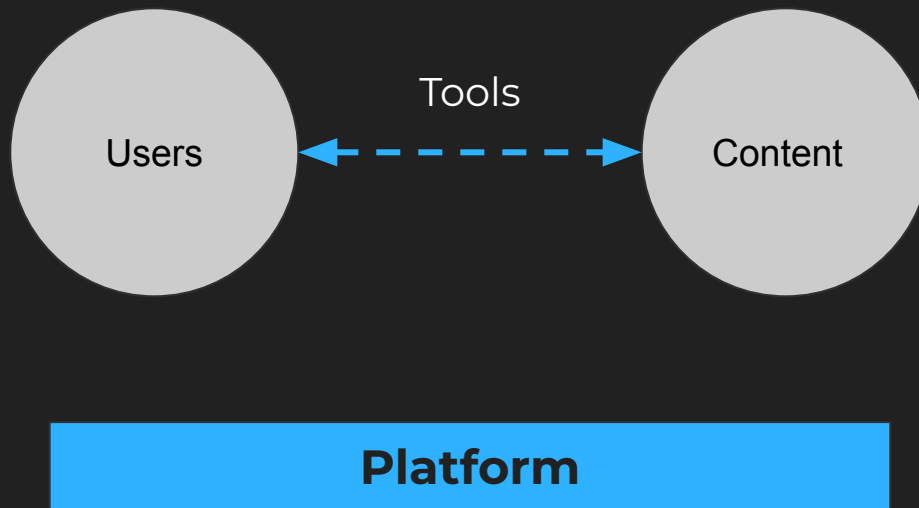


China's mobile payments success story

- Two great leaps: 1) Desktops  2) Credit cards 
- Gov support and unregulated 
- Chinese choose convenience 
- Super user experience 

Superapps

What is a Superapp?



China's Superapps

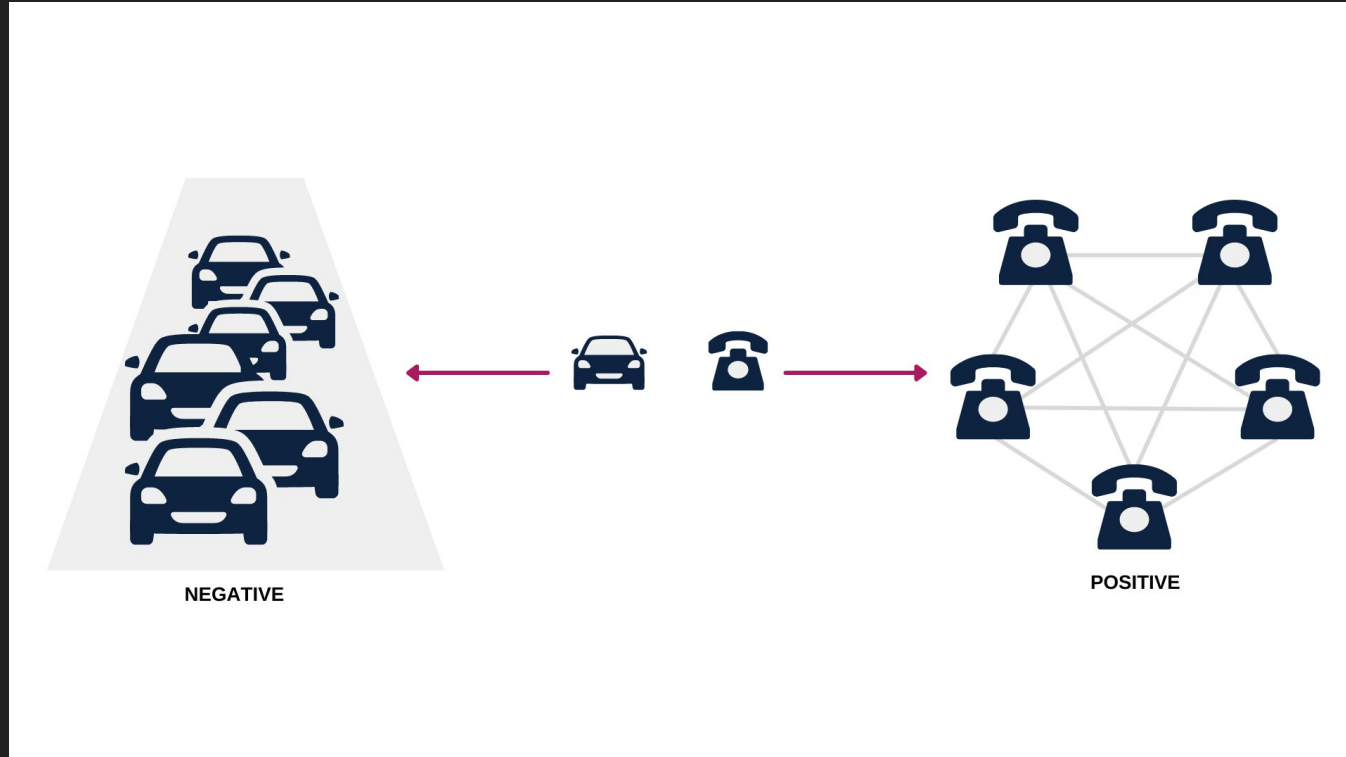


MAU (mns)	1270	640	667*
Merchants (mns)	30	80	8.3
Services	Messaging, social media, utilities, phone bill, delivery, ecommerce travel, etc.	Purchase, eCommerce, delivery, loans, leases, phone bill, delivery, ecommerce travel, etc.	Delivery, loans, leases, phone bill, delivery, ecommerce travel, etc.

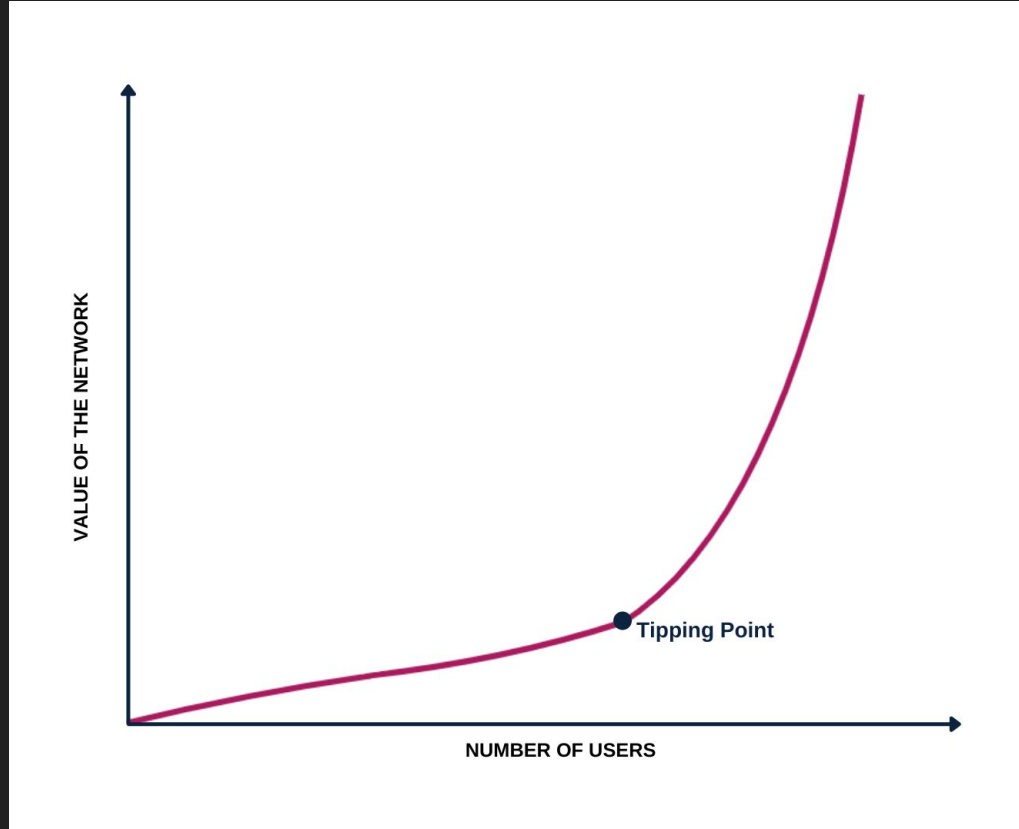
Secrets to Superapps success:

- Platform strategy
- Anchor service
- Iterative
- User-focused

Platform Strategy: Network Effects



Platform Strategy: Network Effects



Superapps - Anchor service

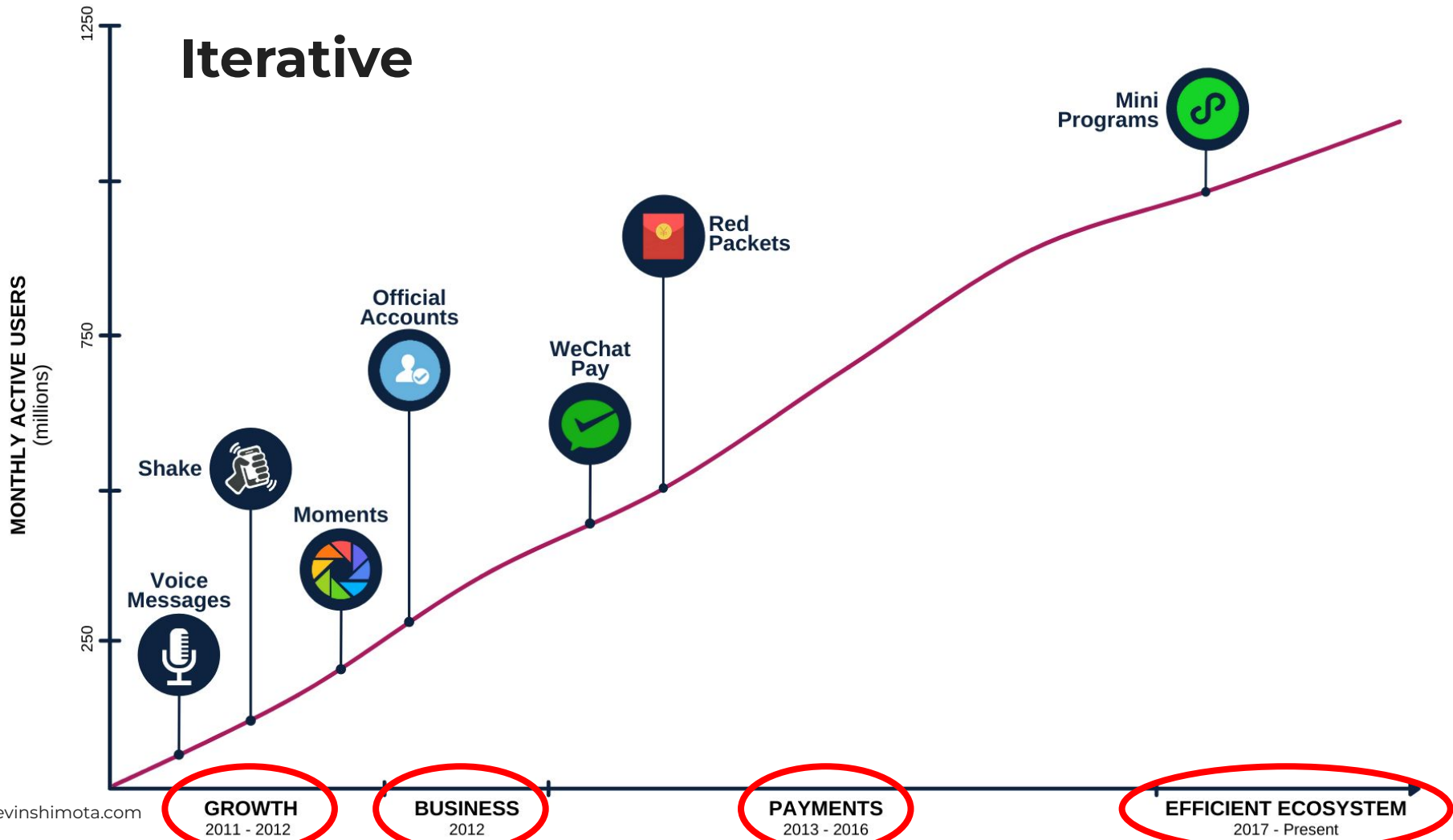


Msging/Social

Payment

Food Delivery

Iterative



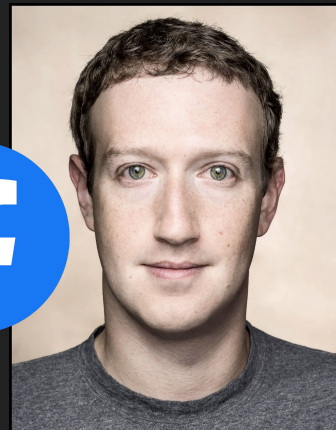
User-focused



Games
56%

Ads
19%

Other
25%



Ads
98%

Rising Superapps



Grab



Gojek



Line



Kakao



Binance



Paytm



Tata



Snapchat



Twitter



Facebook

Thank You!



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