

Potential for expanding Malaysian startups lies further than just the Asian region. On November 26, 2016, it was proven that concepts developed in this country have big potential for international expansion.

Wonderlist, a co-broking app founded by 2 Malaysians sealed the deal to launch and bring their technology to South Africa. Wonderlist technology is based on the idea of fostering the connections between real-estate agents, rather than creating competition. Using an iOS or Android app, agents can find each and work together to help their clients to sell or rent their properties faster. House owners appreciate the speed, customers are also able to find more suitable real estate options and agents get to have sell more by collaborating and co-broking. This win-win approach was backed-up by great responses in Malaysia. Since the launch in June, Wonderlist has attracted over 13,000 real estate agents and house owners to join their network.

“The market in South Africa is similar to ours. Just like in Malaysia, real estate industry there is craving for a platform that can deliver professional support to the players” - says CEO and founder of Wonderlist, Ray Chung. South African market's GDV is valued at USD 1.5 Trillion which gives a great opportunity for a technology like Wonderlist.

It's said that in the South African market, Wonderlist will opt for a local re-branding and launch as “Propli”. The big role in making this expansion possible belongs to Deep Ocean Capital – a capital investment company known for facilitating relationships between Africa and ASEAN market.

Propli is expected to launch by the end of the year to the South African market and will become the first step in Wonderlist's international expansion.