

ByteDance

Board Deck

Website: <https://www.bytedance.com>

Industry: Social Media

Executive Summary

ByteDance is a leading player in the Social Media industry. This quarter, the company has achieved remarkable milestones, including strong growth in revenue and app usage. The following board deck outlines key metrics, updates, and future plans.

Key Metrics

Headcount: 978

Headcount Growth: 15.1%

Employee Breakdown:

- Engineering: 358

- Marketing: 282

- Operations: 234

App Downloads: 18458518

App Rating: 4.8

Product Rating: 4.9

Total Fundraising: \$252M

Last Round Date: Jan 2019

Monthly Revenue: \$7M

Total Revenue: \$94M

CAC: \$86

MAU: 8155731

Market Trends

The Social Media industry continues to grow rapidly. Notable trends include:

- Increasing demand for innovative, user-friendly solutions.
- Growing competition from emerging players.
- Expansion into international markets.

Product Updates

ByteDance has made significant strides in product development this quarter:

- Launched a new feature to enhance user experience.
- Improved scalability and performance.
- Expanded capabilities to serve a larger audience.

Financial Performance

Monthly Revenue: \$7M

Total Revenue: \$94M

CAC: \$86

MAU: 8155731

Challenges and Opportunities

Challenges:

- Maintaining competitive pricing while scaling operations.
- Attracting and retaining top talent in a competitive market.

Opportunities:

- Expanding to new geographical regions.
- Introducing new features based on user feedback.

Future Roadmap

ByteDance aims to:

- Expand into international markets by Q4 2025.
- Launch a new subscription-based pricing model.
- Achieve a 20% increase in user retention by the next quarter.

Board Requests

We request the board's support in:

- Providing strategic guidance for entering new markets.
- Introducing potential investors for future funding rounds.
- Expanding our network of industry advisors and mentors.