

Mobile Application Programming (MAPG)

Case Study

Carousell acquires car classifieds platform Caarly

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- Founded in 2012
- Attract investment S\$1 million in 2013 (Rakuten and others)
- Received investment US\$6 million from Sequoria
- Raised US\$35 million in a Series B funding round in 2016
- 2 million items has been transacted to date



双11安徽电商三只松鼠日销售额突破5亿元

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三只松鼠

编辑

摘要

双11当天，三只松鼠日销售额突破5亿元。

三只松鼠股份有限公司成立于2012年，是中国第一家定位于纯互联网食品电商企业。“三只松鼠”品牌一经推出，立刻受到了风险投资机构的青睐，先后获得1000万美元B轮投资。2015年，三只松鼠获得峰瑞资本（FREES FUNDD）3亿元投资。

说这些话的31小时后，三只松鼠公布其双十一全渠道（扣除线下）日销售额突破5亿，三只松鼠跻身天猫电商全品类排行榜第七名，位列苏宁、海尔、小米、荣耀、NIKE、优衣库之后。显然，通过近5年的努力，三只松鼠把坚果零食这个过去看起来最不起眼的产品搬到线上，做成了人们认为最不可能的事，拥有一个平均年龄仅24岁的3000人团队。

Facebook & WhatsApp

SOCIAL FACEBOOK WHATSAPP

Facebook Paid \$19 Billion for WhatsApp, Which Lost \$138 Million Last Year

450 million active users – WhatsApp has more than 450 million active users, and if you consider the registered user base, that would be much higher. In comparison, Facebook has around **945 million** active users. Considering WhatsApp is less than 5 years old, that's a staggering number.

55 employees – WhatsApp supposedly has just 55 employees working for them, with 32 of them being the engineers. Now that translates to over 14 million active users per engineer/developer. Read that again – **14,000,000 active users per developer**.

Germany orders Facebook to stop collecting WhatsApp user data

National data protection authority blocks recent privacy changes made by social network and commands existing shared data and phone numbers be deleted for 35 million users

ues WhatsApp users at \$35 each. YouTube. In comparison, Rakuten active users) for about **\$3 per**

ees of company getting acquired
ok has agreed to give \$3Bn in

RSUs (Restricted Stock Units) which equates to approximately \$54 million for each employee.

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