



Company Factsheet

Corporate Overview	<p>KooBits Pte Ltd develops software, digital content, and e-publishing solutions for general consumers and the education industry. Its goal is to offer consumers, authors, and publishers a ubiquitous platform to publish, share, and read ebooks.</p>
Company History	<p>KooBits Pte Ltd was founded in May 2009 by Sam Ge, Chen Xiangdong, and Stanley Han as a spinoff company under Personal e-Motion Pte Ltd.</p> <p>Prof. Sam Ge Shuzhi Sam Ge is a robotics professor at the National University of Singapore (NUS) and the director of the Social Robotics Lab, Interactive and Digital Media Institute (IDMI).</p> <p>Dr. Chen Xiangdong Chen Xiangdong was a post-doctorate researcher with a passion for computer graphics. He is currently the chief technology officer (CTO) of KooBits and heads the development of KooBits products on Apple's platforms.</p> <p>Mr. Stanley Han Stanley Han is an engineering graduate from the National University of Singapore. He was named as one of BusinessWeek's Asia's Best Young Entrepreneurs 2008, and is the CEO of KooBits.</p>
Key Products	<p>KooBits has three key products: KooBits EDU, KooBits 4.0 and KooBits Editor.</p> <p>KooBits EDU (http://edu.koobits.com) KooBits EDU is an online portal offering free assessment-based learning in the form of practice tests for students from kindergarten through elementary/primary school. The portal utilizes a points-based scoreboard as well as an achievement-based badge system to reward and motivate users.</p> <p>A paid membership is available for parents who wish to track their child's progress, with monthly reports on the number and types of practice tests completed, score trend, and printable versions of all practice tests.</p> <p>KooBits 4.0 KooBits 4.0 combines a typical reader-cum-bookstore platform with file management functions, allowing users to import and organize their computer's ebook collection in addition to titles purchased from within the KooBits Bookstore. Users can categorize ebooks in virtual shelves, bookmark and highlight in ebooks, and extract content into a scrapbook - making PDF, EPUB, and other formats of ebooks easier to read.</p> <p>KooBits 4.0 has been installed over 73,000 times worldwide since January 2011 and earned a 5-star rating from technology website CNET. It is currently available for computers running Windows XP and above, and can be downloaded for free at http://www.koobits.com.</p> <p>KooBits Editor The KooBits Editor software, developed for primary school students, allows users to create multimedia ebooks and presentations. In addition to allowing Chinese and Tamil input, users can publish and share their books among groups, as well as submit them to teachers for grading. Schools are also given a public showcase where they can share students' work.</p> <p>KooBits Editor is a fully cloud-hosted web application, allowing users to access and use it anytime and anywhere via a Web browser. Its proprietary Content-Driven Animation technology allows users to trigger images, videos, and animations by</p>

	<p>entering or reading key words in an ebook. An Advanced Resource Pool allocation algorithm allows for high performance with real-time rendering of large-sized multimedia files and data encoding. KooBits Editor has also been developed with component-based capability for ebooks to be viewed in third-party environments such as Facebook.</p> <p>KooBits Editor is used by elearning companies and organizations in South East Asia, China, Maldives, and Kuwait, and supports more than 90 schools in Singapore.</p>
Awards	<ul style="list-style-type: none"> - Asia Pacific ICT Awards 2008 (elearning category) - Infocomm Singapore Awards 2008 (elearning category) - KooBits used as the platform for the creation of ebooks for the Young Reporters Training Camp program, Youth Olympic Games 2010
Financial Information	<p>Personal e-Motion raised its first round of Venture Capital investment in July 2009 through NUS Enterprise's network of Business Angels and Venture Capitalists. KooBits is currently funded by Accel-X Pte Ltd, and is part of the FutureBooks Partner Network initiated by MDA to develop a Singapore-based learning media ecosystem.</p>
Key Employees	11
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