



LottieLab

Bring your sites and apps to life.

Designer

Developer

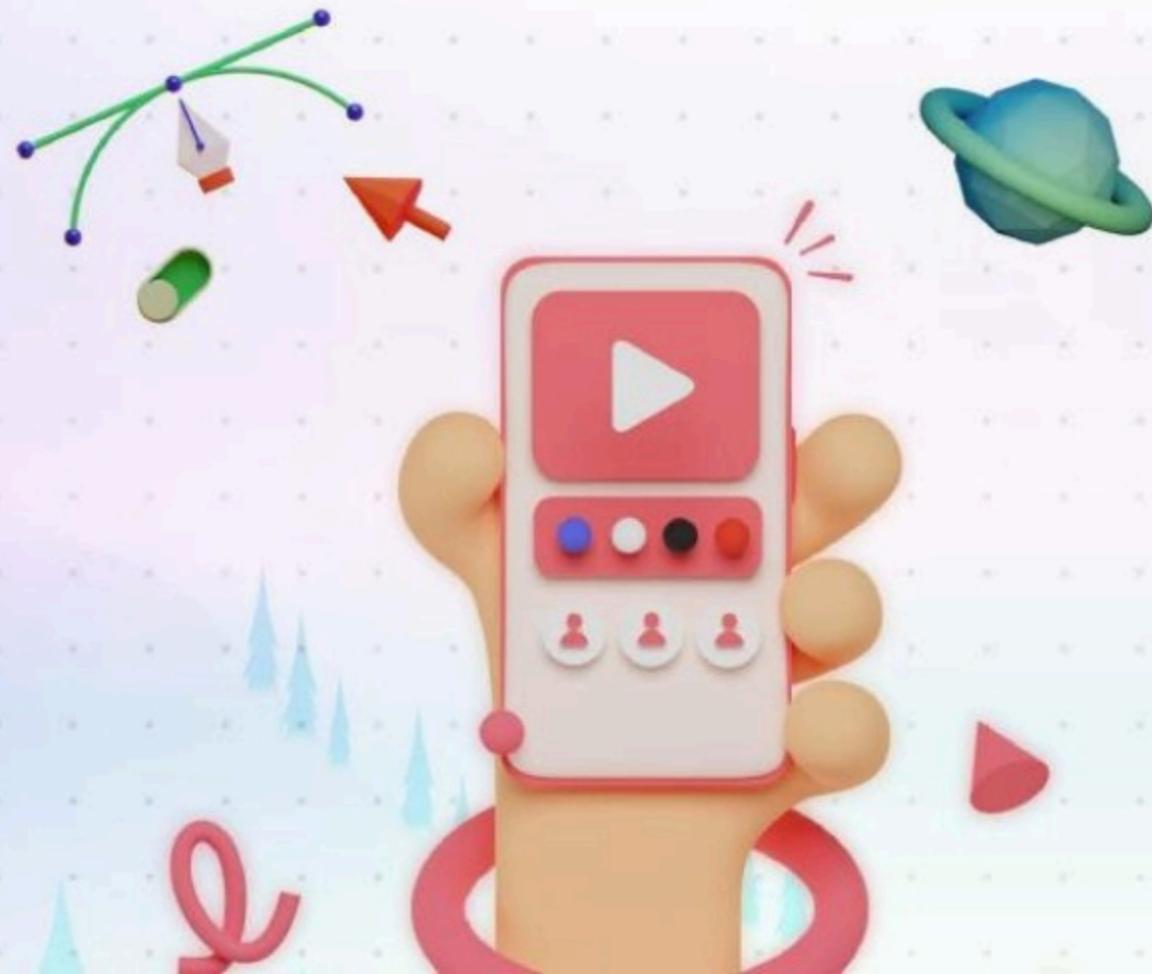
Product Manager

Animator

lottielab.io



We are adding magic to the way people interact with digital products by building **the world's easiest animation platform for product teams.**



Implementing UX animation is **craaaazy** hard

Designer

It costs up to **millions of dollars** annually for companies like **Stripe**. Not every company can afford this, they also can't risk ignoring it.

Animator



Animation expertise is very expensive, costing \$100s-\$1000s of dollars per second of animation.



Existing tools like After Effects are decades-old, have a high-learning curve and are not fit-for-purpose.



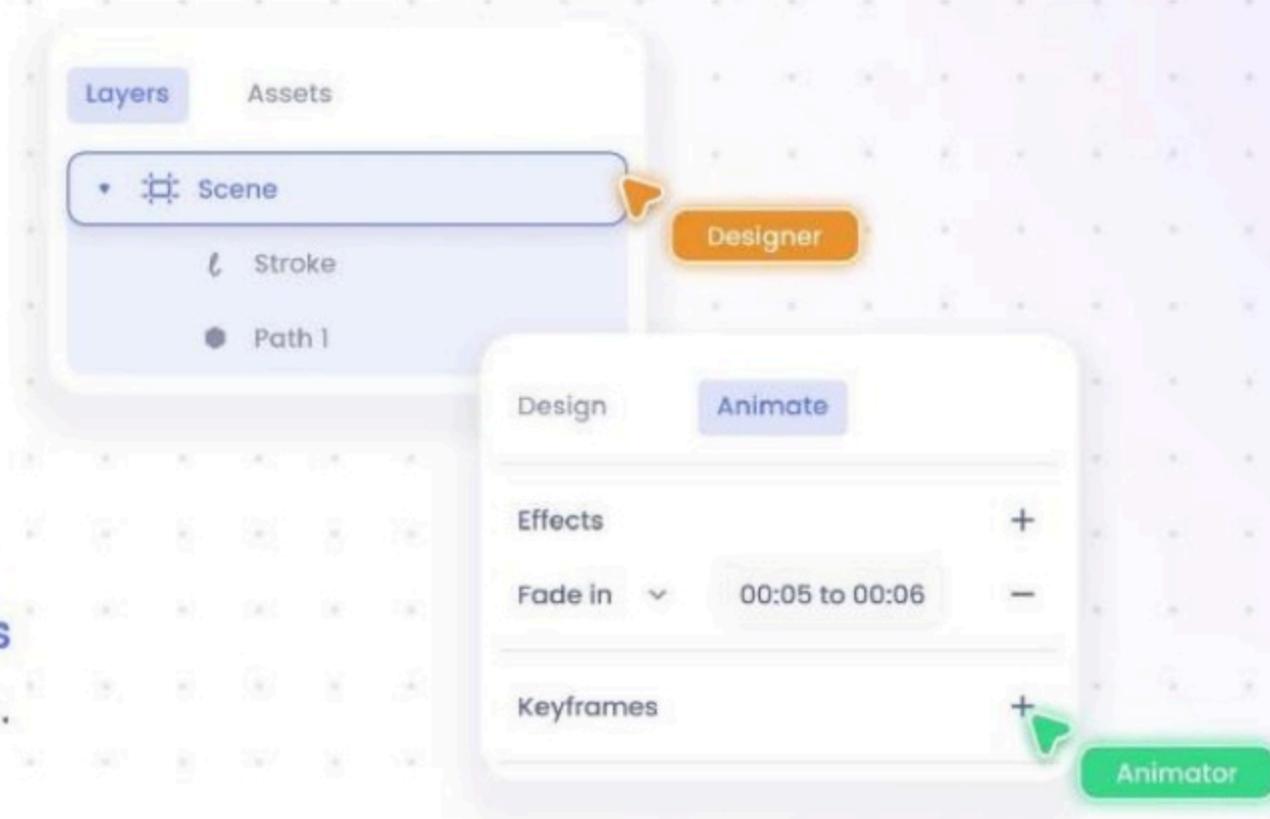
Implementing animations cross-platform is tedious and error-prone, it drives developers nuts.



The collaboration process is messy, with assets being shared through Google Slides, Dropbox folders etc.

That's why we're here

LottieLab is the end-to-end animation editing platform helping product teams **create, manage and deploy product animations** more collaboratively and upwards of **5 times faster** than before.



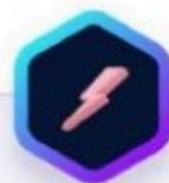
Create with ease

With the easiest animation creation experience, teams can bring imagination to life without compromise.



Collaborate seamlessly

From multiplayer and comments to asset management, collaborate completely in the web. No downloads, no hassle.



Deploy instantly

Whether animations sit in an iOS app, android or a website, users animate and deploy everywhere within seconds, not weeks.



Manage at scale

Reusable animation components and assets live in a single source of truth, helping users create faster at scale.

The product animation market is **exploding!**



Total market for product animation is

\$25 BN

Developer

Designer

Animator

4x GROWTH OVER THE NEXT DECADE

LATER MARKETS: BRANDING AND MARKETING TEAMS + ANOTHER **\$300BN** TOTAL ANIMATION INDUSTRY

We're initially riding the wave of a new animation format; **Meet Lottie**

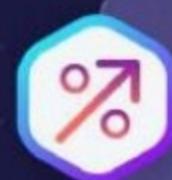
Lottie is an **open-source file format**, originally conceived by **Airbnb** that allows people to export animations as JSON code. It's on a rapid trajectory to becoming the industry standard.



80k+ Github stars



60%+ of the top 100 apps on the appstore already use it



300%+ YoY usage growth rate

However, to use it today, you still need to download After Effects, string together a patchwork of plugins, and face various code implementation errors. This isn't accessible for the vast majority of the market.

We're leveraging the distribution of this format by making it more accessible through a dedicated easy-to-use and collaborative editing tool that allows you to create and implement fast, without the hassle.



Create
with ease

Navigation icons: play, stop, refresh, zoom

Buttons: **Share**, **Export File (32KB)**

- Scene happy
 - Confetties
 - body parent
 - face
 - body**
 - hand left
 - hand right
 - leg left
 - leg right



Timeline: 00:01 / 00:07

Timeline markers: 00:01, 00:02, 00:03, 00:04, 00:05, 00:06, 00:07, 00:08

Storyboard thumbnails: 8 frames showing the character's animation sequence.

Advanced Styles panel:

- Position: X 1238, Y 1238
- Scale: X 1238, Y 1238
- Rotation: X 1238, Y 1238
- Fill: 071734, 100%
- Stroke: 071734, 100%
- Stroke width: 2
- Advanced Styles: +

Designer



**Collaborate
& Deploy**
seamlessly

The screenshot displays the LottieLab web interface. At the top, the browser address bar shows "LottieLab" and "Happy Cha...". The main area features a mobile app preview with a "Congratulations!" message, a cartoon character, and a "Next" button. A chat window from user "Drew" is overlaid on the preview, containing a message about animation milestones and a "Reply" button. A red "Developer" button is positioned to the right of the preview. On the right side, a settings panel includes sections for "Interaction" (Scene Default, Scene Hover, Scene Clicked), "Animation Preferences" (Dimensions: W 1238, H 1238; Frame Rate: 29; Duration: 10.39s), and "Embed" (Web). The bottom of the interface shows a timeline with a play button and a progress indicator at "00:01 / 00:30 • Scene Default".



Manage
at scale

Lottielab Search DO Drew Ologunbi

Drafts
Community

Lottielab
Assets
Logo Animation

Entrepreneur First
Create team

Recently edited

Create New File

Splash Animation Edited 5 hours ago 35.40

New Logo Animation Edited 5 hours ago 36.40

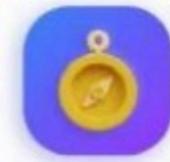
Logo Animation Edited 5 hours ago 35.40

Logo Animation Edited 5 hours ago 35.40

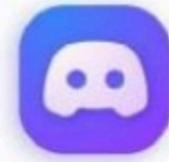
Animator

We are learning **super fast** from our fast-growing
(organic) community

Thousands of



Waitlist Signups &



Community Members



amazon

TikTok

grammarly

duolingo

IBM



yahoo!



Uber

AND MANY MORE



And they love us!

Developer

gpeal · 9h

Creator of Lottie Android here! This looks fantastic. Great work. I love to see anything that enables more apps and designers to add beautiful motion graphics to their products 🙌

erickmuller_dot_com · 1d

This is great if it works!

What a coincidence, today I researched how to make lottie animations. I watched a video that was for supposedly beginners who had no experience with after effects and immediately thought "this too complicated" and gave up.



patrik_media · 2d

Awesome, I've been using After Effects confident using it for easy stuff like experience at all using After Effects



AgoraApp · 2d

Woahhhh just got off a meeting where I said I was on the hunt for a tool to focus just on Lottie design.

stevensokulski · 12h

This looks amazing and fills a void that I was *sure* had already been filled when I first started looking at Lotties. Surely there is more than just one tool to work with them. And yet, it really seemed that AE was *the* tool.

Are you continuing to bubble in beta testers, or is that on hold for now?

shift Today at 17:47

Hi everyone, I'm Adam. I am a design lead over at Google where I work mostly on Meet and the enterprise hardware that Meet runs on. I am really excited to ditch after effects for a streamlined tool for micro animations. Hoping this this the Figma/Sketch sea change for web animations.

Designer



SVGenius
@SVGeniusdotCO

Looks like a promising tool for Lottie creators 🖌️



seruplekker · 10h

Sounds really cool. I'll check it out when I can. I've only done a couple animations from After Effects using lottie, but the whole procedure was such a pain it kind of put me off. Would love to find a more seamless approach.

Animator



landingpagedudes · 1d

Awesome! I just launched [pagemaker.io](#) and animations; wondering if there is a possibility

realsammyt Today at 07:27

Heyo! I'm Tyler Technical Director at Thought Cafe and CEO at Futuretalk. Between these two organizations we make all sorts of animations and content across all platforms. We've been building an interactive multi-user 360 web-first educational environment, and lotties are the saving grace to bring our team strengths and animation libraries from rendered videos into lightweight interactive animations. Really excited for LottieLab as a spot to fine tune, analyze, cleanup lotties, and build out some additional web-based workflows.

Product Manager

This looks very interesting! Congrats! I just signed up and want to take it for a spin. AE always kept me from doing things with Lottie

realPrimoh · 14h

This is awesome. I use Lottie frequently as part of work. Sometimes there are little changes I know I can make, but I can't because I don't have AE so I have to bother our design team to

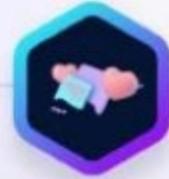
That sound motion des

So, our **GTM** is simply all about **connecting more** with our community



Community Building

We plan on continuing to interact with our core community and develop these into more user champions and advocates.



Land and Expand

Free tiers, team invites and template usage. We are leveraging land and expand strategies across the product to drive growth.



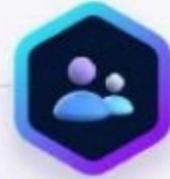
3rd party Integrations

As the output of our product (animations) can be used on multiple platforms like Webflow, Framer, Elementor etc, we plan on making it easy for users of these tools.



Education and Content

As more people still need to be educated on the possibilities and ease of creating product animations, we plan on being thought leaders on the topic.



Asset-driven network effects

As more people use our product to create animation assets, these become potential templates for new users to get started quickly.



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