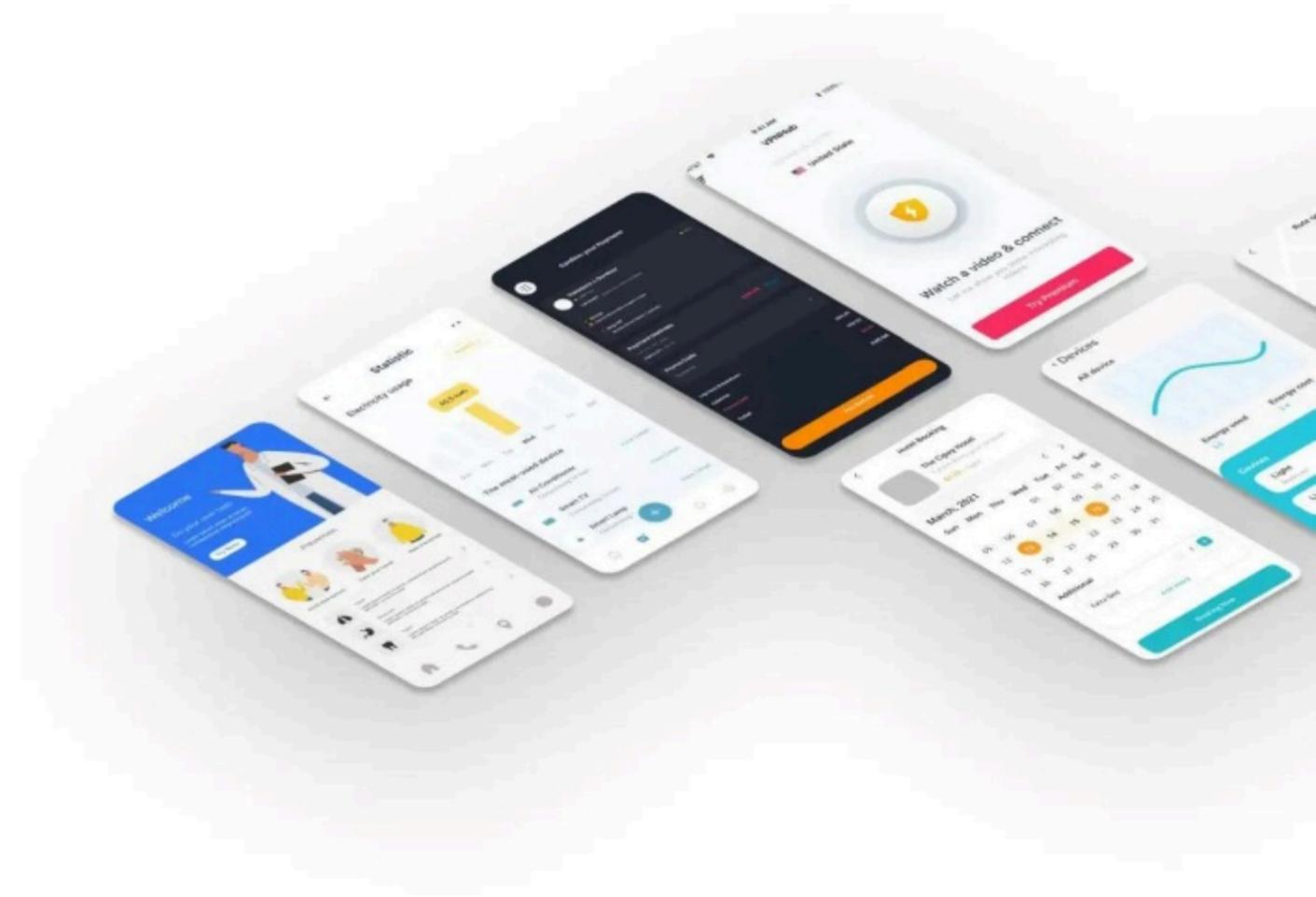# thunkable

The no-code platform to build native mobile apps

Mobile app development is important...

4.2h

Time spent daily in
smartphone apps

↑30% from 2019

Source: App Annie via TechCrunch

28M

Active software
developers

↑ 38% from 2019

Source: analysis of SlashData reports

11.9M

New mobile
apps in 2020

↑ 57% from 2018

Source: RiskIQ (2019, 2020)

But building native mobile apps today is really hard.

Complexity

- Requires code
- Multiple platforms
- Testing

Costs

- Developer salaries
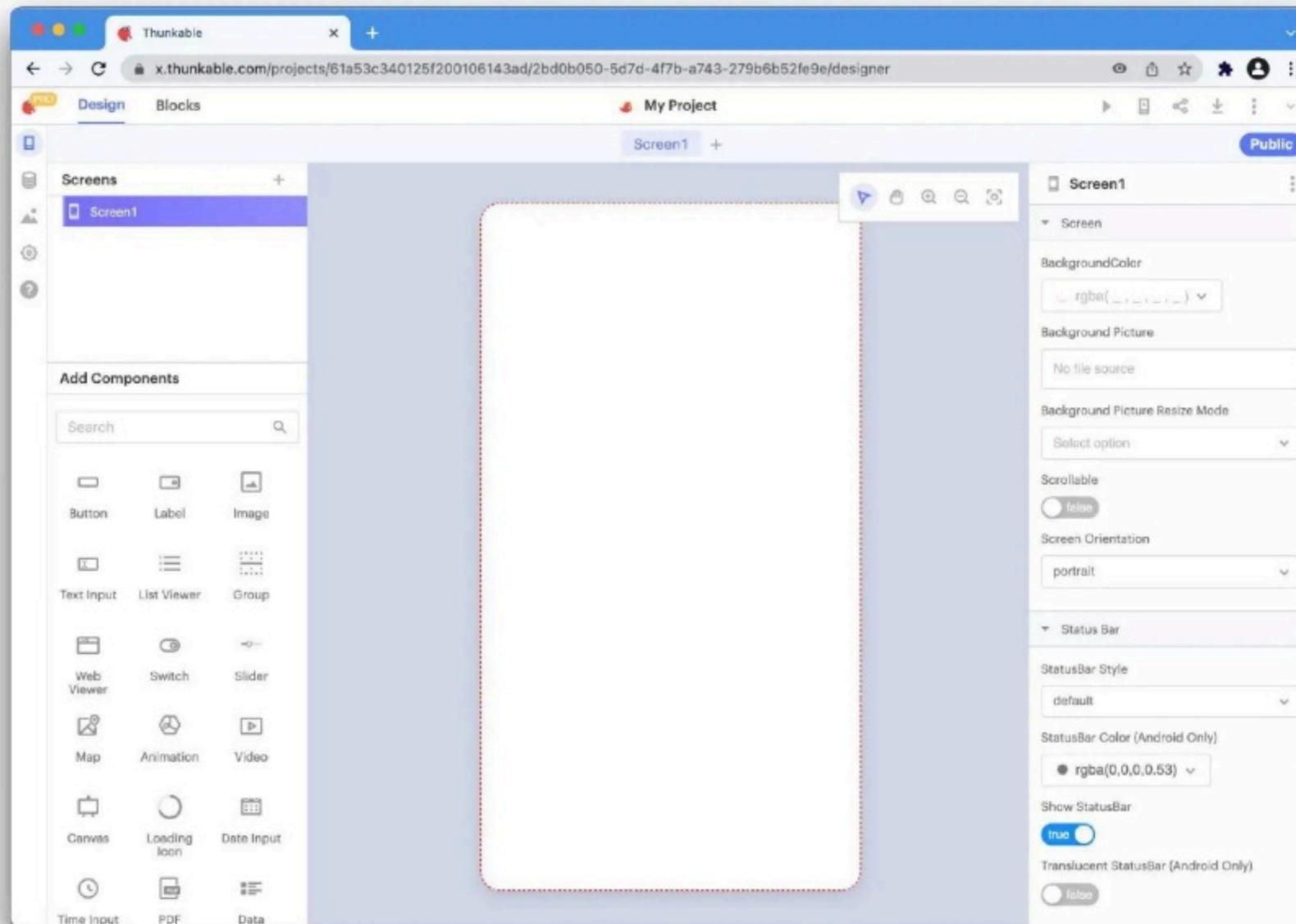- Platform-specific hardware
- Platform-specific software

Overhead

- Multiple team stakeholders
- Ongoing app upkeep and maintenance

Simple and medium-sized mobile app can cost **$40-120K+**.
Organizations can **save millions** from faster, lower cost development.

You can build with ease.

Visual editor
WYSIWYG design

No-code blocks
Drag-and-drop logic instead of code

Live testing
Real-time changes. Test in browser or mobile device

Collaboration
Iterate from existing projects. Support from helpful community

Real data, tools, & content integration
Connect to third-party services to expand app capabilities

And publish apps with native capabilities.

Bluetooth
Control smart home devices such as HVAC systems

Push notifications
Push app notifications to provide a more responsive experience and "native" feel than web apps

Accelerometer
Shake the device to trigger an action or capture precise movements
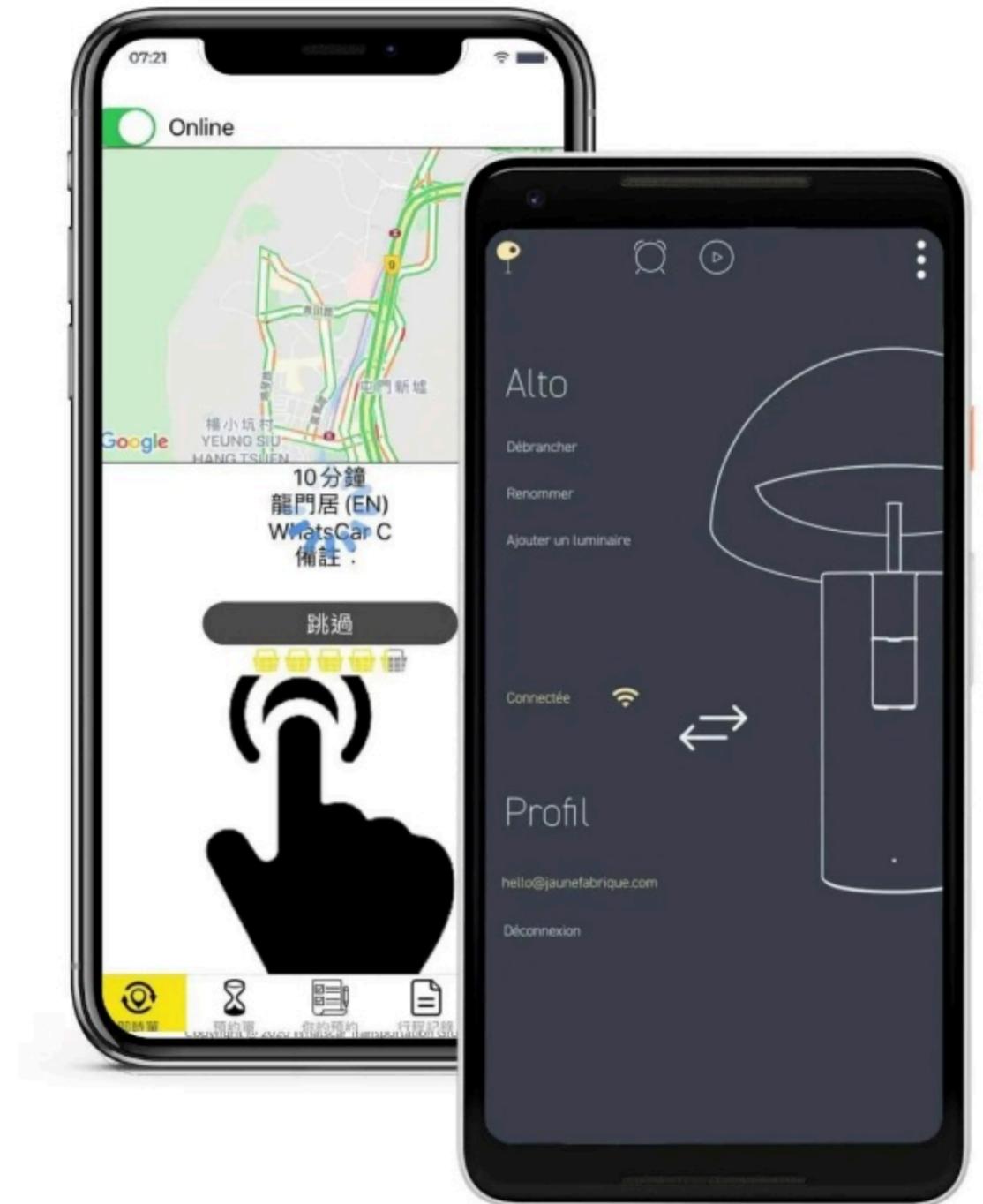
Photos
Access the camera or photo library to scan a barcode or leverage ML to generate a description

Microphone
Access the microphone to record audio or utilize built-in integrations to transcribe and translate

GPS
Capture latitude and longitude for use in custom maps powered by Apple or Google

And integrate across a broad range of use cases.

Current

Google AdMob
Monetize apps with ads, of which Thunkable collects a portion

Apple App Store, Google Play
One-click publish and in-app purchases for Google Play

Figma, LottieFiles
Import into projects; leverage crowd-sourced libraries of premade assets

Google Sheets, Airtable, Firebase
Connect for database capabilities

Microsoft Azure Cognitive Services
Bring object recognition capabilities to apps

Webflow
Connect to Webflow's CMS to keep content in sync across web and app

And more...

Future

Shopify
Empower app users to access their online store data or shop a store

Stripe
Enable transactions through Stripe, of which Thunkable collects a portion

Salesforce
Grant app users access to their cloud data across Salesforce services

Zapier
Automate flows between apps and third-party services

Amplitude
Provide creators with more insight into their user's behavior within their apps

Our growth has been almost entirely organic.

Total Top of Funnel

38%
Organic Search

42%
Direct

15%
Referrals

3%
Social

2%
Paid Search

Sign Up
Conversion

41%

100s of Product
Qualified Leads
per week

Out of the thousands of signups per week, collect 100s of product qualified leads. These PQLs are users looking to launch or have an established business with an intent to create a custom app to support their business or service.

And our customers are invested in our platform.

Thunkable simplifies updates to app store requirements and device form factors, so creators don't need to ramp up resources after each upgrade.
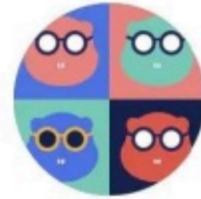
Any non-technical resource can use Thunkable, meaning teams don't need costly mobile developers just to "keep the lights on" after the initial build.

Rebuilding a Thunkable app in code or on another platform would require replicating the logic and reconnecting third party integrations, which may not all exist on the alternate platform, requiring rework and porting data to another provider.

We're raising to invest in non-organic, marketing and sales.

1
Self-Serve

Continue leveraging SEO and further invest in **SEM** and community **referrals** to grow users passively.

2
Enterprise Contracts

Invest in active sales team to better **ingest inbound leads** grow **outbound sales pipeline** and **multi-seat enterprise** service contracts

3
Revenue Share (*Future*)

Invest engineering in monetization platform **integrations** for revenue capture and to grow within key audience

15

Our co-founders have been working together on no-code app building for 11 years.

Thunkable emerged out of the same team that built Blockly, an **MIT-Google collaboration** that kickstarted no-code in 2010.

Arun Saigal
CEO & Co-Founder

Google

WeiHua Li
CTO & Co-Founder

APPDYNAMICS

Mike Chang
Head of Product

lyft IDEO HARVARD BUSINESS SCHOOL

José Dominguez
Software Engineer

Red Hat MIT MIT APP INVENTOR

Cassandra Tang
Head of Creator Success

yotpo. voray

Amy Ngai
Head of Design

asana Dapper

Paul Medlock-Walton
Software Engineer

MIT MIT APP INVENTOR

...and 14 other fantastic teammates across the US, Canada, and the EU