



## **INKR Raises US\$3.1M Pre-Series A to Scale AI-Driven Digital Comics Platform to Address \$10bn Global Market Opportunity Led by Monk's Hill Ventures**

- INKR is a first-of-its-kind platform with over 800+ manga, manhwa, webtoon, to graphic novels to readers for a nominal subscription fee or pay-per-chapter model
- Its first-of-its-kind proprietary AI tech and analytics supports publishers and content creators in localizing content from days to just hours while also making content universal and accessible to all readers
- The platform has grown 200% MAU since its inception in October 2020, partnering with 70+ leading creators and publishers onto the platform including FanFan, Image Comics, Kodansha USA, Kuaikan, Mr. Blue, SB Creative, TokyoPop, Toons Family.

**Singapore and Ho Chi Minh City, Vietnam, 29 July 2021:** INKR, the first-of-its-kind digital comics platform, today announced a new round of Pre-Series A funding of \$3.1M led by Monk's Hill Ventures. Investors Stu Levy, Founder & CEO of TokyoPop, and VI Management also participated in the round.

The funding will be used to increase its content catalog, further expand its product development and marketing to grow user base, and for talent acquisition.

"Comics have the power to transport us to entirely new worlds, teach enduring values, and nurture our imagination. We believe that everyone should be able to read any comic even if they do not know the language. In reality, not everyone can enjoy comics easily and officially due to the prohibitively high cost of localization and complex licensing process for content creators and publishers. So we want to change that," said Ken Luong, CEO, and Co-Founder of INKR.

Today, INKR currently works with over 70 leading comic publishers and creators including Image Comics, Kodansha USA, Kuaikan, Mr. Blue, TokyoPop. Using INKR proprietary technology, any reader can have access to any of our over 800+ comics on any device and localized to any language. Content creators and publishers are also able to share their content at speed and are more cost-effective.

The platform comprises of:

- **INKR Comics App for Readers** - Access to over 800+ localized manga, manhwa, webtoon, to graphic novels to readers from leading content creators and publishers for any device.
- **INKR for Publishers** - A suite of tools for publishers and content creators to support global distribution to millions of comic readers in over 100 countries and regions, analytics, and flexible monetization plans.
- **INKR Localize** - A service that lets publishers localize content at speed to market in a cost-effective way. The proprietary AI localization technology has helped partners such as Kuaikan Manhwa and Mr. Blue to localize thousands of comic chapters from Chinese and Korean into English.

"Ken, Hieu, and Khoa's sheer passion and fanaticism for making comics universal has translated into a company and suite of products that is transforming the entire industry and will completely change how comics are localized, distributed, and consumed worldwide. Its proprietary AI-driven platform is addressing pain points for creators and publishers who need to go digital and global - localizing for many

languages quickly and cost-effectively while also helping them improve reach and readership through analytics and intelligent personalized feeds. We look forward to partnering with them to quell the huge demand for translated comics globally,” said Justin Nguyen, Partner of Monk’s Hill Ventures.

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### **Note to Editor**

More information on the INKR platform:

- **Content Diversity:** INKR provides readers with all types of comics: manga, manhwa, webtoons, graphic novels across many different genres. INKR ensures high content discoverability through its personalized content recommendation engine.
- **Optimized Reader Experience:** INKR adheres to various comic formats delivering the best comic reading experience on a mobile device.
- **Flexible Monetization:** The platform supports a mix of ad-supported, subscription, and pay-per-chapter mechanics in the same title to ensure that any type of content can be effectively monetized.
- **AI Localization:** Using its proprietary AI localization technology, INKR managed to drastically cut down on the time and costs required for comic localization, from days to just hours. This lets any comic publishers bring their entire catalog in any language to a global audience at unprecedented speed.
- **Reporting Transparency:** INKR helps its content creators and publishers better understand their content with access to its Analytics dashboard. Here, they can have both a high-level overview and deep dive into their content performance and readers’ preference.

### **About INKR:**

Founded in 2019 by Ken Luong, Khoa Nguyen, and Hieu Tran, INKR envisions a world where all comics are universally accessible to readers and where creators can take their comics to any reader in the world. With INKR Comics, readers worldwide can discover everything from manga, manhwa, webtoon, to graphic novels through personalized recommendations.

The platform also helps comic publishers and creators bring their content globally through its proprietary AI localization technology and publishing tools. INKR currently partners with over 70 publishers and creators including Image Comics, Kodansha USA, Kuaikan, Mr. Blue, TokyoPop. The platform currently supports English for its Comics app, and Japanese-English, Korean-English, and Chinese-English localization and plans to support additional languages in the future. Find out more at [inkr.com](http://inkr.com).

### **About Monk’s Hill Ventures**

Founded in 2014 by entrepreneurs Peng T. Ong and Kuo-Yi Lim, Monk’s Hill Ventures (‘MHV’) is a venture capital firm investing in early-stage technology startups, primarily Series A, in Southeast Asia. Backed by institutional investors and family offices worldwide, MHV works with great entrepreneurs to use technology to improve the lives of millions of people in the region. Find out more at [www.monkshill.com](http://www.monkshill.com)

**Press Kit**

Please find a press kit with all materials relating to this announcement [here](#).

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