ByteDance

First invested: May 2019
Status: Private

What does it do?

ByteDance is a leading technology company offering online social media and entertainment services, primarily in China, with a growing international presence. Its flagship products include Toutiao, a newsfeed, and Douyin, a short-form video platform known as TikTok outside China. ByteDance excels in customizing content for users through advanced artificial intelligence. This approach allows ByteDance to deliver highly personalized content, driving significant user engagement and advertising revenue.

Why do we invest?

ByteDance represents a compelling investment opportunity due to its robust growth prospects and innovative use of AI to deliver relevant content. In the context of geopolitical tensions and the volatility of Chinese technology stocks, ByteDance remains undervalued relative to its growth potential. Our investment in ByteDance is driven by the company's ability to maintain profitability and expand its offerings, including ambitions to transition to an e-commerce-led company through live streaming and cross-border e-commerce.

Who is key?

Founded by Zhang Jimin in Beijing in 2012, ByteDance has grown under his leadership into a global powerhouse. The company's innovative culture and strategic vision have been instrumental in its success. ByteDance's ability to navigate local political context highlights the effectiveness of its leadership team.

Important information and risk factors

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Stock Examples

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