

Turning Data into Insights

measurable.ai aggregates transactional receipt data to reveal genuine market situations.

Today's businessmen do not simply begin their workdays with cups of coffee but loads of data to study, particularly at times when some astute business decisions have to be made. Heatherm Huang believes there must be a better, more efficient way.

measurable.ai was established in 2018 in Hong Kong by Huang, the Co-Founder, and a group of AI professionals from San Francisco of the US as a data analytical specialist for both investors and corporates. The company's former existence was an email messenger, the MailTime, launched in San Francisco in 2014.

Two years later, this group of young entrepreneurs was determined to further develop MailTime into a stronger, fully-fledged business. The turning point came when they joined an incubation programme, the Y Combinator, in San Francisco.

"We met our mentor there who was one of the founders of Gmail and knew exactly how to build up a new business model," recalled Huang who decided to move to Hong Kong at the end of 2017, realising that the city offers a tech-friendly and tax-friendly environment for business adventurers.

A friendly start

Leveraging billions of transactional receipt data accumulated by MailTime, Huang finally made a bold attempt to rebrand and rebuild MailTime to measurable.ai. "As an international entrepreneur, we find Hong

Kong a good place for tech and blockchain innovators to start their businesses because there are good tech engineers and smart business development professionals here. The operation cost is lower in Hong Kong in terms of wages and taxes," Huang said.

Currently, measurable.ai focuses on three major emerging markets including the Asia Pacific region, India and Latin America where competition is not severe and direct yet. Though particularly strong at sectors of food delivery, ecommerce and ride-sharing, the company has also successfully reached out to clients in the finance area.

Huang found Hong Kong a "regulation-friendly" city, which is eager to formulate new regulations and compliances favourable for the development of Fintech, in particular. "If you are a Fintech startup looking for a place with good financial infrastructure and complete legal system, Hong Kong is the choice," he said.

Data tells it all

measurable.ai's strongest strength is to translate tons of transactional receipt data into detailed, insightful market reports that reveal how the markets change and how the consumers spend. "This enables our clients, both investors and corporates themselves, to map out development strategies or to fight with their competitors," Huang said.

And Huang stressed that they can do a lot more. "We may be able to predict the next



quarter's revenue of a corporate before its financial report comes out. We can also get into the fundamental performance of a company for each quarter of a year." These in-depth analysis or forecasts will be useful to measurable.ai's clients, including hedge funds, which want to invest in listing companies or make acquisitions, according to Huang.

Recently, measurable.ai has launched a new product in Hong Kong, the RewardMe. "This is a data sharing app with a cash-back reward programme for the users. We have already attracted 200,000 users shortly within three months," Huang said.

measurable.ai

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Heatherm Huang
Co-Founder
measurable.ai