

Mobile Solutions for Enterprises and Social Good

“InvestHK provides a good support platform and information resources for startups to thrive in the city.”

Ken Law, Founder and CEO
MotherApp



In less than a decade, Hong Kong’s mobile consulting and solution provider MotherApp has expanded from a mobile app startup with three people into an international company with more than 60 staff, offering enterprise solutions and social innovation

MotherApp is a Hong Kong-based mobile consulting and solution provider dedicated to solving challenging business problems with mobile technologies, including Internet of Things (IoT) and big data analytics. The company was among those who pioneered in the mobile technology space in Hong Kong. The first product was the “MotherApp Engine”, used by companies across the world to convert HTML codes into iOS and Android apps. Over the last decade, MotherApp has been developing mobile solutions for a wide spectrum of clients, including listed companies, multinationals, government bodies, startups and entrepreneurs, etc, helping them increase business revenue, improve customer experience, enhance management and facilitate communication.

“In particular, we strive to develop solutions that have social impact. We’re the first company to build an app to view TED video on iOS and Android - long before the official TED app was launched. Also, we think slavery is a problem that we can help solve, so we developed pro bono a slavery victim identification app by working with a non-profit organisation,” Ken Law, Founder and CEO, MotherApp, said.

Law started his career in Google U.S. and developed a patented algorithm to find related pages and created a system to evaluate Google’s search quality based on big data. He returned to Hong Kong in 2007 and founded MotherApp. The company was admitted to Hong Kong Science and Technology Parks Corporation’s Incu-Tech Incubation Programme in 2008 and moved in the Science Park. Law regarded Hong Kong as the ideal place for his startup because of the strong talent pool in technology and adequate support for startups.

Mobile App Trends

According to Law, mobile apps are not just for consumer market; increasingly, companies are using mobile apps for enterprise use. “Mobile app developers must have a good understanding of a company’s culture and process to create the best-fit user experience that addresses critical issues. That’s why we take the time to conduct stakeholder and end user interviews, map out how they work together and understand their expectations. Our comprehensive consulting services ensure the solution is beneficial and worth the investment,” he said.

MotherApp is expanding its footprint in enterprise solutions and IoT space, and in the long-run, machine learning technologies to solve clients’ problems.

Law first heard of InvestHK when he was considering moving back to Hong Kong. “InvestHK provides a good support platform and information resources for startups to thrive in the city,” he concluded.

MotherApp

- Headquartered in Hong Kong with offices in Mainland China and the US
- Founded by Ken Law in 2007

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