Digital product development, digital transformation

World-class mobile, web, game, and new technology development using our own onshore and offshore development teams around the world, as well as through our growing network of development partners.

HEAD OFFICE

Ebisu Prime Square Tower 4F, 1-1-39 Hiroo, Shibuya-ku, Tokyo 150-0012

https://monstar-lab.com/global
Monstar Lab, Inc.

Head Office  Ebisu Prime Square Tower 4F, 1-1-39 Hiroo, Shibuya-ku, Tokyo 150-0012
Establishment  February 3, 2006
Capital  JPY 2,456,460,000 (September 2018)
CEO  Hiroki Inagawa

Business Activities

Group Companies
Monstar Lab Pte Ltd. (Singapore)
Monstar Lab Technologies Chengdu Ltd (Chengdu, China / QingDao, China)
Shunjian Information Technology Co., Ltd. (Shanghai, China)
Monstar Lab Bangladesh Ltd. (Dhaka, Bangladesh)
Asian Tech Co., Ltd. (Danang, Vietnam)
Asian Tech Japan Inc. (Fukuoka, Japan)
Monstar Lab Hanoi Co., LTD (Hanoi, Vietnam)
Ideyatech, Inc (Manila, Philippines)
Monstar Lab Cebu Inc. (Cebu, Philippines)
Nodes (Copenhagen, Denmark / Aarhus, Denmark / London, United Kingdom / Amsterdam, Netherlands / Berlin, Germany / Manchester, United Kingdom / Prague, Czech Republic)
Localize your application using Monstar Lab Global Network

2006 FOUNDED

1500 PROJECTS DELIVERED
1100 CLIENTS
1000+ RESOURCES

20 MILLION US DOLLARS CAPITAL
13 COUNTRIES
23 CITIES

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OUR MISSIONS

CREATE AN ECOSYSTEM FOR EMPOWERING DIVERSITY

We believe in providing equal opportunity for all people, regardless of where they were born or their background.

Moreover, we believe that by recognizing the diversity of values and cultures, we can create more amazing products and services rather than confining individuals to uniform values.

CHANGE THE WORLD WITH TECHNOLOGY

We believe that using technology is a powerful way to make the world a better place.
CREATE THE NO.1 QUALITY-DRIVEN DIGITAL PRODUCT DEVELOPMENT GROUP IN THE WORLD

Create the No. 1 quality-driven digital product development group in the world by bringing together the best individual talent and development agencies around the world.
OUR SERVICES AND PRODUCTS

DIGITAL PRODUCT DEVELOPMENT, DIGITAL TRANSFORMATION

World-class mobile, web, game and new technology development using our own onshore and offshore development teams around the world, as well as through our growing network of development partners

IN-HOUSE PRODUCT DEVELOPMENT

- Music streaming service (monstar.ch)
- IT engineer recruitment platform (Coppel)
- Robotic Process Automation (RAX)

MARKET LOCALIZATION, MARKET ENTRY

- Introducing client products to new markets where we have localization and marketing and sales capabilities
- Hackathon platform in China
OUR GROUP

EXPANSION OF THE BASES

23 |

CITIES

1000+ |

RESOURCES

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Global Sourcing

Vietnam
Danang/Hanoi

Strength: Mobile App Development (iOS, Android)
Languages: Japanese, English, Vietnamese
Development Languages: PHP, Java, Ruby, iOS, Android, Swift

Bangladesh
Dhaka

Strength: Web Development
Languages: English, Japanese, Bengali
Development Languages: Java, PHP, JavaScript, Swift, Objective C

China
Beijing/Shanghai
Qingdao/Chengdu

Strength: Game Development
Languages: Japanese, English, Chinese
Development Languages: Java, JavaScript, PHP, IOS, Android

Japan
Tokyo/Osaka/Matsue/Fukuoka

Strength: Planning, Design, Marketing, Project Management, Development, Testing
Languages: Japanese, English
Development Languages: Ruby, Java, PHP, HTML/CSS, JavaScript, Swift, Objective C

Global Sourcing

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OUR HISTORY

FEB 2006
Monstar Lab opens HQ in Tokyo

JUL 2006
Monstar Lab starts music streaming service, MONSTAR FM

JUN 2010
Monstar Lab starts Monstar Channel, a music streaming service for corporations in Japan

MAR 2012
Monstar Lab opens base in Chengdu, China

FEB 2014
Monstar Lab starts global sourcing service, Sekai Lab
Monstar Lab opens base in Singapore

JUL 2014
Monstar Lab opens Ruby development base in Matsue City, Shimane Prefecture in Japan
Monstar Lab opens base in Singapore

AUG 2014
Monstar Lab raises 120 million JPY funds from East Ventures and more

MAY 2015
Monstar Lab completes acquisition of Asian Tech Co. Led. in Da Nang, Vietnam

JUL 2015
Monstar Lab opens base in Shanghai, China
Monstar Lab opens base in Dhaka, Bangladesh
Monstar Lab opens sales base in Osaka, Japan

Monstar Lab raises 400 million JPY funds from Pasona Tech, Inc. and DG Incubation, Inc.

Monstar Lab starts IT specialized human resource service, “APPSTARS();”

Monstar Lab completes acquisition of Lifetime Technologies Co. Ltd. in Hanoi, Vietnam

Monstar Lab raises 250 million JPY funds from Gogin Capital Co. Ltd. and Resona Capital Co. Ltd.

Monstar Lab completes acquisition of Ideyatech, Inc. in Manila, Philippines

Monstar Lab completes acquisition of FreeMight, Inc. in Cebu, Philippines

Monstar Lab completes acquisition of Nodes in Europe

Monstar Lab raises 700 million JPY funds from YJ Capital Ltd. and more

Monstar Lab raises 230 million JPY funds from San-In Godo Bank Ltd.

Monstar Lab opens bases in Manchester, Amsterdam, Prague, and Bangkok

Monstar Lab opens base in Berlin, Germany

Monstar Lab opens base in Fukuoka, Japan
MONSTAR LAB’S JAPAN ORGANIZATION

DIGITAL PARTNER DIVISION

Sales/Marketing
Marketing
Business-producer / Tokyo
Business-producer / Osaka
Business Development
APPSTARS

Mobile
SERVER
PM/Director
UI/UX

PMO

GAME DIVISION

Produce
Planning & Operation
Director
Planning
QA/CS

Creative
2D
3D

UI/UX
Sound Create

Development
Infrastructure
Development team
China

MUSIC DIVISION

Sales Planning
Organizations
System

BACK OFFICE

Finance
Accounting

Global
Accounting

Corporate
Planning

General
Affairs / Labor

Human
Resources
WHY MONSTAR LAB

YOUR BUSINESS STRATEGY PARTNER IN IT

Technology has dramatically changed our world. Consumers take the lead and they speed up business development. This provides a vast amount of data for decision-making. It is and continues to be an era in which it is critical for businesses to adapt to technology to build innovative ideas and accelerate growth. Monstar Lab’s vision is to be a vital strategic IT partner to businesses around the world, helping companies to leverage information technology to create leading products using a network of professional resources around the globe.

We do this by tapping into other partner’s resources world-wide. We implement solutions through an integrated chain, from upstream process such as strategy and planning to development and services marketing, and finally to growth. Specifically, we have built up a management system and a product development track record that met high quality standard of leading clients in Japan.

We welcome you to engage with us as your business strategy partner. Discover IT and how it can enable your business more!
We understand that all clients’ needs and challenges are different. As your business strategy partner, we provide professionals from Business Strategy, Design, and Technology. We thrive the most optimized solution for diverse needs and challenges by focusing on speed, value, and professionalism.

In addition, we provide a pool of innovative digital consultants and project managers, creative designers, skilled engineers, and dedicated development team upon the request of our clients.
HOW MONSTAR LAB - SERVICES

We offer end to end services and turnkey solution to our clients. The scope of our services includes planning, requirement analysis, design, implementation (Agile/Scrum), testing, integration, maintenance, and growth hacking. Depending on our client’s situation, we can propose the best way in each of the stages.

1. Planning & Requirement Analysis
2. Design
3. Implementation (Agile/Scrum)
4. Testing & Integration
5. Release
6. Maintenance & Growth Hacking
OUR CLIENTS

AND MORE..
Monstar Lab / APPSTARS

IT Talent Matching Platform

WEB  Planning  UI/UX
Development  Test  Growthhack

The problem
Japan’s domestic supply of IT talent in companies is known to be decreasing while the number of freelancers are increasing. However, IT freelancers are not that efficient in marketing themselves and find it difficult to find work opportunities. Thus, mismatch happens.

The solution
The IT matching platform was launched last March 2017. In 2018, the growth rate for IT matching is over 500% and reached X.X million dollar revenue now. In addition, the Monthly Active Users (MAU) grew about 4 times through several key growth hacking activities such as UI/UX, SEO improvement, content marketing, advertising, etc.

The result
The IT matching platform was launched last March 2017. In 2018, the growth rate for IT matching is over 500% and reached X.X million dollar revenue now. In addition, the Monthly Active Users (MAU) grew about 4 times through several key growth hacking activities such as UI/UX, SEO improvement, content marketing, advertising, etc.

LANGUAGES
PHP(Wordpress), HTML, CSS, AWS

Appstars is a platform for matching freelancer IT talents such as engineers, designers, managers to client companies that are experiencing shortage of talents. This platform offers customized IT talents by utilizing know-how and using the network of Monstar Lab Group.
The problem
In Philippines, large BPO companies are at risk of losing job opportunities to automated bots which can do manual work more efficiently.
In Japan, there is a shortage of workforce which is a threat to the economy and productivity.

The solution
Automation can help BPO companies improve their productivity thereby making them competitive.
At the same time, labor shortage can be augmented by machines who can do manual repetitive work.

The result
Automation helped large organizations save money and improve productivity costs by 10%-15%.

LANGUAGES
.Net, Java
This service allows users to submit a question by shaking a smartphone. Users can freely select any desired video lesson wherever and whenever they are via a smartphone or tablet. By shaking a smartphone during the lesson, a user can submit a question to the operator and communicate with them.
The problem
The client wants to further grow the business. The main source of revenue was from advertisements at the beginning of the project. The client decided to enter the e-Sports market since there were many gaming businesses in the advertising industry and video streaming is a trend. Main business challenges were technical difficulty of the services wanted and lack of engineer resources.

The solution
As an approach to our client’s business challenges, we delivered not only projects but also competition analysis and market research on the e-Sports domain as a customer-accompanying system. In addition, we also designed products that can possess competitive advantages. Regarding technical issues, we conducted research and development (R&D) on recording screens and voices on overseas teams. We utilized our overseas team for implementation in the middle of development. During the project, we also made efforts to raise the number of client staff to enhance the client’s commitment.

The result
Client reached 2 million MAU (by 01/2018) by developing the system and conducting strategic approaches such as releasing OPENREC.TV. OPENREC.TV is a platform for recording, watching, producing professional games, and holding e-Sports event.
K-Opticom Corporation

C2C Record Matching Platform

The problem
- Client doesn’t know what functions are useful for both buyer and seller of records
- There is a need to find partners with development capabilities and experiences to accomplish verifying records and platform to match buyer and seller

The solution
Proposed and implemented MVP development for verification of core technology development. Customized technology and UVP of service are accepted to target users such as libraries.

The result
The verification operated as desired and was able to identify functions that were accepted and not accepted by users. Based on this result, the execution of selecting functions to incorporate and reviewing UVP and development plan will take place, and currently developing additional functions. Scheduled release is on November.

LANGUAGES
Java (Android, Server)
Swift

CONFIDENTIAL
This is a flea market application for smartphones in which animation character goods, figures, costume play goods, and so on can be put on show and bought. It has a wide variety of categories, so it can be enjoyed by a wide range of users, from hardcore fans of animations or idols and people who like collections to people who like generally acknowledged animations and SF characters. Since the service is free, users can casually connect with like-minded fans.
House Building-Specific Matching Service

A platform that allows users to consult with specialists about a variety of house-specific issues, from a small shelf to house design.

Since users can see not only a list of specialists but also search a list of their actual achievements, users can find a specialist or case that matches their preference. In addition, when using the “Consult” function, users can feel free to ask specialists about even a trivial question.

LANGUAGES

HTML
CSS
JavaScript
Objective-C
Java
Seventeen magazine has enormous popularity among teens of junior high and high school age in Japan. Based on SHUEISHA’s desire to invigorate the community for models and readers by delivering secret stories from the ST editorial desk, limited content including off-shots and everyday coordination of the ST models who always carry smartphones with them, we have engaged in planning and performed UX design, designing, and development.
Hanamaru, Inc.

Hanamaru Udon Official Application (O2O)

The problem
The client is not IT related company and has no know-how on App development and O2O optimization.

The solution
We provided full consultation and KPI setting on Online to Offline commerce (O2O) gamification. For example,
1. We define segmentation by heavy, middle and light users.
2. We connect App users with gamification and various coupons which can be used in offline stores.
3. These coupons can be used for side dishes and main menu with various discount.
4. As much as you use, you can also be ranked up and get new benefits of coupon.

The result
Original target was 20,000 download users in 6 months.
The result of download numbers are 25,000 download users in 2 months.
Offline sales and cross sales are increased by 20% more than before adoption in 6 months.

LANGUAGES
Javascript
PHP
HTML5
CSS
In this application, a soccer player character grows according to the pedometer value. In addition, to allow users to continuously enjoy this application, it awards users when they achieve a predefined goal. Users of “KenCoM” (a service operated by the client) can view their respective ranks of the monthly pedometer values in the health insurance society they belong to in real time and also amass “KenCoM points” according to their pedometer values.

**Languages**

Java
Abellio Greater Anglia

Keeping staff up to date with contingency plans

iOS  Android  Direction

UI/UX  Server

The problem
Abellio needed to communicate to all staff when issues or problems occurred on the lines. They also found customers had more information than their staff when issues occurred.

The solution
The Contingency app lets Abellio activate Contingency Plans within seconds, and pushes out a notification to alert all staff users of the issue. Plans detail how to handle the situation and offer delay repay to customers. Integration with thetrainline ensures staff can recommend real-time travel updates.

The result
Abellio saw a record customer satisfaction rating in 2017, with customers feeling informed and staff up to date thanks in part to the Contingency App.

LANGUAGES
Java  PHP

TECH
Butterknife, Retrofit, GSON, OKHTTP, Guzzle, Gnu, Linux, NGinx, MySQL, Redis, Beanstalkd, S3

INTEGRATIONS
Scot Rails SOAP API  Trapezegroup API  Urban Airship  Google Analytics

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Riide

Global cab booking platform for drivers and passengers

The problem
In an industry characterized by fierce competition and intruding disruptors, Riide was born out of 16 private hire and taxi operators across the UK and Ireland who came together to form a strong taxi alliance.

The solution
Leveraging state-of-the-art technology, a solid booking system was developed to support seamless contact between drivers and passengers, which has been combined with a truly intuitive user experience including credit card payment, transparent driver ratings and split fare functionality.

The result
The app has recently gone live and is projected to support more than 12,500 taxis and facilitate more than 200,000 bookings per week. Taxi companies in USA have also started implementing the app to provide a state-of-the-art taxi experience.

LANGUAGES
Java / Kotlin
C#
Swift
PHP
HTML / CSS / JS

TECH
Alamofire, Blobfish, CocoaLumberjack, KingFisher, Serpent, SnapKit, SVProgressHUD, OKHTTP, Conceal, Picasso, RxJava, GSON, Butterknife, Dagger, Timber, Laravel, Guzzle, Linux, NGinx, MySQL, Redis, Beanstalkd, S3

INTEGRATIONS
Stripe Payment
Bugsnag
Google Directions API
MailGun
Sinch
iCabbi
PubNub
MixPanel Google Analytics

iOS
Android
Direction
UI/UX
Server

Global cab booking platform for drivers and passengers

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Mazda

Product catalogue for sales and distribution team

The problem
Mazda was spending a lot of money on print materials for their sales and distribution. Frequent updates became an expensive exercise with print and logistics expenses. Furthermore, Mazda wanted to create interest and drive preference towards the Mazda brand.

The solution
An app where the sales team can easily access the latest version of the product catalogue and use it actively in sales situations with end-consumers. Mazda can now easily push out updates and make sure information reaches the sales team directly on their own device, cutting through the communication noise from other car brands.

The result
With easy and centralised updates of the product catalogue, the app provides the sales person with updated information and aids the user in realtime sales situations. This has helped create a preference for the Mazda brand.

LANGUAGES
Swift
Java
Server Side Swift (Vapor)

TECH
Alamofire, Serpent, KingFisher, Codemime, RxJava, Retrofit, OKHTTP, Picasso, Vapor, Storage, Redis, Linux, NGinx, MySQL, Beanstalkd, S3

INTEGRATIONS
HockeyApp, Google Analytics

KÖPARGUMENT
• Lorem ipsum dolor sit amet, consectetur
• Sed do eiusmod tempor incididunt
• Ut enim ad minim veniam, quis nostrud
The problem
FitnessDK wanted to increase member retention, especially in critical seasons during the year. Meanwhile, gym members expected solutions that enabled easy booking and management of their workouts.

The solution
#everythingcounts is a personal tracker that not only captures the tracked data from Apple Health and Google Fit, but also includes the user’s gym sessions in the data. The intuitive booking system allows users to plan alongside their favourite gym partners so they can go together.

The result
The app enforces user engagement and gives FitnessDK a unique tool to take ownership over user data and drive the solution forward to give the most holistic workout experience.

LANGUAGES
Swift
Java
PHP

TECH
Alamofire, SDWebImage, SwiftDate, RxSwift, FacebookSDK, GSON, OKHTTP, Butterknife, Retrofit, Guttenberg, Laravel, Guzzle, Listify, Linux, NGInx, MySQL, Redis, Beanstalkd, S3

INTEGRATIONS
Urban Airship
Exero
Google Analytics
MixPanel
Bugsnag

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Tattoodo

A global social network for tattoo enthusiasts

iOS   Android   Direction
UI/UX   Server

The problem
Tattoodo wanted to create a mobile experience platform for their community similar to Instagram.

The solution
A mobile platform for iOS and Android where users can discover, collect and share inspiration from a collection of tattoo articles and images.

The result
The app has been downloaded by more than 500,000 users, and is the primary channel for driving loyalty in the Tattooodo.

LANGUAGES
Java   PHP

TECH
Alamofire, HockeySDK, Kingfisher, Picasso, Butterknife, Retrofit, GSON

INTEGRATIONS
Tattoodo WebService API, Google Analytics, Urban Airship

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THANK YOU!