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PRESS RELEASE

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Design and animation startup LottieFiles raises seed round from **Adobe Fund for Design and 500 Startups**

San Francisco, April 2020: LottieFiles, a company that aims to pave the future of animation with a powerful new file format, Lottie (which on an average is 600% smaller than a GIF) and its animation workflow platform, announced that it had raised a round of capital from [Adobe Fund for Design](#) and [500 Startups](#).

“[LottieFiles](#) has helped hundreds of thousands of developers and designers from over 32,000+ global fortune companies (Netflix, Disney, Airbnb, Google, ByteDance, Amazon, Grab, etc.) ship interactive animation faster and more effectively.



This has made LottieFiles one of the largest and most active communities of animators, developers, project managers, and marketers who understand the power that animation and interactive content holds in boosting user engagement and conversions,” said [Kshitij Minglani](#), Co-Founder and CEO.

In light of recent changes in the world, a platform like LottieFiles is even more relevant as most companies are talking about digital marketing, transformation, and looking to enhance their efforts as more users come online.

When it comes to the Lottie animation, there has been widespread adoption, and it has grown organically thus far. LottieFiles plans to use the capital towards R&D efforts in making the Lottie file

format even more capable and expanding its community of both individuals and medium to large companies.

“We see use-cases of Lottie animations from app loading and wait screens, to gamification, user onboarding as well as to websites and apps that want to serve meaningful content to its users,” added [Nattu Adnan](#) Co-Founder and CTO.

With its offices across San Francisco and Kuala Lumpur, and its user base spread across 60+ countries, the company is betting on the power of interactive content across platforms, across devices, and across industry verticals like marketing, gaming, productivity, media, and more.

Founder Background

[Kshitij Minglani](#) is a serial entrepreneur who exited his last venture (homebuy360) in India to Housing.com, and for the last 7 years has been a Co-Founder of Mindvalley - the world's leading Ed-Tech personal growth platform with over 12 million students from 80+ countries and 300+ employees.

[Nattu Adnan](#) is a seasoned entrepreneur that has built several tech start-ups across Southeast Asia. His background in design and building products is what powered the LottieFiles technology, creating something that could disrupt the industry by allowing users to easily create and ship beautiful, more engaging products.

Resources

[LottieFiles Press Page](#)

[What is Lottie?](#)

[Photos](#)