



Press Release

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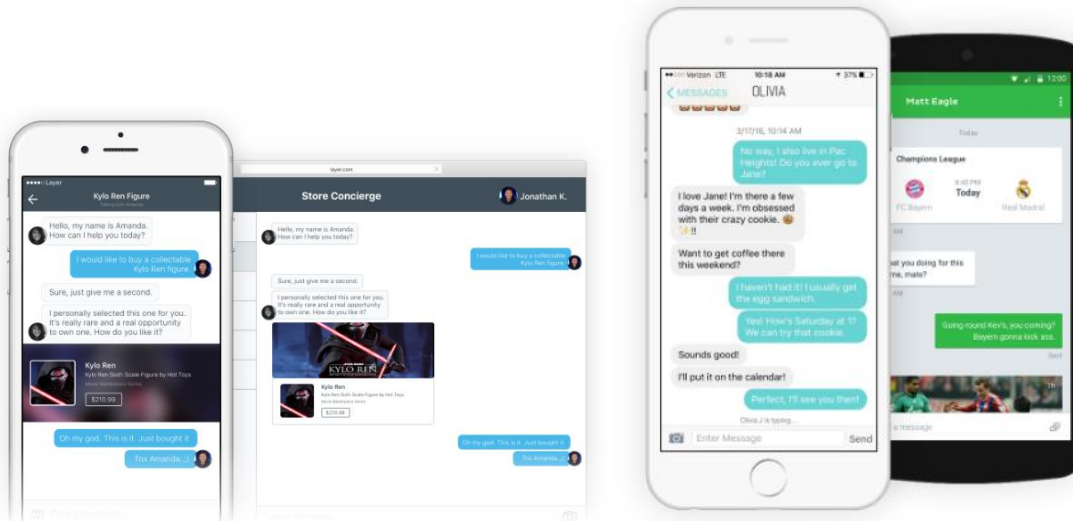
Dream Incubator Invests in Layer, Forming a Strategic Partnership

~Layer Will Expand Services in Japan and Asia with Dream Incubator~

Dream Incubator Inc. (“DI”) today announced an investment in leading messaging platform Layer.com. Along with the investment, the deal includes a strategic partnership between the two organizations for expanding Layer’s reach throughout Japan and Asia, where messaging has fast become the primary platform for all communications: consumer-to-consumer, business-to-business and business-to-consumer, alike.

Layer makes it easy for app creators to add rich messaging experiences to their mobile and web products. With just a few lines of code, developers can use Layer’s out-of-the-box service to easily create well-designed and excellent-performing messaging with features like typing indicators and push notifications. Layer handles all of the hard parts of building messaging like sync, security and the necessary backend infrastructure. Since its launch in 2013, Layer’s reach has expanded globally, and today the company powers communications experiences in more than 500 applications around the world.

Sample:



B2B & B2C Commerce, Marketplaces, Content Communities & Games Web/mobile Applications

Founder & CEO of Layer, Ron Palmeri (<https://www.crunchbase.com/person/ron-palmeri>), is a successful serial entrepreneurs in Silicon Valley. Prior to Layer, Ron ran Minor Ventures where he helped start technology companies Grand Central (sold to Google) and OpenDNS (sold to Cisco). Successful investors, such as Salesforce Ventures, have committed to the expansion of Layer from individuals to venture capital as well as corporates.

Comments:

“We’re excited to welcome Dream Incubator to the Layer family and look forward with enthusiasm to working together strategically to expand our footprint throughout Asia, a part of the world where messaging is the defacto way people manage their lives, whether it’s to send money, order food delivery or catch up with a loved one.”
(Ron Palmeri, Layer Founder & CEO)

“We believe rich messaging experience is going to be a key differentiator to business to client services. Emails are no longer effective ways to engage clients. We prefer business communication to be in line with what we daily use. Layer brings a new and unique value of rich messaging experiences with high security standard to clients. Only a few codes are needed to implement Layer. We’re very excited to collaborate with Layer to penetrate its service in Asian market.”
(Takayoshi Yamakawa, DI President)



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About Dream Incubator Inc. (URL : <http://www.dreamincubator.co.jp/>)

Dream Incubator Inc. (TYO: 4310), “the business producing company”, is a strategic consulting and business development firm primarily for corporate clients and governmental institutions. Dream Incubator provides both capital and professional services to next-generation companies to support their growth and expansion, while also operating their own businesses as well.

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