

MDV SpeedRead is a series of articles where we have conversations with our diverse customers under MDV's funding portfolio to understand about their business, aspirations and directions. This week, we speak to Stephanie Sitt, founder and Chief Executive Officer (CEO) of Inimage Group.

The Inimage Group is behind 123RF.com which provides royalty-free stock photos, image vectors, video footages and audio clips. 123RF fulfills the creative gap for businesses by providing accessible, quick and easy access to creative tools and content for marketing and advertising while maintaining very reasonable price points.

123RF was created by husband-and-wife team Stephanie and Andy Sitt in Malaysia in 2005 and has since grown to include over 250 employees across the globe with offices in the United States, Italy, Taiwan, Vietnam and JV offices in the United Kingdom and Germany.

Inimage Group was birthed when both Stephanie and Andy observed the emergence of micro pricing stock photos market that was growing in tangent with the evolution and growth of digital cameras and prosumer photographers. Both Stephanie and Andy adopted the micro pricing stock photos business models to allow for businesses to have better and greater option for content with minimal budget.

Currently, the company owns more than 160 million content from over 300,000 creative contributors with over 50 million monthly visitors across all its platforms.



Inimage Group provides a complete end-to-end solution for content creation via its line of products - **123RF, stock unlimited, Pixlr, Vectr, Hungry JPEG, Craft Bundles, Story & Heart, Designs.net, Easy Designs** and **InimageOne** - by providing not only stock photos, visuals, vector images, audio-visual, design, imagine tools and platforms as well as AI and analytics. To put it simply, the Inimage Group is a comprehensive ecosystem on its own – an online creative firm providing Agency-as-a-Service. Stephanie enlightened that 123RF sets itself apart from its competitor by providing a comprehensive totalistic service that caters for both the established and smaller businesses through good story-telling and affordable stock content.

To put in a nutshell, 123RF, according to Ms. Sitt, allows for technology and creativity to merge, while allowing design to be within reach for everybody. Anyone, according to her, can

#designyourstory with the tools and creative content that 123RF offers.



When asked about the future plans for Inimage Group, Stephanie responded that the company is looking to enhance its products and e-commerce platforms to allow for greater convenience of a content marketplace for the users and stock content contributors. The Inimage group has also developed its One Click Tool to allow for easier, more seamless and faster photo editing and designing via Artificial Intelligence (AI). This will address the customers' need for speedier results without having to compromise on creativity.

Having had their presence globally, we asked Stephanie about the ideal ecosystem and location for technopreneurs. Stephanie feels that the US is a country that has always been driven by technology and as such, more welcoming to tech businesses. This is likely because the American education system played an important role in recognising and encouraging creativity and innovation and that the investors are more receptive towards new business ideas and concepts.

Any markets that allow for a robust platform for technology start-ups by encouraging innovation and providing for a holistic ecosystem from talents, trade policies to funding availability is highly sought after by tech companies such as 123RF. In this instance, MDV, as a technology financier, is also a crucial player in the ecosystem in its venture debt financing offerings to Malaysian tech startups. According to Stephanie, technology companies at Growth Stage such as Inimage Group can leverage on MDV's fund to spearhead growth and expand regionally to capture a larger user base. MDV's financing allowed for the company to launch extensive marketing initiatives without having to pinch through its cashflow.

We end this article with a quote by Ms. Sitt in an interview for an online publication, **"You should approach it (your business) like you are selling an experience and put an emotional touch in it for your audience."** And with that gem of an advise, we would like to wish the very best of success to Ms. Sitt and her entire team at the Inimage Group!