



Kraftful creates the interfaces that control the devices, and develops apps for both iOS and Android | Photo source Kraftful

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STARTUP CREATES FULL-SERVICE APPS FOR SMART HOME PRODUCTS

 COMPUTING & TECH

Kraftful builds no-code app solutions for companies entering the smart home market

Spotted: US-based startup, Kraftful, is making it easier for legacy companies to enter the smart home market. The startup creates customisable apps that interface with smart home goods.

The apps make it easier for companies to enter the smart home market without wasting resources on app design, Kraftful says.

The startup offers models that interface with Internet-of-Things connected products, like smart lights, thermostats and other smart home appliances. For instance, smart locks are becoming increasingly popular, attracting more companies to the field. But while most locks work on a similar principle, a lot of companies lack the know-how to create a dedicated app for their product.

Kraftful creates the interfaces that control the devices and develops apps for both iOS and Android. It also tailors the app for the company's needs and branding identity, and sends the company analytics so that the client can understand how its customers use the app.

Kraftful recently raised **€910,000 in funding**, and the startup says it is already working with Fortune 500 companies to develop their digital strategies.

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Takeaway:

The number of IoT-connected devices is forecast to **quintuple to 125 billion by 2030**. Such a growing demand for smart devices is attracting more companies, but a poorly designed app can **frustrate customers and hurt sales**. Kraftful's apps could make it easier for companies to enter the home smart device market.