

# BorderX Lab Named to CNBC Upstart 100

## Cross-Border E-commerce Tech Company Named to Prestigious Annual List of 100 Promising Start-ups to Watch

SUNNYVALE, Calif., Oct. 10, 2018 /[PRNewswire](#)/ -- CNBC has named cross-border e-commerce tech company [BorderX Lab](#) to its 2018 annual list of 100 promising start-ups to watch.

The media organization's online [announcement](#) describes its list of honorees as "promising young start-ups, featuring a diverse group of companies that are building brands and breaking industry barriers on the path to becoming tomorrow's household names."

BorderX Lab, founded in 2014 and headquartered in Sunnyvale, Calif., has developed an online platform that lets global brands sell directly to Chinese shoppers without the need for an agency, joint venture partner or China team. The company's first product, Beyond APP, is a mobile marketplace for Chinese shoppers that recreates the safe, authentic and high-quality online shopping experience of leading U.S. and European retailers and brands using curated content, cutting edge big data and personalization technology including AI and bots.

Unlike other providers, BorderX Lab has a content team in China and the U.S. that translates and localizes brand information to drive product demand. The company's mobile app has been downloaded more than five million times.

"BorderX Lab is best positioned to bring U.S. merchants and their products to China—and soon to other countries as well—offering international consumers the best shopping experience, choice, protection and pricing available," said Albert Shen, CEO and co-founder, BorderX Lab.

"We're gratified to have been selected by CNBC as an Upstart 100 company. Our company is apolitical; we simply stand for and with the consumer. Our entire organization is committed to empowering consumers, wherever they reside, to gain access to world markets and be able to shop and buy goods on an equal footing."

According to CNBC, more than 500 start-ups responded to its call for submissions. Each was asked to supply information about the company's founders, investors, growth, recent milestones and more (some of it off the record). The rules required the companies to be privately held and founded no earlier than Jan. 1, 2013. Eligible companies were scored on eight equally-weighted quantitative metrics. The 100 top-scoring companies were named to the list.

For more information about BorderX Lab, or to inquire about brand and merchant partnerships, contact [merchants@borderxlab.com](mailto:merchants@borderxlab.com).

### About BorderX Lab, Inc.

[BorderX Lab](#), headquartered in Silicon Valley and with offices in Shanghai, Beijing and Jiangsu Provinces, China, is the leading cross-border e-commerce solution for Western brands and retailers targeting the Chinese market. The company's mission is to connect American and European merchants with the global middle class. BorderX Lab's advanced technologies includes machine learning and artificial intelligence bots to make global commerce automatic, intelligent and interactive. Investors include Kleiner Perkins, Hillhouse Capital Group, CBC (China Broadband Capital), Welight Capital and iFly Venture Capital. For more information, please visit [www.borderxlab.com](http://www.borderxlab.com).

SOURCE BorderX Lab, Inc.

For further information: Henry Feintuch / Doug Wright / Richard Anderson, Feintuch Communications, 212-808-4901 / 212-808-4903 / 718-986-1596, [borderx@feintuchpr.com](mailto:borderx@feintuchpr.com)

---