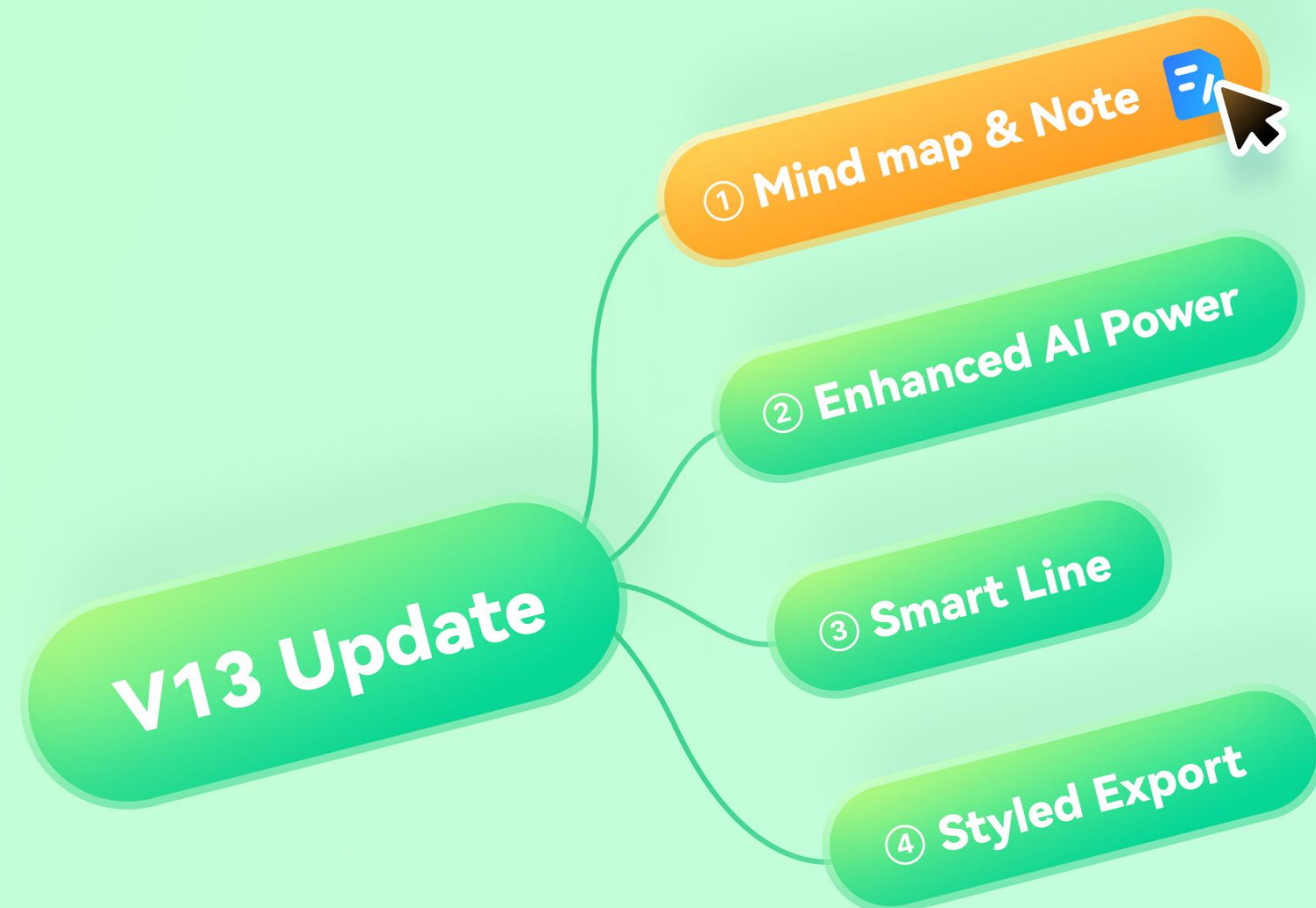




# Innovate Business with Mind Mapping

Brainstorm, create, and collaborate with EdrawMind.

Available for:





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*About Wondershare*

**02**

*EdrawMindIntroduction*

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*Why EdrawMind*

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*What's New in V13*

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**07**

*Partner Benefits*



# About Wondershare

- Introduction
- Product Matrix



## About Wondershare

Founded in 2003, Wondershare is a global leader in software development and a pioneer in digital creativity.

We provide simple and easy-to-use software to millions of users in over 200 countries and regions.



**100M+**

Active Users

**1700+**

Employees worldwide

**200+**

Countries & Regions

**30+**

Main Products

**10+**

Languages Supported



# Wondershare Product Matrix

## Diagram & Graphics

**Wondershare EdrawMax**

**Wondershare EdrawMind**

**Wondershare EdrawProj**

Visio

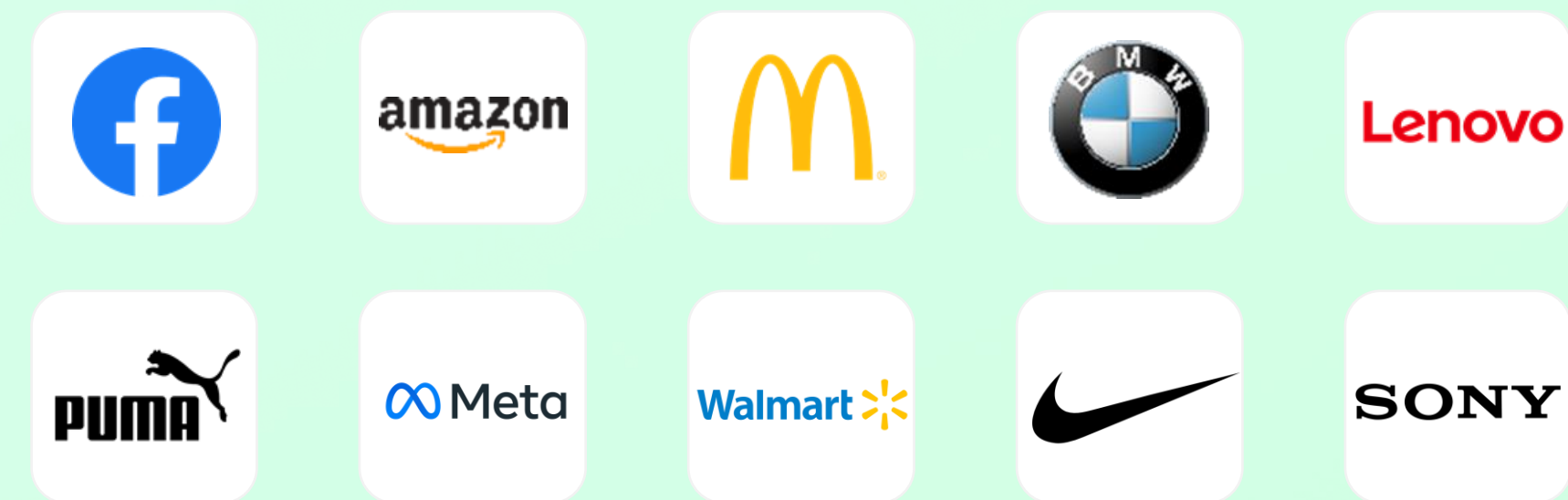
MindManager

Project

Diagramming Solution

Mind Mapping Tool

Project Management



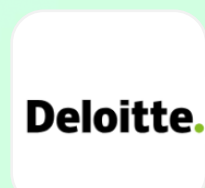
## PDF Solutions

**Wondershare PDFelement**

**Wondershare PDFelement Cloud**

Adobe Acrobat







## Video Creativity

**Wondershare Filmora**

**Wondershare UniConverter**

**Wondershare DemoCreator**

**Adobe Premiere Pro**

**HBOmax**

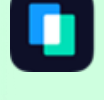
**Camtasia**



## Data Management

**Wondershare Dr.Fone**

**Wondershare Recoverit**

**Wondershare MobileTrans**

**IDrive**

**veeam**





# About EdrawMind

- Introduction
- Brand History
- Target Audience





## About EdrawMind

**EdrawMind is a cross-platform, multi-functional mind mapping software from Wondershare.**

Our mission is to help people better organize their thoughts and stimulate creativity. EdrawMind is a comprehensive solution to help you quickly become a skilled mind mapper.



**30 Million+**

Users in the world



**150+**

Countries and Regions



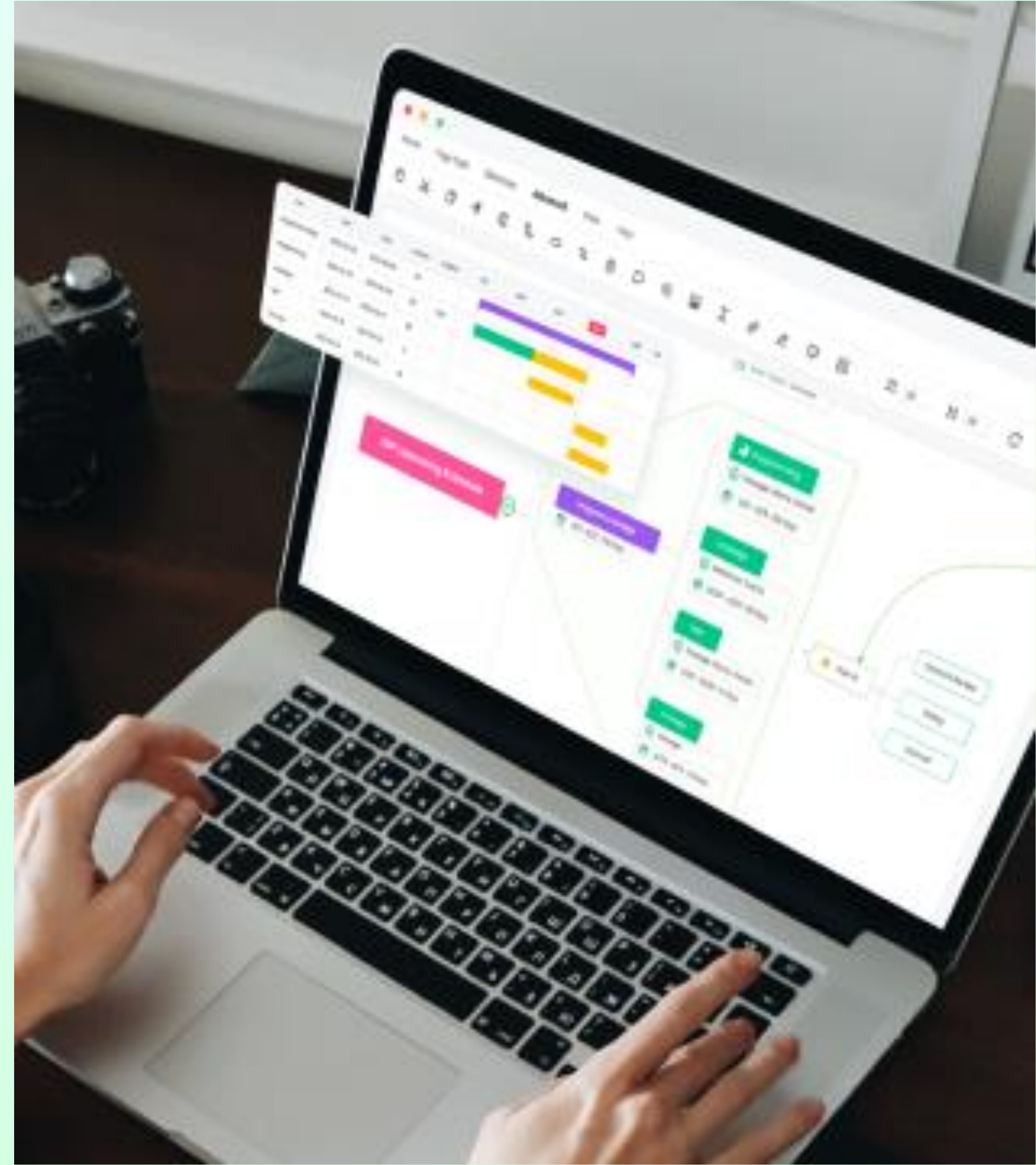
**1 Million+**

Map templates



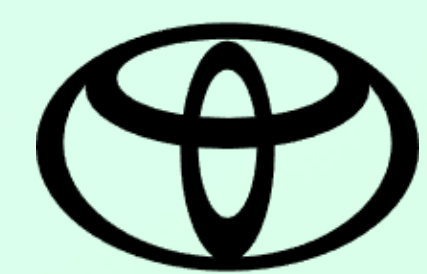
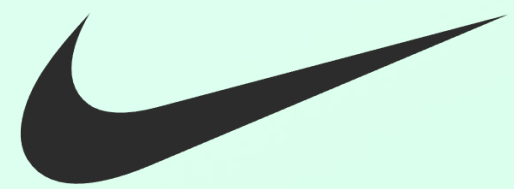
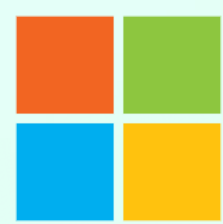
**100 Million+**

Software downloads so far





# Trusted by Companies Worldwide





# EdrawMind's Brand History

## V6.0

EdrawMind

New version realeased to help millions of people to collect and organize their ideas and information.

2017.10

## V8.0

EdrawMind

New version with theme styles, clip art,three new layout templates etc.

2018.10

## V7.2.2

EdrawMind

This release added new features such as Optimized auto-backup function,Print settings could be saved,Support inserting excel cells to the topics, Adding prompt dialogue when exiting from note.

2019.11.05

## V8.0.0

EdrawMind

This release added new features such as multiple pages, Password Protection, import Word, HTML and Markdown files, Formula Editor.

2020.05.29

## V8.5.1

EdrawMind

This release included improvement features such as,Successfully reduce embeded web pages' loading time by 40%, Redesign attractive themes, remake high-quality clip arts, and optimize old UI controls to help you create beautiful mind maps, Support to insert tables into mind maps, Corrections and improvements in many small details, Fix the crash issue that happens in certain situations.

2021.01.08

## V10.0.2

EdrawMind

This release included improvement of following features of "Help Center" and "Account",'Home", All Pages.

2022.09.22

## V11.0

EdrawMind

This release was the first cross-platform integration in mindmapping industry, realizing the CEF embedded synergy within the product side.

2023.11.23

## V12.0

EdrawMind

This release added Presentation Mode and Project Kanban, with enhanced AI capabilities.

2024.09.12

## V13.0

EdrawMind

This release introduced Knowledge Base and Cloud Notes features, adds hand-drawn style mind map image export, and continues to enhance AI capabilities.

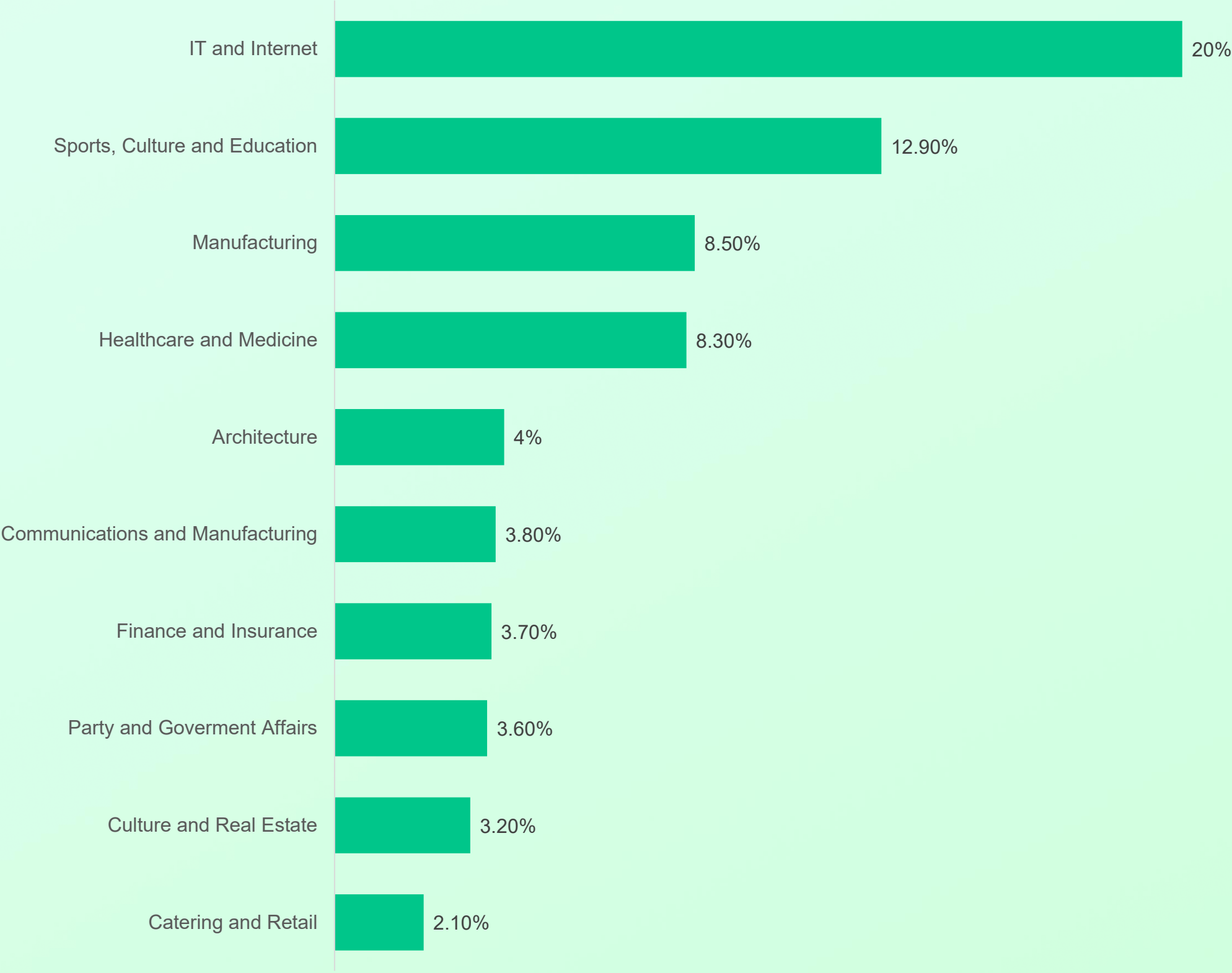
2025.11.05





## Target Audience

Users from various industries can enhance their work efficiency with Edrawmind.





# Why EdrawMind

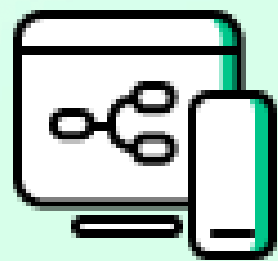
- Business Values
- User Scenarios
- Competitor Comparison



## Business Values

**Using mind maps to improve efficiency has become a trend among enterprises.**

Construct and streamline your thoughts orderly, and present your ideas most interactively and systematically. We aim to impress your clients from the start, and EdrawMind is here to help you achieve that goal.



### Cross-platform support

Experience cross-platform support on all desktop and mobile operating systems, as well as web platforms, for seamless collaboration between teams.



### Real-time collaboration

Empower your team members to collaborate effectively, no matter where they are, on brainstorming, mind mapping, and project planning.



### File encryption

Secure your sensitive data with the advanced file encryption feature, designed to protect your valuable information.



## User Scenarios

# Education Professionals

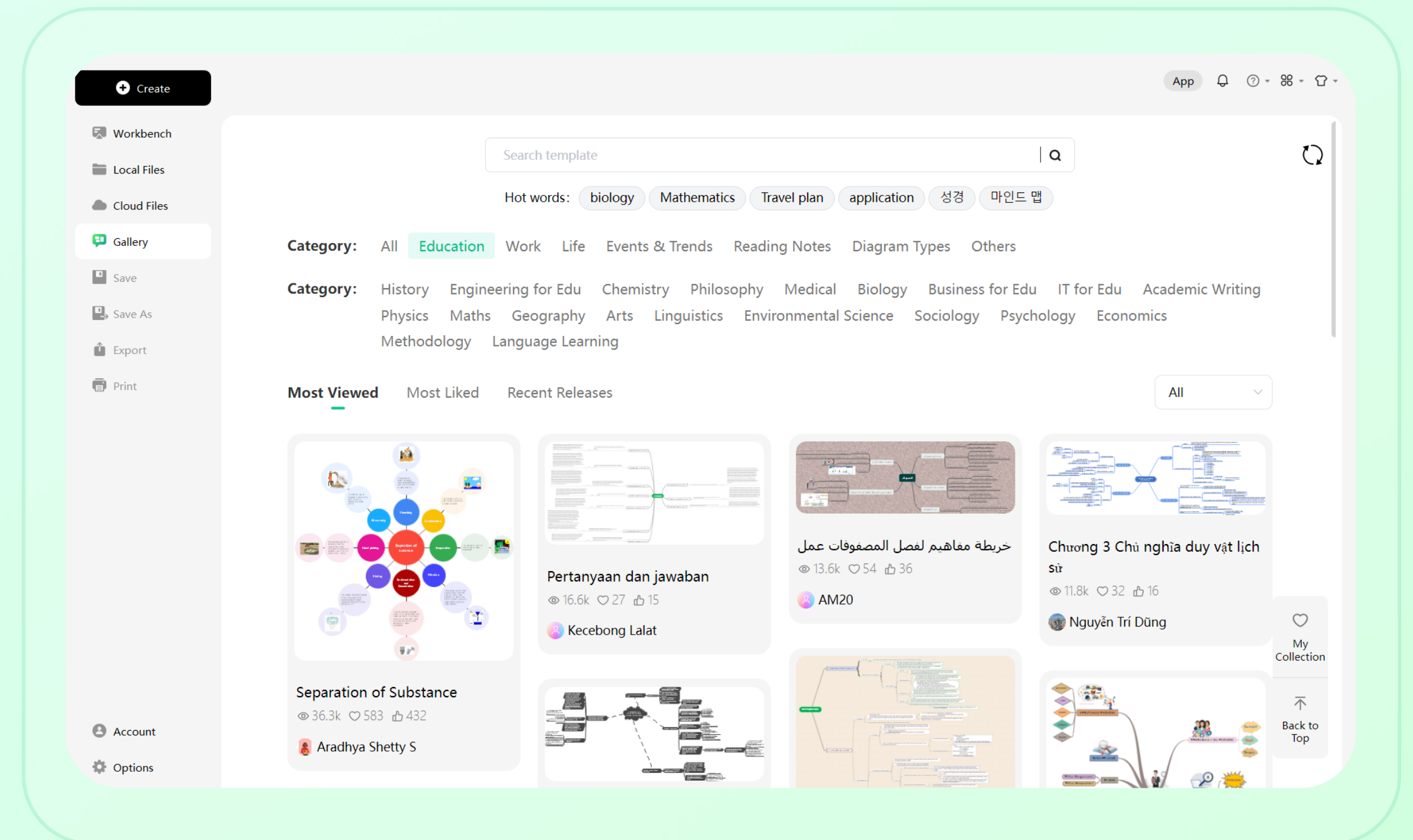
(Students/Teachers/Researchers)

### Application Scenarios

- Knowledge management: exam preparation, knowledge sharing, lesson planning, course training;
- Study notes: reading comprehension, error analysis, book summaries, outline organization.

### Product Values

- **Abundant mind map templates:** Covering a wide range of fields, including study materials for exam preparation, notes from best-selling novels, humanities classics, and practical books - all at your disposal.





## User Scenarios

# Product and Marketing Personnel

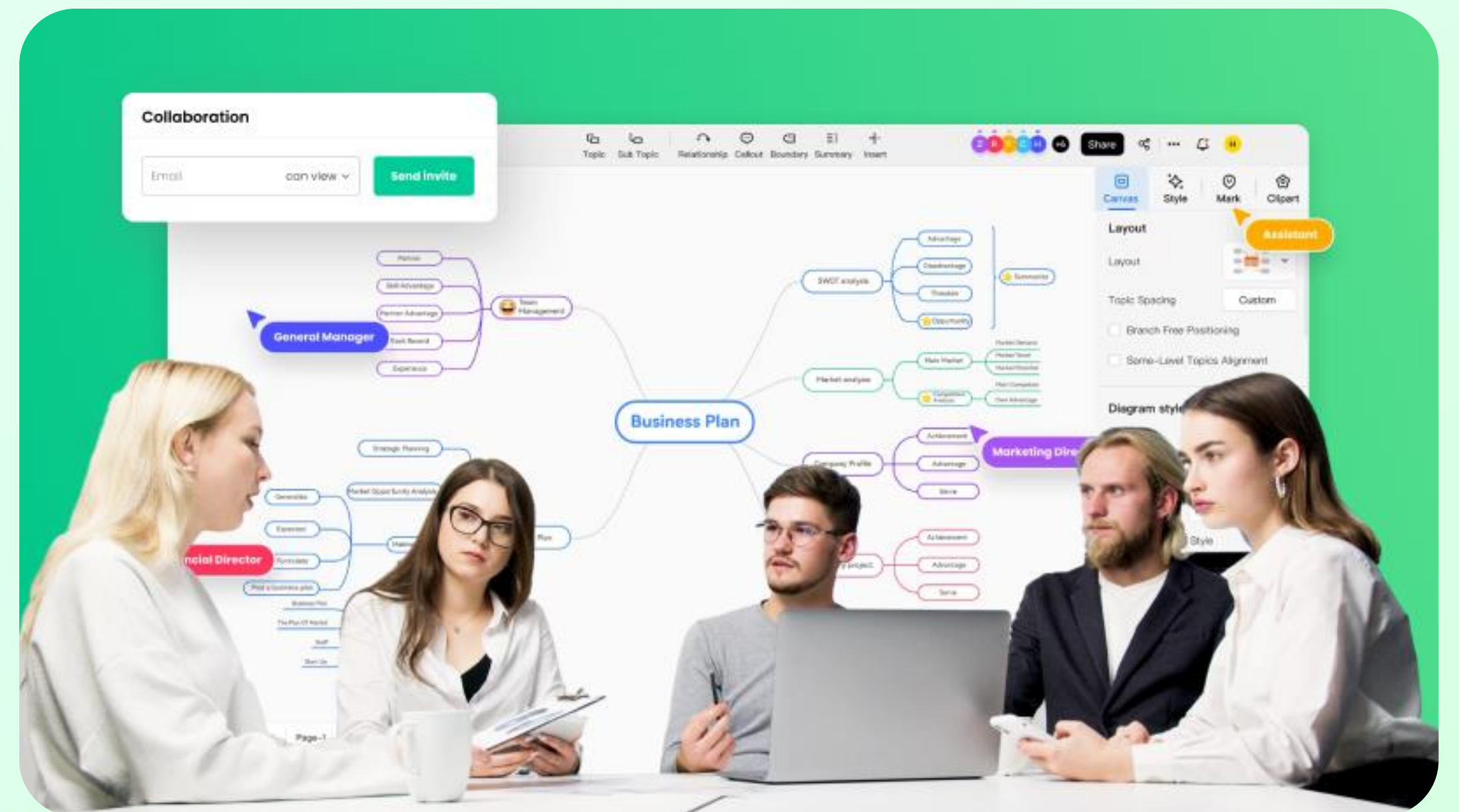
(Product Managers/Marketing/Business/Sales/Operations Managers/Testing/Analysts)

### Application Scenarios

- Requirements analysis, test cases, report summaries, event planning, meeting notes;
- Learning and sharing, experience consolidation, capturing inspiration.

### Product Values

- **Outstanding performance and abundant resources:** Supporting 20,000+ nodes, 22 layout styles, 33 themes, and 700+ original clip art images to give your mind maps a unique touch.
- **Information security:** Private deployment options ensure data safety, service stability, and more efficient collaboration.





# User Scenarios

## Administrative Staff and HR

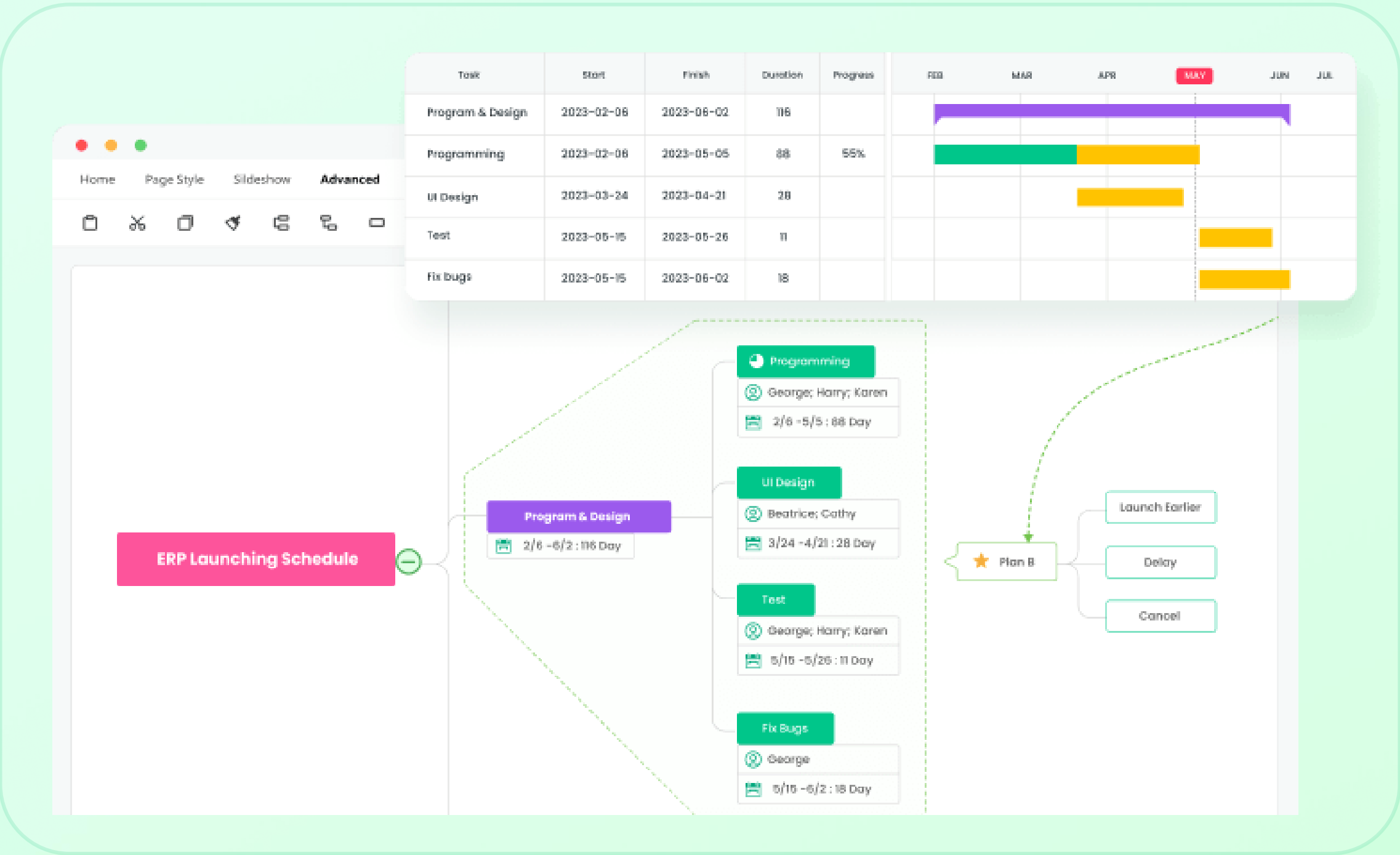
(HR/Administrators/Project Managers/Managers)

### Application Scenarios

- Project management, progress tracking, brainstorming, collaborative work;
- Logical guidance, team management, organizational structure.

### Product Values

- **Create on one device, sync across multiple platforms:** Seamless file transfer across devices, fostering team collaboration and boosting efficiency.
- **Catering to various management needs:** Team management, create team groups for effortless sharing and managing team files;
- Gantt charts, **visualize project activities** for efficient project management.





| Product Position                                                                    | EdrawMind                                                                                                                   | MindManager                                                             | MindMeister                                                                                                       | Mindomo                                                                                                                                                  |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Company                                                                             | Wondershare                                                                                                                 | Alludo                                                                  | MeisterLabs                                                                                                       | Mindomo Software                                                                                                                                         |
| System Support                                                                      | Windows, Mac, Linux, iOS, Android, Web                                                                                      | Windows, Mac, IOS, Android                                              | Web, IOS, Andriod                                                                                                 | Windows, Mac, Linux, iOS, Android, Web                                                                                                                   |
| AI Creation (Image Generate)                                                        | √                                                                                                                           | ×                                                                       | ×                                                                                                                 | ×                                                                                                                                                        |
| Rich Text Editor                                                                    | √                                                                                                                           | ×                                                                       | ×                                                                                                                 | ×                                                                                                                                                        |
| Collaboration And Synchronize                                                       | √                                                                                                                           | ×                                                                       | √                                                                                                                 | √                                                                                                                                                        |
| The Web Side Supports Online Collaboration, Online Cooperation, Online Editing, Etc | √                                                                                                                           | ×                                                                       | ×                                                                                                                 | √                                                                                                                                                        |
| Import                                                                              | Mindjet, XMind, EdrawMax, FreeMind, MarkDown, HTML, MS Word, List                                                           | Xmind, Freemind, Word, OPML, Excel                                      | MindMeister (.mind), Freemind (.mm), Mindmanager (.mmap), XMind (.xmind), OPML (.opml), and Text (.txt)           | MindManager (.mmap), Freemind (.mm), XMind (.xmind), OPML (.opml), Text (.txt), Microsoft Soft (.docx, pptx, xlsx), PDF (.pdf), image (.jpg, .png, .bmp) |
| Export                                                                              | Image (jpg, png, bmp, ioc, pbm, gif, tif, ps, eps, svg), document (word, ppt, excel, html, pdf), other (Mindjet, List, etc) | Image (jpg, png, bmp, gif, emf, wmf), HTML, CSV, Excel, OPML, Word, ZIP | MindMeister (.mind), Freemind (.mm), Mindmanager (.mmap), XMind (.xmind), PDF (.pdf), PNG (.png), and Text (.txt) | MindManager (.mmap), Freemind (.mm), XMind (.xmind), OPML (.opml), Text(.txt), Microsoft Soft (.docx, pptx, xlsx), PDF (.pdf), Image (.jpg, .png, .bmp)  |
| Cloud                                                                               | √                                                                                                                           | ×                                                                       | √                                                                                                                 | √                                                                                                                                                        |
| Offline /Outline Mode Editing                                                       | √                                                                                                                           | √                                                                       | ×                                                                                                                 | √                                                                                                                                                        |
| Template                                                                            | √                                                                                                                           | √                                                                       | √                                                                                                                 | √                                                                                                                                                        |
| Free-form Layout                                                                    | √                                                                                                                           | √                                                                       | √                                                                                                                 | √                                                                                                                                                        |
| Brainstorming                                                                       | √                                                                                                                           | ×                                                                       | ×                                                                                                                 | ×                                                                                                                                                        |
| Gantt Chart                                                                         | √                                                                                                                           | √                                                                       | ×                                                                                                                 | √                                                                                                                                                        |
| Presentation                                                                        | √                                                                                                                           | √                                                                       | √                                                                                                                 | √                                                                                                                                                        |
| Maximum Performance Node Count                                                      | 20000+                                                                                                                      | 10000+                                                                  | 2000+                                                                                                             | -                                                                                                                                                        |

## Competitor Comparison

EdrawMind is compatible with multiple systems and devices, supports AI creation, team collaboration, team management, cloud storage, Gantt charting, and many other user needs. It is the industry's most comprehensive intelligent mind mapping tool in terms of the number of nodes.



# What's New in V13

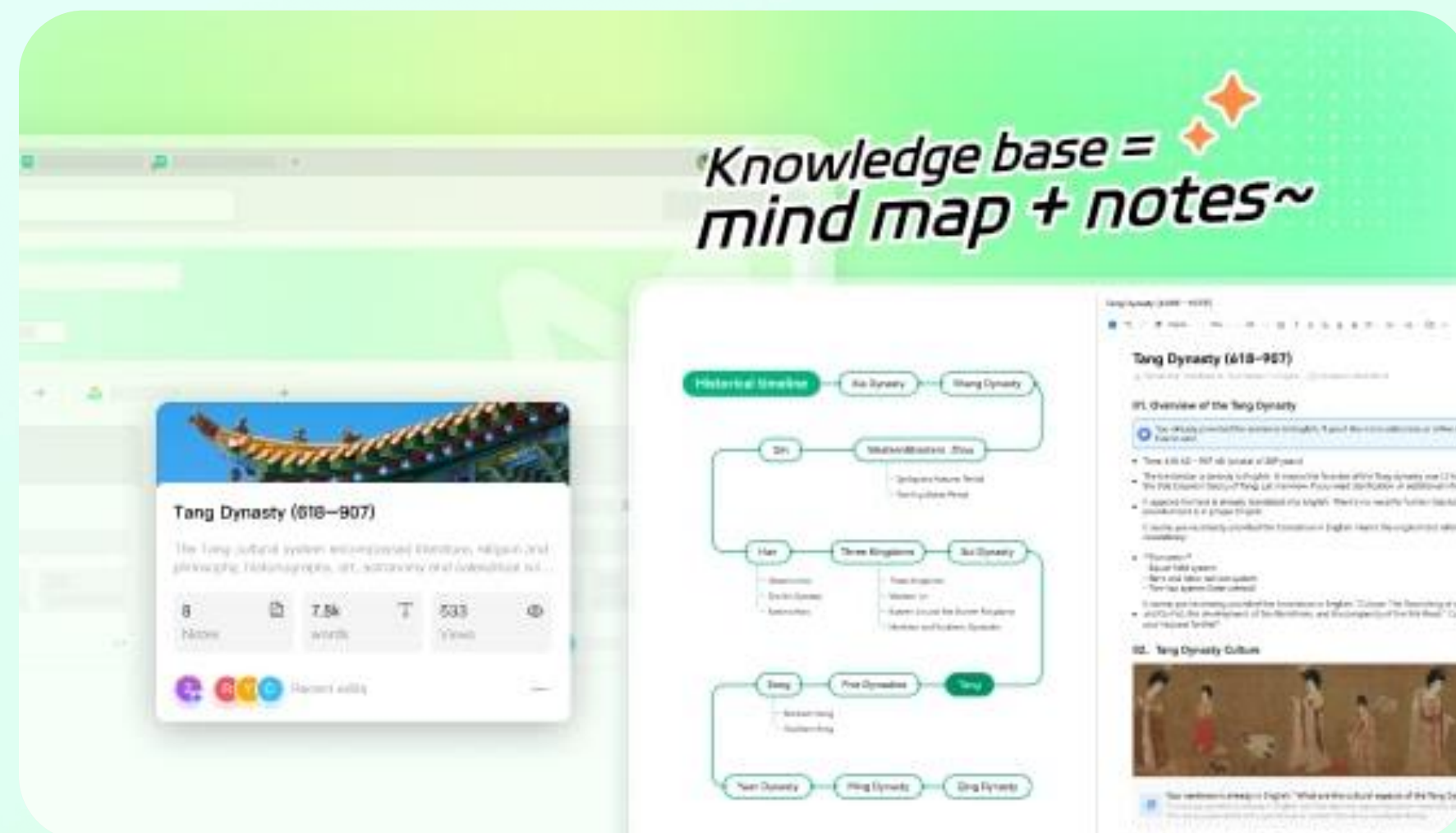
Unlock and experience the exciting V13 new features.

- **Notes × Mind Maps**
- **AI Webpage Summarizer**
- **AI Web Search**

- **Next-generation Mind Map**
- **Export Image Functionality**



## What's New



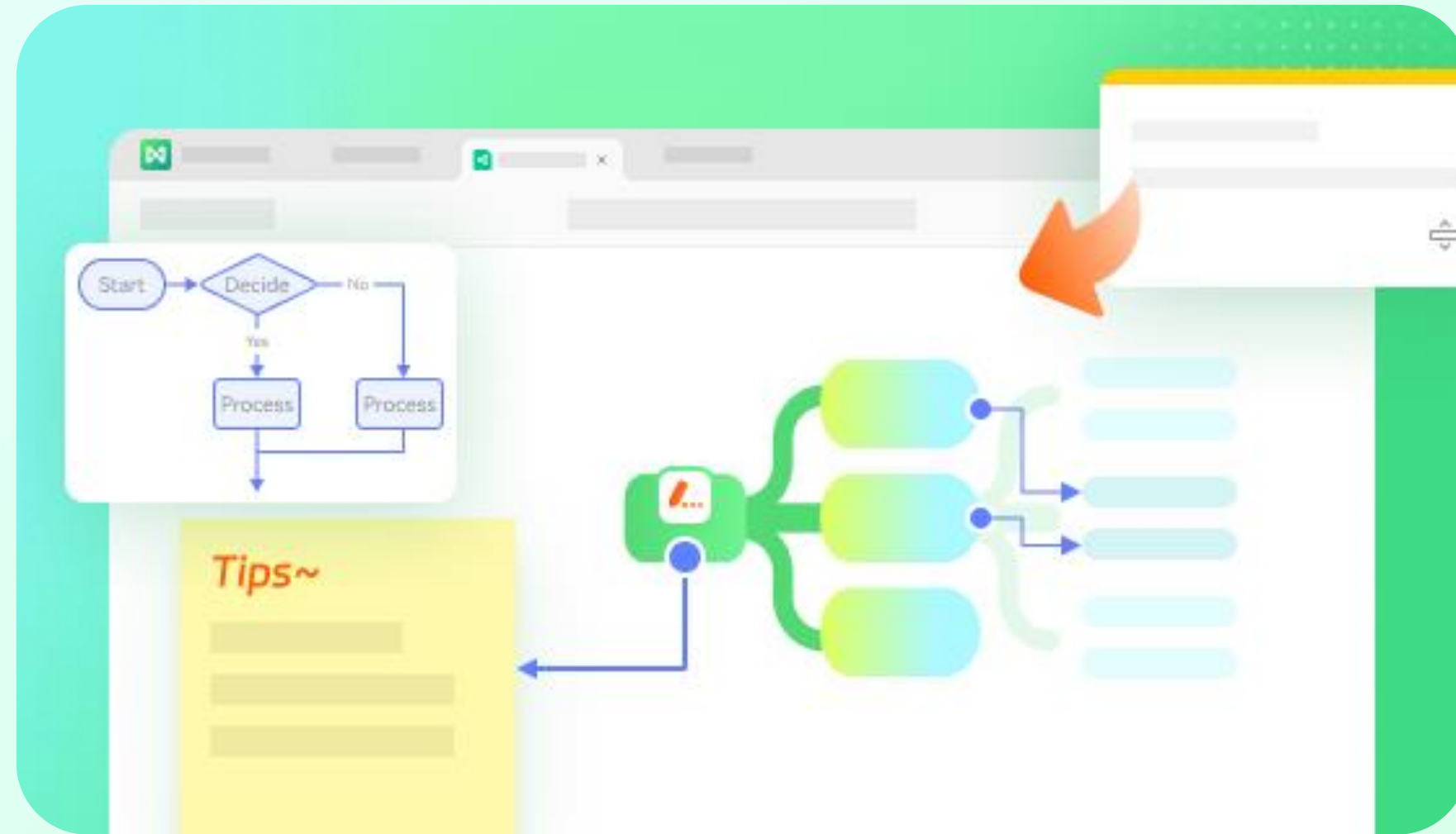
## Notes × Mind Maps

### A Smarter Way to Think, Learn, and Create

- Easy to get started: After creating the mind map, select node> Insert [note] to start!
- Split-screen editing: The mind map on the left combs the frame, and the notes on the right record the content;
- Knowledge base management: The mind map with notes added becomes a knowledge base, which can be tracked and consulted at any time;
- Multi-modal editing: Table, code block, highlight block, local audio and video, Bilibili video one-click insertion



## What's New



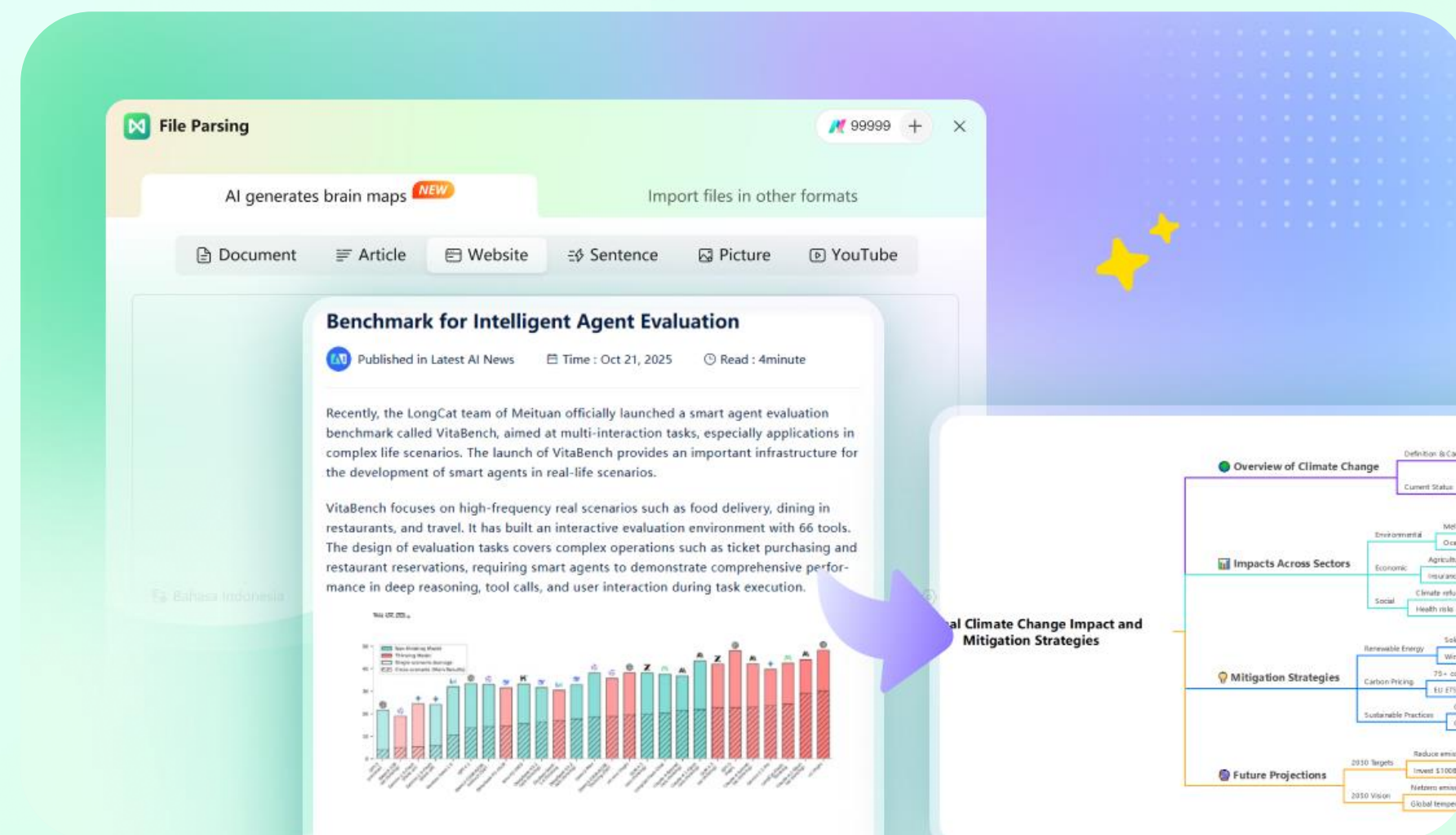
## Next-generation Mind Map

### Where Structure Meets Creative Freedom

- From “node connection” to “free creation” evolution.
- Supports flowcharts (shape, plain text), free drawing of relationship lines (auto-routing), note drawing, and integration of whiteboard free + mind map structure, so that limitless creativity can be achieved.



## What's New

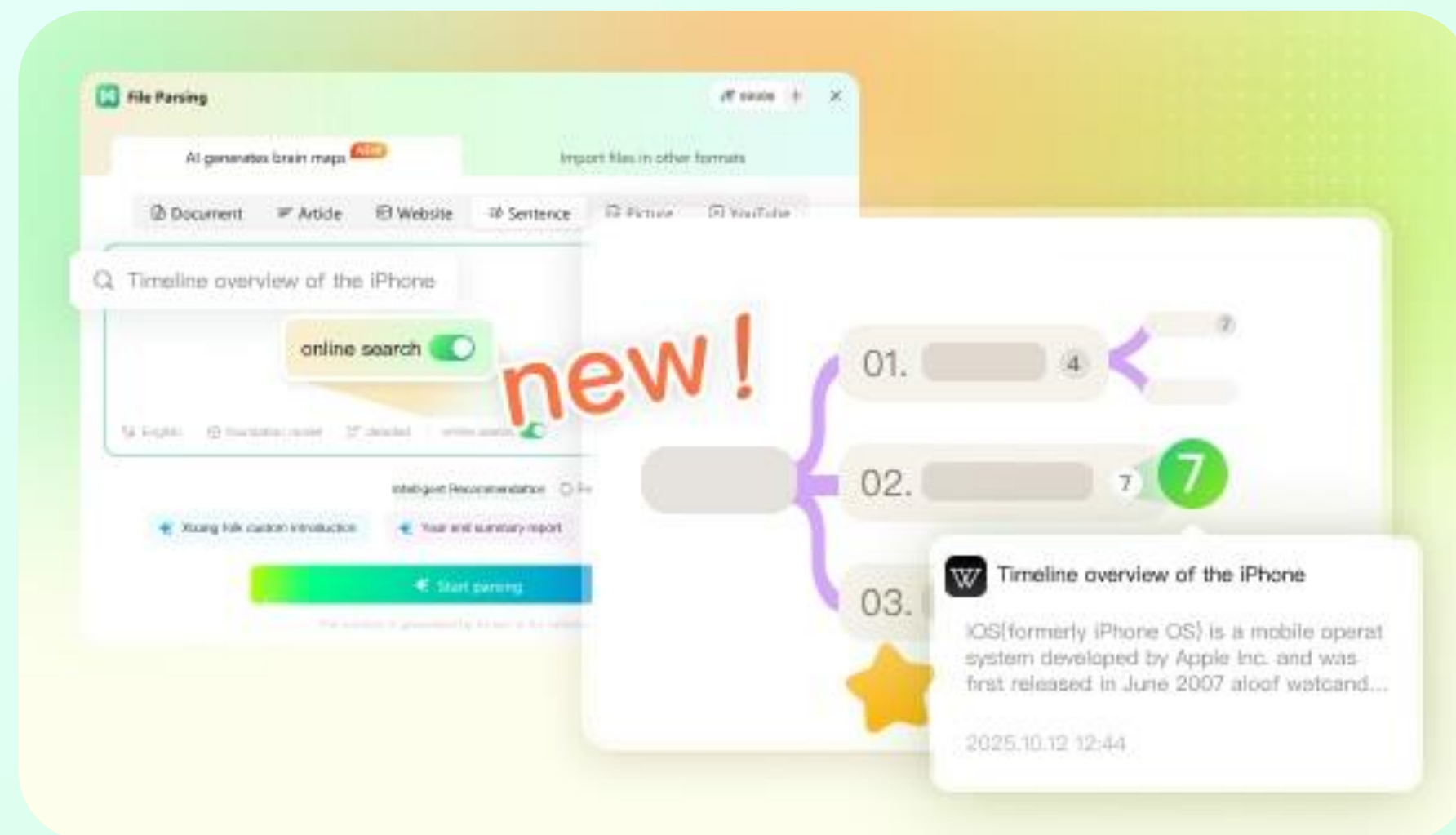


## AI Webpage Summarizer Turn the Web Into Clear Knowledge

- It supports one-click intelligent summarizing of mainstream website contents, automatically extracting core viewpoints and generating clear mind maps, while changing complex information into structured knowledge networks within seconds. Say goodbye to manual excerpts and information fragmentation, and hello to high-quality content being added directly into your inspiration map, for doubled reading efficiency!



## What's New

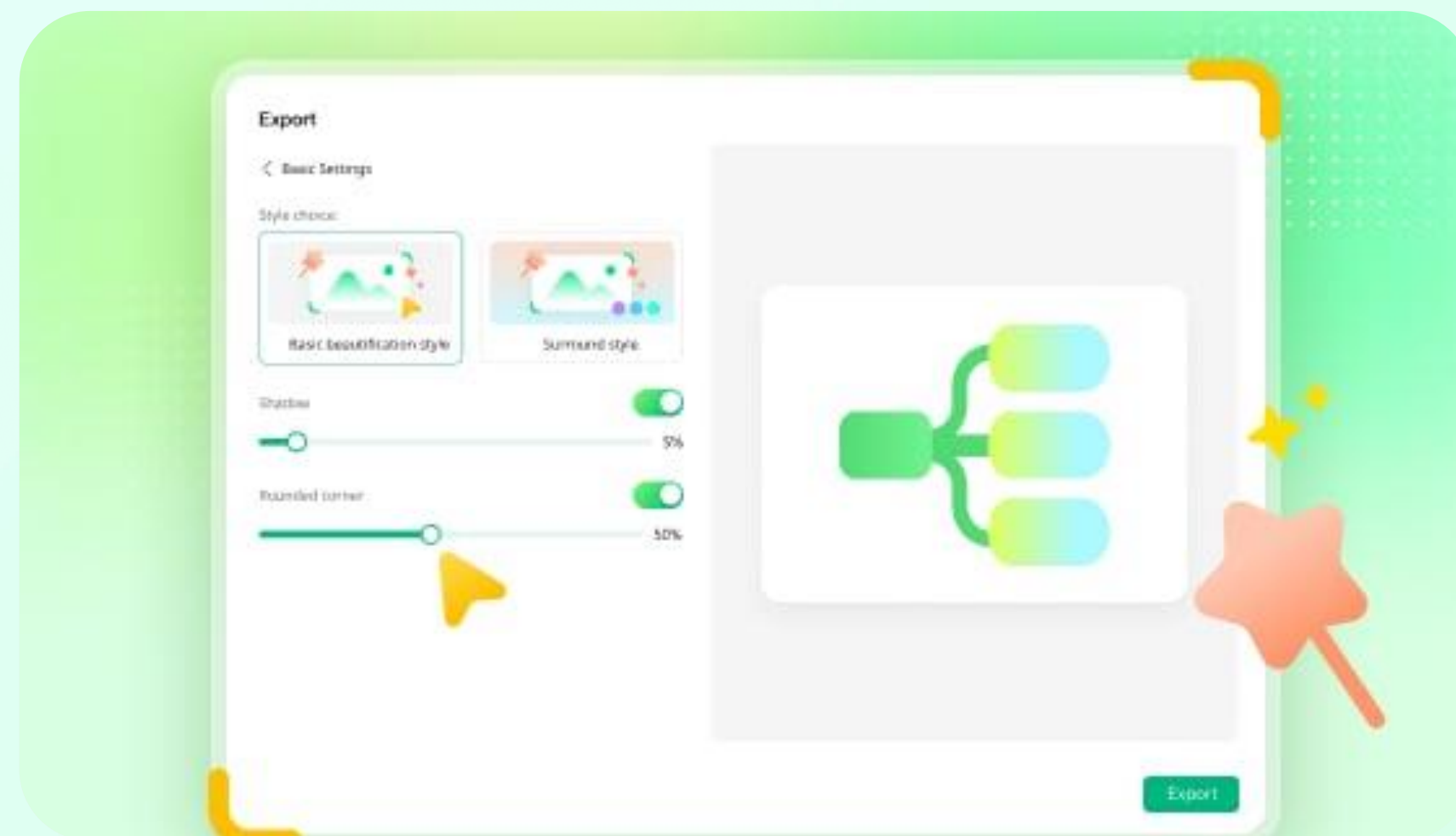


## AI Web Search Your Real-Time Knowledge Engine

- Master content in real time using a single map. AI-generated content supports real-time networking to capture the latest information, industry trends, and data, while automatically generating comprehensive and clearly logical mind maps;
- Jump in worry-free with traceable sources. The mind map will automatically attach the reference source, letting you trace the source with one click and jump to it in real time, making every inspired creation more reliable and efficient.



## What's New



## Export Image Functionality

### Turn Simple Exports Into Stunning Visuals

- When exporting images, add beautification options such as shadows, rounded corners, and outer frames, or freely adjust the thickness and color of the border to create a visual presentation with a rich and captivating texture.

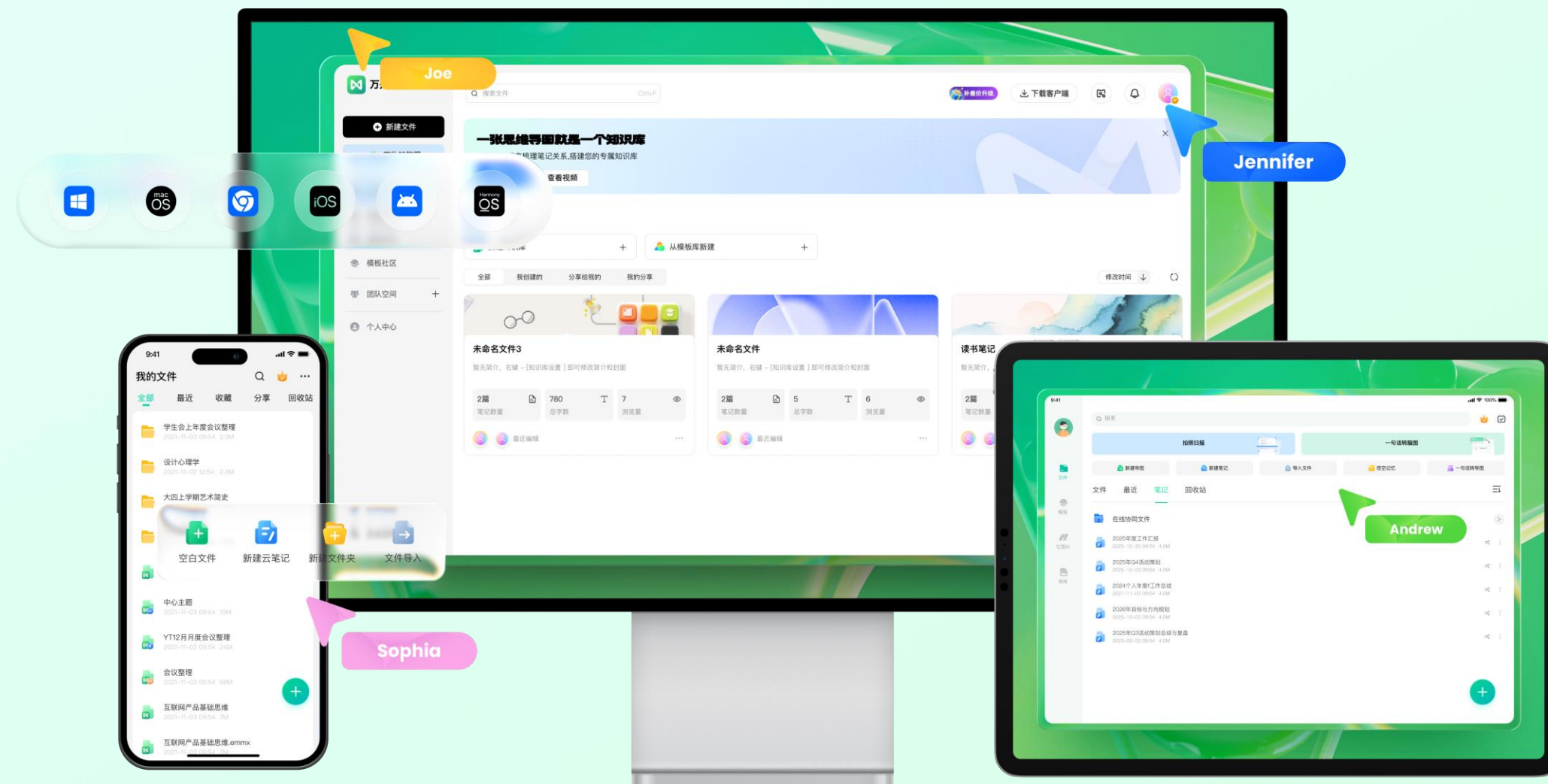


# Product Highlights

- Top Features
- Cross-Platform Functions



## Top Feature



## One-platform creation, multi-platform synchronization

Cross-platform File transfer, Team collaboration, And Efficiency.



### Multi-cloud Storage

One-platform creation, multi-platform synchronous storage and access.



### Brainstorming

The Collaboration Mode allows highlights of the project to be captured effortlessly and mind maps to be generated instantly.



### Team Management

Create a team group to share and manage team files easily among members, increasing the efficiency within the team.



### Gantt Chart

Minimalistic visualization of project activities for efficient project management.



### Outline Mode

The Collaboration Mode and Outline Mode can be switched easily, allowing content to be presented effectively.



## Top Feature

Themes

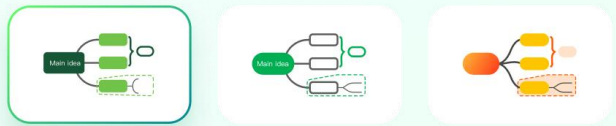
Colors

Layouts

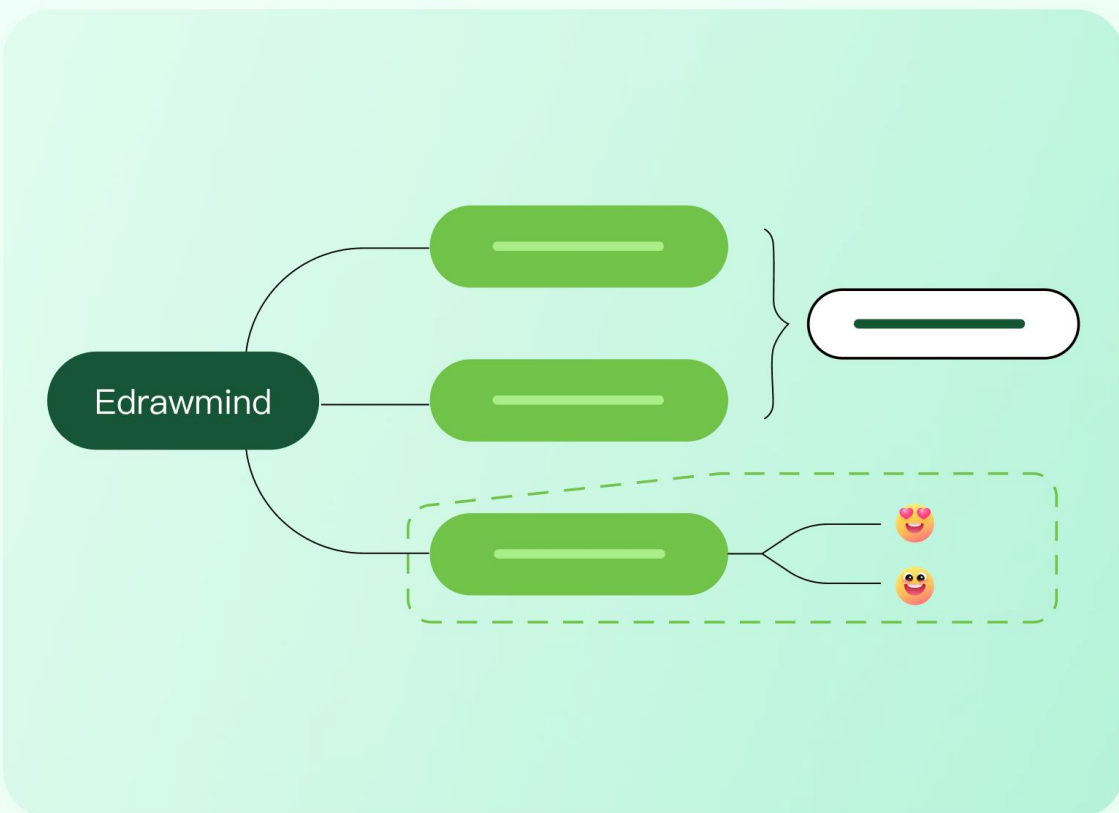
Shapes&Icons

### Well-Designed Themes

Choose the desired theme to enrich your diagram



More Themes >>



## Excellent performance and abundant resources

Simplify Thinking, Enhance Creativity, And Present with Style



### Support 20000+ Nodes

Compared with other products, EdrawMind supports a wide variety of functions.



### 26 Diversified Layouts

EdrawMind has various built-in templates such as tree diagrams, fishbone diagrams, time diagrams, radiation diagrams and more.



### 33 Themes

EdrawMind has a variety of highly-aesthetic themes, and you can make the map change style with just one-click.

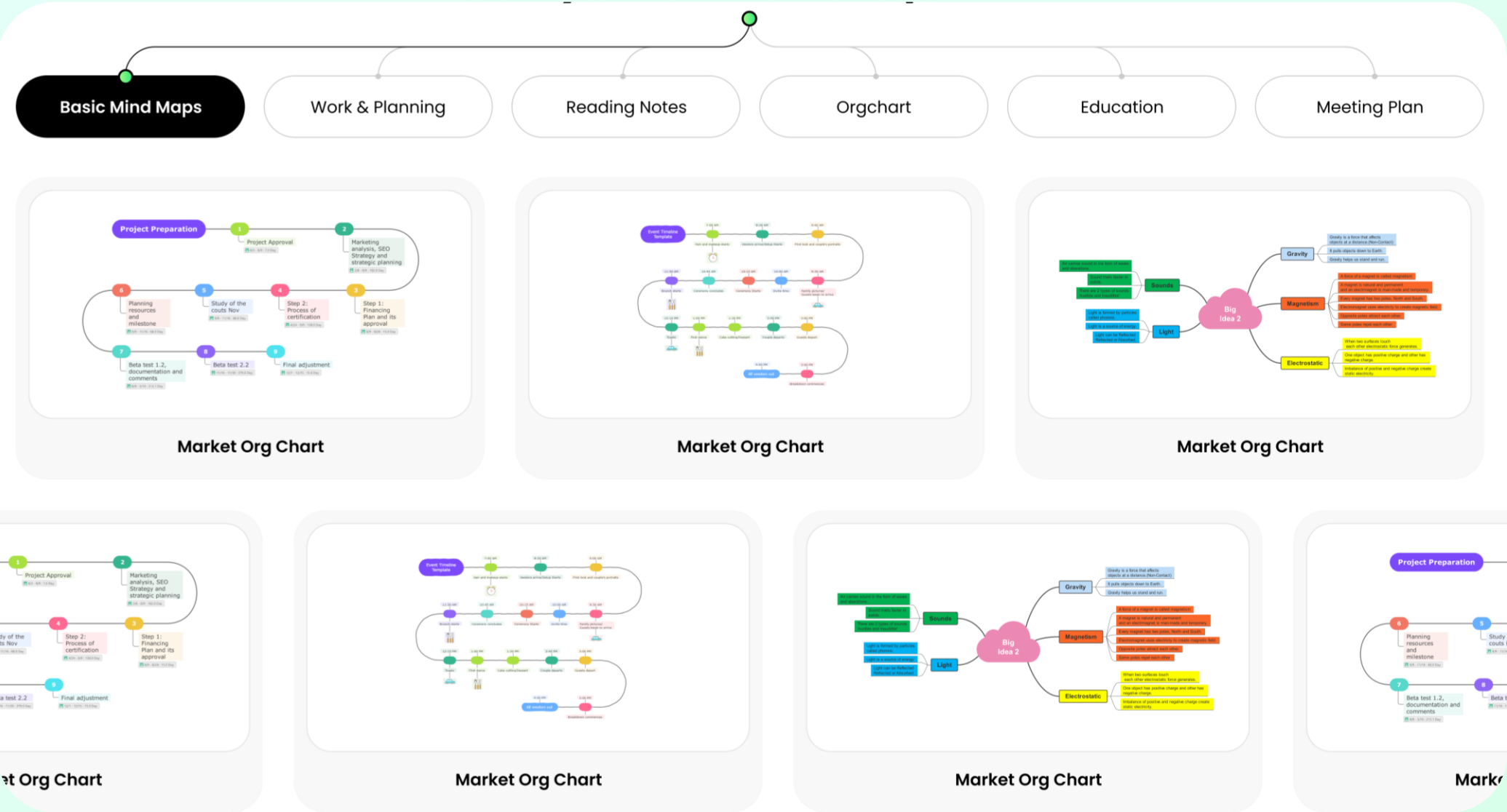


### 700+ Original Cliparts

Decorate your mind map with assorted cliparts to capture your client's attention at first glance.



# Top Feature



## Million+ Map Templates

Providing Everything You Need to Unleash Your Full Potential.



### Working Notes

One-stop document for all your working notes ready and accessible at your own convenience.



### Work Preparation

EdrawMind has all the tools you need for job - searching, work preparation, startup analysis and project management etc.



### Leisure

Helps to organize your travel itinerary, your playlist and notes, as well as your side hobbies.

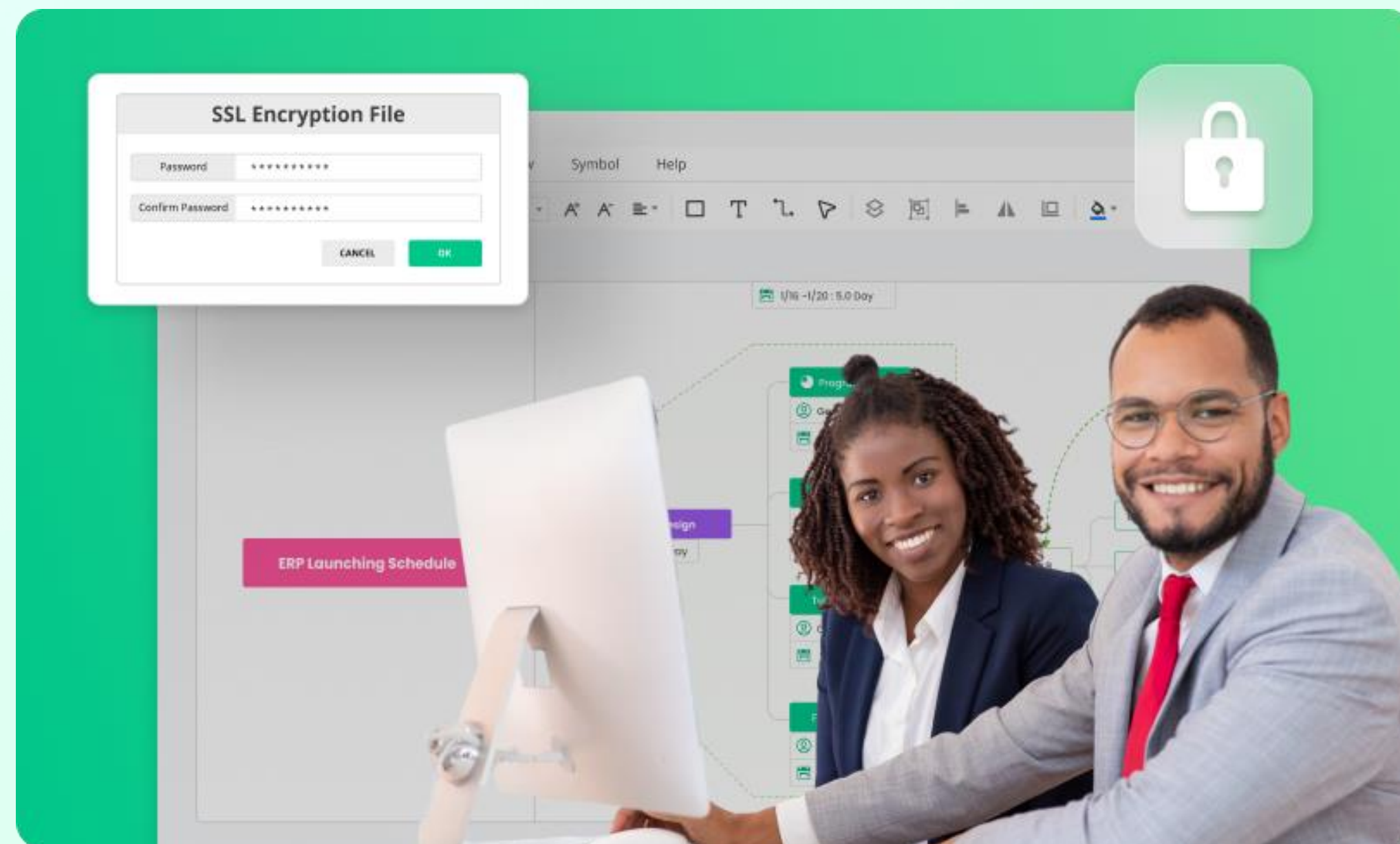


### One-Click Sharing

Supports one-click sharing and collaboration to multiple platforms.



## Top Feature



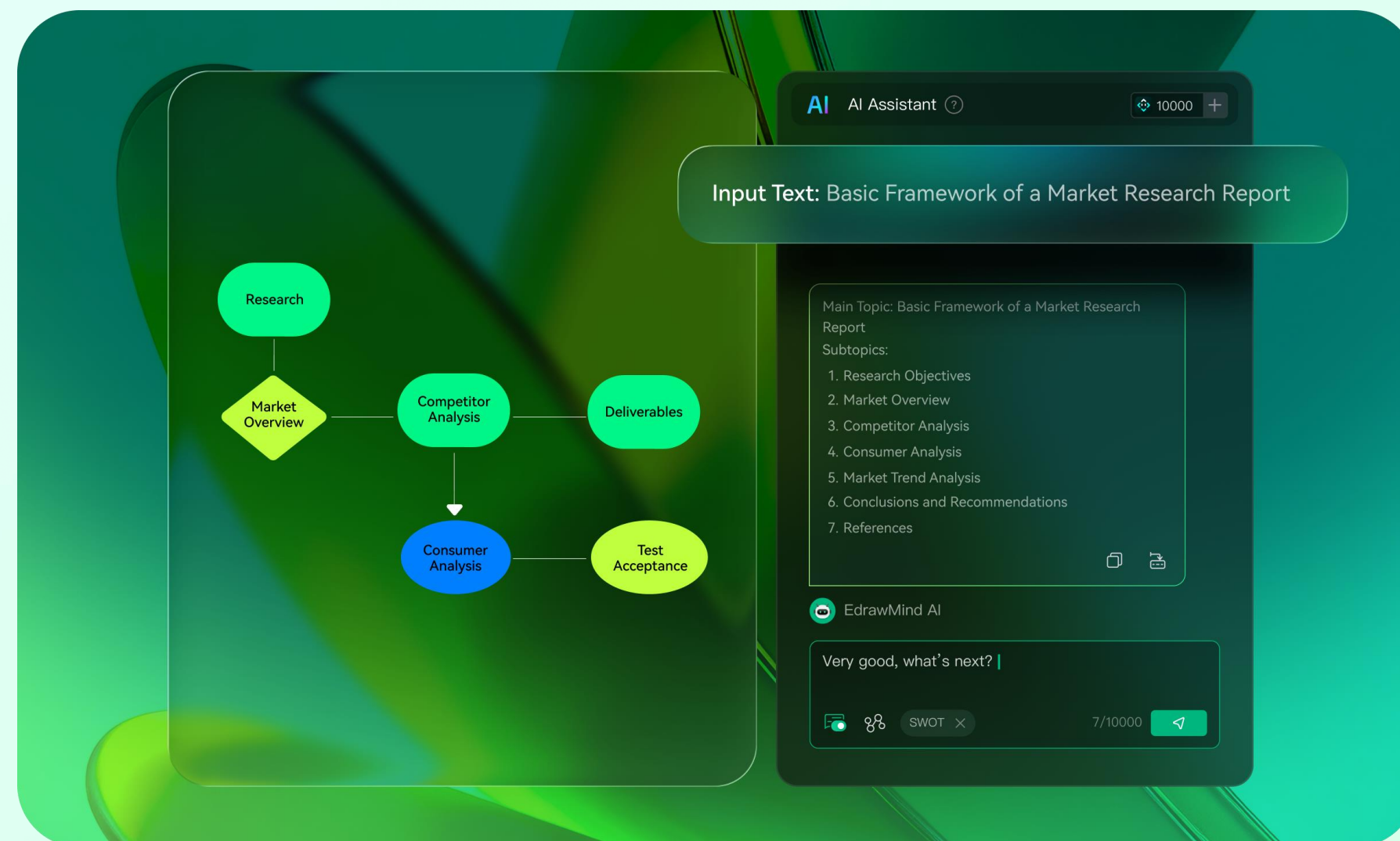
## Enterprise-grade Security

Top-level encryption keeps your information safe and under control

- Secure cross-platform co-editing
- highest level of SSL encryption
- Intranet environment support
- Private deployment
- Access control management



## Top Feature



## AI Creation

**Free AI tools boost creativity and accelerate mind map creation**

- **Intelligent Document Parsing**
- **Intelligent PPT Generation**
- **Inspiration Space**
- **Intelligent Export of Audio and Video from MindMaps**
- **Mobile Version: Versatile Vertical MindMap Posters**



# Cross-Platform Functions

| Feature                    |                                                                                                                                                                                                                                                    | Windows | Mac | Linux | Web                    | IOS | Android |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----|-------|------------------------|-----|---------|
| AI Creation                | Intelligent Document Parsing<br>Intelligent PPT Generation<br>Inspiration Space<br>Intelligent Export of Audio and Video from Mind Maps                                                                                                            | √       | √   | √     | √                      | √   | √       |
|                            | Versatile Vertical Mind Map Posters                                                                                                                                                                                                                | ×       | ×   | ×     | ×                      | √   | √       |
| Multi-person collaboration | Cloud-based cross-platform mind mapping product.<br>Multi-platform integration to realize CEF embedded synergy within the product side.                                                                                                            | √       | √   | √     | ×                      | ×   | ×       |
| Collaboration              |                                                                                                                                                                                                                                                    | √       | ×   | ×     | √                      | ×   | ×       |
| Templates Gallery          |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| Gantt Chart                |                                                                                                                                                                                                                                                    | √       | √   | √     | ×                      | ×   | ×       |
| Slideshow Presentation     |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | ×   | ×       |
| Styles and Themes          |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| Powerful Toolbars          | Relationship lines, Mark, Outer frame, Summary, Icon, Clip art, Image, Hyperlink, Attachment, Annotation, Comment, Tag, Formula (supports inserting LaTeX formulas and EdrawMax formulas, fully meeting academic needs.) Table, Bidirectional link | √       | √   | √     | √                      | √   | √       |
| Rainbow Color              |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| Hand-drawn Style           |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| Outline Mode               |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| File Encryption            |                                                                                                                                                                                                                                                    | √       | √   | √     | ×                      | √   | √       |
| Drill-down/Drill-up        |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| File Recovery              |                                                                                                                                                                                                                                                    | √       | √   | √     | ×                      | √   | √       |
| Import                     | EdrawMind supports users to import ,mind maps created by other software, such as MindManager, XMind, FreeMind, and Edraw, and also supports the quick generation of mind maps in formats such as Word, HTML, and Markdown.                         | √       | √   | √     | Only Emmx              | √   | √       |
| Export                     | EdrawMind supports exporting files to various image formats. as well as PDF, Word, Excel, PPT, HTML, SVG, and MindManager formats.                                                                                                                 | √       | √   | √     | Only jpg, png, and pdf | √   | √       |
| Shortcut Key               |                                                                                                                                                                                                                                                    | √       | √   | √     | √                      | √   | √       |
| Brainstorming              |                                                                                                                                                                                                                                                    | √       | √   | √     | ×                      | ×   | ×       |
| Bidirectional Links        |                                                                                                                                                                                                                                                    | √       | √   | √     | ×                      | √   | √       |



Pricing

| EdrawMind for Teams |       |
|---------------------|-------|
| Annual Plan/1 user  | \$79  |
| 3-Year Plan/1 user  | \$129 |

EdrawMind AI Tokens

50,000 tokens

us\$5.90

Available:     

AI tokens are non-refundable.

Buy Now

PayPal

- Edraw AI: 1 token≈10 characters
- OCR=50 tokens/time ⓘ
- AI Drawing: 1080P Image=50 AI tokens; 2K Image=100 AI tokens; 4K Image=200 AI tokens ⓘ

Most popular

100,000 tokens

us\$9.90

Available:     

AI tokens are non-refundable.

Buy Now

PayPal

- Edraw AI: 1 token≈10 characters
- OCR=50 tokens/time ⓘ
- AI Drawing: 1080P Image=50 AI tokens; 2K Image=100 AI tokens; 4K Image=200 AI tokens ⓘ

999,999 tokens

us\$79.90

Available:     

AI tokens are non-refundable.

Buy Now

PayPal

- Edraw AI: 1 token≈10 characters
- OCR=50 tokens/time ⓘ
- AI Drawing: 1080P Image=50 AI tokens; 2K Image=100 AI tokens; 4K Image=200 AI tokens ⓘ



# Success Cases

- Customer Reviews
- Case Study



## Customer Reviews

**techradar**

“

A great solution for students, teams, and decision-makers to work together, share ideas, and break down complex topics.



”

**G<sup>2</sup> | CROWD**

“

I found EdrawMind to be very useful and helpful in assisting me in my ability to simplify complex knowledge, information, and ideas into orderly structured mind maps.



”

**Capterra**

“

It has all the features that every user needs. There's no other mind map app on the marketplace that is at the same level as they are. EdrawMind is a supreme product.



”



## Customer Reviews



**Frederico B.**

Forensics Expert  
Enterprise (> 1000 emp.)

"The best Mind Mapping software I've ever used."

It's a really complete application, with several templates, responsive and well designed UI, different importing options. Brainstorm feature is great too... it's a breeze to fill up any mapping with tons of ideas and topics.



**Jeff R.**

Owner/ Developer/ Creator  
Small-Business (50 or fewer emp.)

"All the Features I need"

I can get my thoughts out and organize them more logically. With projects, I can quickly put down what I need to do and then organize in a proper order later. It makes thinking easier.



**Muhammad F.**

Techpreneur  
Small-Business (50 or fewer emp.)

"Useful mind map software for any tasks or projects"

Many templates, easy how to view based on the level and make a standard presentation and a task list. Create brainstorming documentation during meetings easier now.



**Shreyansh P.**

Graduate Engineer Trainee  
Enterprise (> 1000 emp.)

"The Ultimate Mind Mapping Tool"

Collaboration and Sharing, Versatile Functionality and user-friendly and intuitive interface, making it easy for both beginners and experienced users to create mind maps efficiently.



## CASE STUDY

# PUMA

Puma Turkey uses [Wondershare EdrawMind](#) to digitize internal processes and structure project brainstorming.



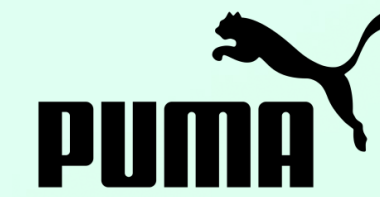
## Challenges

- Pre-pandemic, brainstorming was less structured and digitalized with personal note-taking.
- There was lesser flexibility via tools for delegating tasks to teams in an easy-to-understand and user-friendly way.

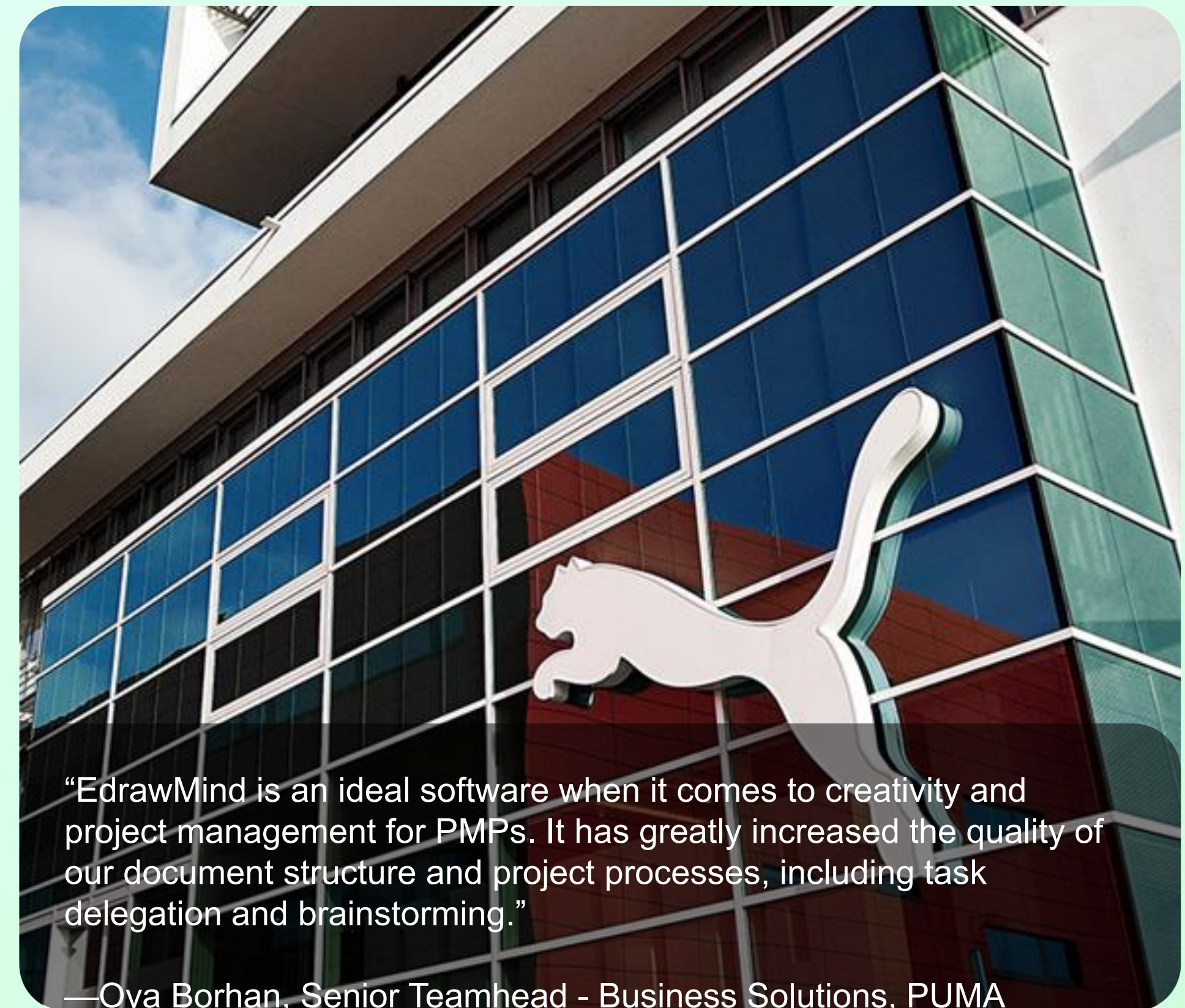


## Results

- Documenting project processes helps everyone understand their roles and task delegation clearly.
- Quick research turnaround with easy to use mind mapping tools.

[Read More](#)

x





# Partner Benefits

- Service
- Benefits



Service & Benefits

| Channel Partner           | Profit         |                  | Rebate                                       | Training Support                                                                      | Market Development Plan |
|---------------------------|----------------|------------------|----------------------------------------------|---------------------------------------------------------------------------------------|-------------------------|
|                           | Sales Discount | Deposit Discount | Annual Rebate:<br>based on sales performance |                                                                                       |                         |
| Gold Partner              | √              | √                | √                                            |    | High support            |
| Silver Partner            | √              | √                | √                                            |   | Medium support          |
| Industry-Specific Partner | √              | √                | √                                            |  | Medium support          |
| Bronze Partner            | √              | √                | √                                            |  | Low support             |
| Certified                 | √              | √                | N/A                                          |  | N/A                     |



## Service & Benefits

### Reseller Certification

- Join authorized Wondershare partner group.
- Access exclusive services and support.

### Deal Registration Eligibility

- Generous software discounts for partners.
- Protection and rewards for opportunities.

### Training Support

- Regular meetings for partners.
- Preparation for products and services.

### Sales Kits

- Case study
- Product slide
- Users manuals
- Banner, logo, picture...

### Dedicated Account Manager

- Assigned professional sales contact.
- Conducts business planning.
- Provides specific opportunities.
- Maximizes program advantage.

### Local Event Co-Marketing

- Design artwork
- Marketing incentive
- NFR keys
- Other custom items





# Create, Collaborate, and Conquer with Mind Mapping

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