



Kuaishou Turns 15: Cheng Yixiao Revisits AI Strategy — The Key Is Turning Technological Capabilities into Real Business Value

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China Daily: [Kuaishou Turns 15: Cheng Yixiao Revisits AI Strategy — The Key Is Turning Technological Capabilities into Real Business Value](#)

In June, Kuaishou celebrated the 15th anniversary of its founding, with this year's anniversary theme being "Openness and Evolution." In an internal speech at the anniversary celebration, Cheng Yixiao, Founder and Chief Executive Officer of Kuaishou Technology, shared his perspectives on organizational evolution, business competitiveness, and user value creation in the AI era.

Cheng Yixiao stated that the AI era is not about simply replacing people with AI, but about using AI to create new content and new experiences that could not be scaled before, thereby meeting needs that were previously out of reach. For Kuaishou, staying evolutionary in the AI era means using new tools to take its "time-honored strengths" — understanding users and serving the ecosystem — to new heights and new depths.