



Press Kit 2021

What is Red Points?

Red Points is a SaaS (Software-as-a-Service) company that automates the protection of brands against counterfeits, piracy, distribution fraud and other infringements online. From our offices in New York, Salt Lake City, Beijing and Barcelona, Red Points **protects the revenue and reputation of 900+ companies** from industries like Fashion, Cosmetics, Sports, Electronics, Toys and Entertainment.

Red Points' portfolio is composed of 8 solutions:

- **Brand Protection**
- **Anti Piracy**
- **Social Video Growth**
- **Seller Tracking**
- **Credential Defense**
- **Investigation Services**
- **Impersonation Removal**
- **Domain Management**

Mission and Vision

Red Points' mission is to make the Internet a safer place for brands and consumers. Thanks to Artificial Intelligence Red Points has transformed an industry traditionally led by intellectual property lawyers and services-focused companies into a **scalable, cost-effective solution to cut online infringements at the source.**

Our vision is to become **the first technological standard** for online distribution monitoring and protection.

Key to success



Key to success

2018

300 +
customers

Second office
in New York.

**Europe's
100 hottest
startups by
Wired**

2019

**\$38M
Series C**

200+
Employees

650+
customers

Third office in
Salt Lake City

**Europe's 100
hottest
startups by
Wired**

2020

Fourth office
in Beijing

Laura Urquizu
becomes
Endeavor
Entrepreneur
and LinkedIn
Influencer

700+
customers

100 most
creative
business
leaders by
Forbes

Launch of the
Gray Market
module
platform

250+
employees

2021

**EIB and
Red Points
sign a \$18M
Venture Debt
operation**

900+ clients

Red Points in numbers

4 offices:

New York, Salt Lake City, Beijing and Barcelona

250+ employees

32+ nationalities

25 languages



Brand Intelligence platform

Brand Protection.

Automatically detect and enforce online fakes to defend your sales and reputation.

Seller Tracking

Monitor and notify non-compliant sellers to protect your partner network.

Credential Defense

Automatically find and remove software or entertainment logins that are being resold online.

Investigation Services

Handle complex investigation challenges with a team that leads the largest brand protection customer base in the industry.

Anti Piracy.

Remove and track down illegal content sources to increase your copyright's lifetime value.

Social Video Growth.

Monetize your videos. Claim your contents rights.

Impersonation Removal

Automatically find and remove fake accounts, apps, sites, and domains to protect your customers and reputation.

Domain Management

Detect and enforce domains that take advantage of your brand.

Fight fakes fast with technology

Traditional way**Manual tasks.**

Bottlenecks by staff time and cost.

Whack-a-mole effect.

Unable to cope with today's infringers.

Cost-driven model.

Expense linked to resources and budget.

Our approach**Automatic detection and enforcement.**

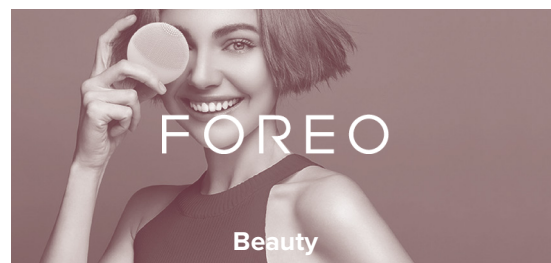
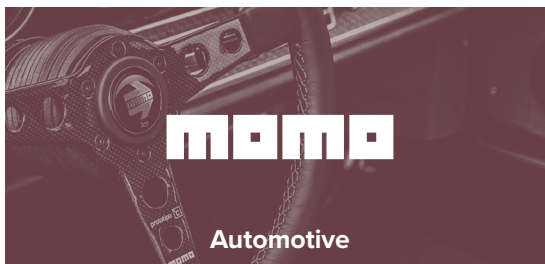
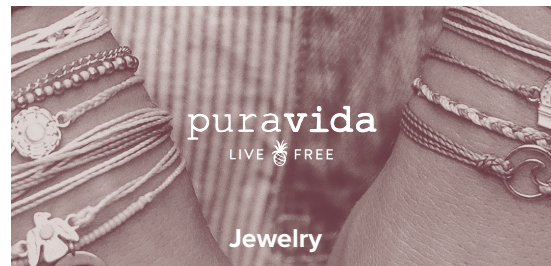
Scale up volume, speed and effectiveness with tech.

Proactive approach.

Enable impactful legal actions.

Business impact.

Optimize online distribution channels.



“We managed to restore our customers’ trust by taking down 22,000 listings while removing over \$2.5 million worth of counterfeits”

Evan Feldstein,
**Vice General Manager and
General Counsel at FOREO**



**Laura Urquizu. CEO & CHAIRPERSON**

Laura has held executive positions in consulting, banking and venture capital. She played an important role in building the Spanish tech eco-system. She was the director of Eurecan, one of the first venture capital firms in Spain to invest in tech start ups, and has held positions on the board of more than 15 tech start ups. Laura joined Red Points in 2014 and has grown sales and clients exponentially. Under her leadership, the team has surged from 10 to over 200 people.

**Juan Galdeano. CHIEF TECHNOLOGY OFFICER**

With over twenty years' experience in software development, Juan Galdeano is designing and implementing the fast-moving Red Points technology. Under his leadership, the Technology Team aim to deliver the best online brand protection technology in the market.

**Sergi García. CHIEF MARKETING OFFICER**

Sergi has led product marketing at SaaS and technology companies for the past 8 years. He's in charge of aligning the company portfolio with the market, elevating the Red Points brand, and driving demand. Sergi leads the Marketing team, which groups Growth, Product Marketing, Communications, and Brand.

**Daniel Shapiro. VP OF BRAND RELATIONSHIPS**

Over 30 years of entrepreneurial leadership to Red Points. His keen knowledge in Intellectual Property comes from his experience in building and leading a Global Brand Protection team at a major marketplace platform. His customer-centric background and leadership expertise create the foundation for building long and prosperous partnerships.

**Joan Porta. VP OF CUSTOMER SUCCESS US**

Joan is an intellectual property lawyer who specializes in digital violations. He has been leading the Customer Success team since the Red Points' creation. Joan heads the Customer Success Team and is General Manager of our New York office. His team develops brand protection strategies with clients and improve client experience.

Red Points in the media

Find our articles by clicking the logos
or at repoints.com/press-room



**If you would like to get
in touch with us, feel
free to send an email at
comms@redpoints.com**

Get our logo and other brand assets [here](#)

10 East 38th Street,
9th Floor New York,
NY 10016 USA
+1 646 736 7505

90 South 400 West
300, Salt Lake City
UT 84101 USA
+1 801 662 0968

Xin Yuan Nan Road
6, Chao Yang District,
Beijing 100004
China

C/Berlín 38-48 1,
08029 Barcelona
Spain
+34 934 189 433