



# **Press Kit**

## 2022

# What is Red Points?

Red Points is the most widely used solution to recover digital revenue.

Over 1.000 companies rely on our platform to fight counterfeits, piracy, and impersonation. They leverage Red Points to take back the revenue that's rightfully theirs

With 300+ professionals and offices in New York, Barcelona, Beijing, and Salt Lake City, Red Points has disrupted an industry traditionally led by service providers with a scalable, cost-effective solution.

Red Points' portfolio is composed of 6 solutions:

- **Brand Protection**
- **Impersonation Removal**
- **Anti Piracy**
- **Social Video Growth**
- **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

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

**300+** employees

**32+** nationalities

**35** languages



# Revenue Recovery Platform

**Brand Protection.**

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

**Anti Piracy.**

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

**Impersonation Removal**

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

**Social Video Growth.**

Monetize your videos. Claim your contents rights.

**Domain Management**

Detect and enforce domains that take advantage of your brand.

## Fight fakes fast with

**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.**

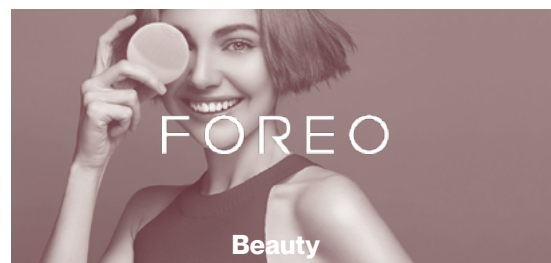
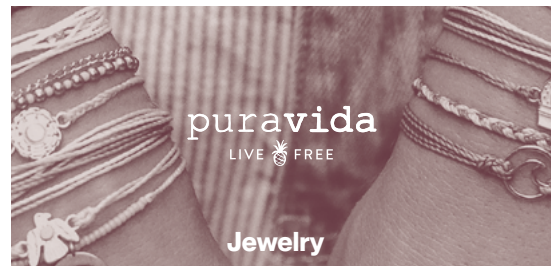
Scale up volume, speed and effectiveness with tech.

**Proactive approach.**

Enable impactful legal actions.

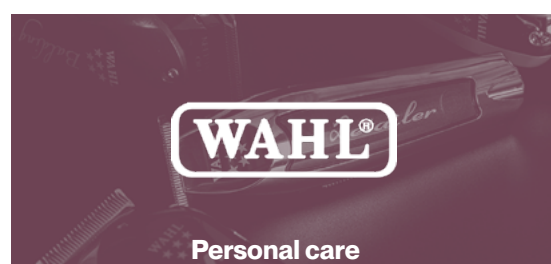
**Business impact.**

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. PRESIDENT**

Laura has turned the company into one of the fastest-growing scaleups in the world and has transformed its business model into a disruptive, globally renowned SaaS solution. Previously, she held executive and management positions at Arthur Andersen, Caja Navarra, and CAN Corporation. In addition, she has been a board member in numerous startups and has advised several investment groups in technology companies.

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**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.

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**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's portfolio with the market, elevating Red Points' brand, and driving demand. Sergi leads the Marketing team, which groups Growth, Product Marketing, Communications, and Brand.

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**Daniel Shapiro. VP OF STRATEGIC PARTNERSHIPS**

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.

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**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

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