



Press Kit 2023

What is Red Points?

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

Over 1.200 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' AI platform is composed of 7 modules:

- **Brand Protection**
- **Impersonation Removal**
- **Anti Piracy**
- **Social Video Growth**
- **Domain Management**
- **NFT Protection**
- **Revenue Recovery Program**

Mission and Vision

Red Points' mission is to make the Internet a safer place for brands and consumers. Through its fight against fraudulent e-commerce and brand abuse, Red Points advocates for a more just, safe, and sustainable digital world.

Our vision is to become the first technological standard to fight online fraud.

Key milestones

• 2014

CEO & Partner Laura Urquizu joined Red Points
and shifted the company to the current SaaS business model

• 2016

\$2.2M Series A
and over 75 customers

• 2017

\$12M
Series B

• 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

• 2020

Fourth office in Beijing
Laura Urquizu becomes Endeavor Entrepreneur and LinkedIn Influencer
700+ customers
100 most creative business leaders by Forbes
250+ employees

Key milestones

• 2022

1,000+ customers

We were awarded the highly regarded B Corp certification.
We raised €20 million in funding, led by Iris Capital alongside existing investors Summit Partners and Eight Roads.

• 2023

1,200+ customers

Red Points received the prestigious Future Unicorn Award from DIGITALEUROPE

Red Points in numbers

4 offices

300+ employees

32+ nationalities

35 languages



Our Technology

Red Points' AI platform is composed of 7 modules:

Brand Protection

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

Impersonation Removal

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

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.

Domain Management

Detect and enforce domains that take advantage of your brand.

NTF Protection

Stop NTF abuse

Revenue Recovery program

Shut down counterfeiters accounts permanently

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

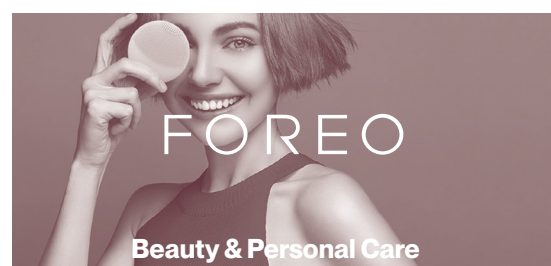
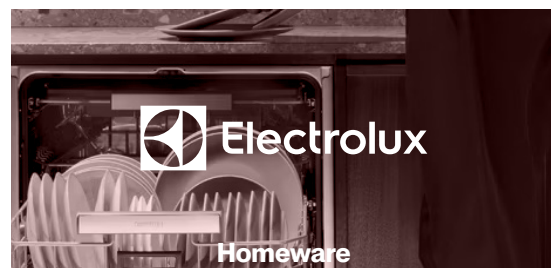
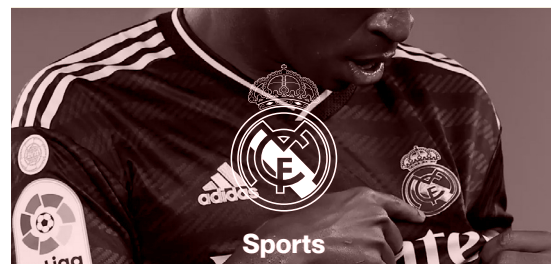
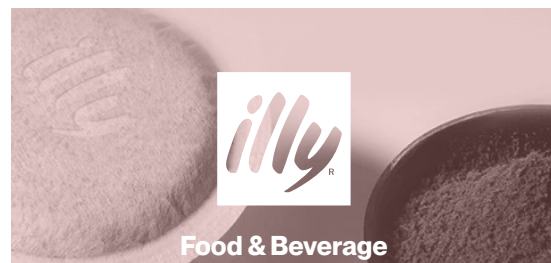
Scale up volume, speed, and effectiveness with tech.

Proactive approach

Enable impactful legal actions.

Business impact

Optimize online distribution channels.





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.

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.



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.

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

The Forbes logo is displayed in white serif font on a black rectangular background.The WSJ logo is displayed in white serif font on a black rectangular background.The USA TODAY MONEY logo features a green circle icon to the left of the text "USA TODAY" in black and "MONEY" in green, all on a white rectangular background.The WWD logo is displayed in white bold sans-serif font on a black rectangular background.

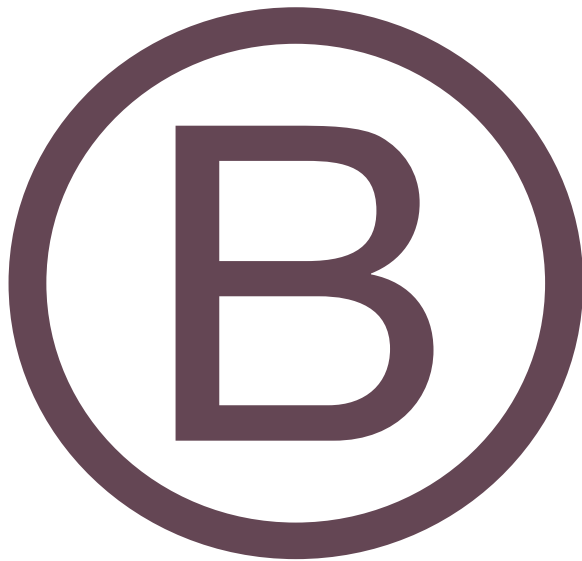
We are a B Corp certified Company

Red Points is a certified B Corp company.

This is an exclusive distinction that recognizes an organization's rigorous social and environmental credentials and its **commitment to inclusion, equity, and regenerative initiatives.**

Through its fight against fraudulent ecommerce and fraud, Red Points advocates for a more just, safe, and sustainable digital world.

Certified



®

Corporation



**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](#)

New York City

Barcelona

Beijing

Salt Lake City