

THE RIC WATCHLIST

PROFILE

Company Name: Comovid group Ltd.

Founding date: 01/06/2017

Headquarters:
Petach Tikva, Israel

Geographic served: Global

Works onPhone ios, Phone Android, Desktop/Laptop

Investment:
Money raised \$~\$240k SEED

Major investors Private investors, strategic investors

Prominent clients Branovate (OVP), Celltic, 200+ publishers globally

No. of Employees: 5

Links:

[Website](#)

[LinkedIn](#)

[Crunchbase](#)

[Twitter](#)

Contact

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VISION , MISSION, SOLUTION

Become the biggest native video content creators and aggregators

PRODUCT & TECHNOLOGY

A.I video automation platform, creating videos for e-commerce, video ads, social networks, publisher native (in article and summary) videos, hotels and travel videos, real-estate asset summary. Our technology includes the following components:

1. Automated continuous unstructured page content extraction
2. Smart content semantic analysis, prioritization and enrichment using A.I algorithms in computer vision and NLP.
3. Smart and customizable video rendering engine that leverage template units to generate unique and branded video in a cost effective way leveraging Cloud Platform capabilities

TEAM

Ron Harari - CEO & co-founder - 22 Years of management roles in internet companies. Previously, Ron was executive site manager of Jive software, head of mobile advertising platform and general manager at Perion and ICQ/AOL/Mail.ru VP product, web R&D & search.

Eyal Margalit - COO & co-founder - Serial entrepreneur with over 20 years experience in building startups. With more than 10 startup that Eyal has founded, 2 were acquired. Extensive knowledge in execution of plans and ideas, techy, great biz. dev and sales knowledge

Eitan Hamam - CTO & co-founder - Served as CTO in numerous startups and corporates (Citi-net, BVR). Vast knowledge in latest technologies, cloud services, devops, architecture. Great execution capabilities and abilities to work with remote out-source teams for faster and cheaper execution.

WHAT'S NEXT

Main focus today - Our main focus today is an automated video creation tool for commerce site which answers the needs of the product showcase and creation of multi-variant ads for better conversion, personalization of videos. In addition, we continue to develop solutions for publishers who wish to add native videos - content recommendations videos, in article videos (article summary)

What's Next - Continue to develop a suite of solutions for the e-commerce market including A.I. for matching the right video ad to the right audience and locating the best performing creative. In addition, scaling our business and adding more paying customers.