



# THE RIC WATCHLIST

## PROFILE

**Company Name:** Placense

**Founding date:** 01/08/2018

**Launch date:**

**Headquarters:**

Caesarea, Tel Aviv, Israel

**Geographic served:** Global

**Works on:** Phone ios, Phone Android, Desktop/Laptop

**Investment:**

Seed

Innogy, and Nielsen

**Major investors** Private

**Prominent clients** Cushman & Wakefield, Edeka innogy .....

**No. of Employees:** 5

**Award & recognition:-**

proptch leader 2018 expo real,  
Winner @ Wayra Telefonica Dec  
2018, Finalist @ Pitch in the  
dark, Citi group,  
#InnoHubGameChanger 2018

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

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Adress: 15 Halamish Street ,  
Israel

## VISION , MISSION, SOLUTION

Placense is a venture backed by innogy (A Germany energy provider and of the largest in Europe) and Nielsen, a leading global information & measurement company, provides market research, insights & data about what people watch, listen to & buy. We provide real-time information about physical foot traffic anywhere in the world. The user inputs an address and instantly gets information that, up to now, was the sole property of the online world. for example: Number of people, Where they came from, Where is home, Method of transportation (Car, Bike, Tram, Truck, Bus etc....), Gender, Age, Income Level ,Retention (how often do they revisit a location), Parking Duration, Do they have kids? Do they have pets?

## PRODUCT & TECHNOLOGY

We harness the power of sensor data and on-device processing by integrating our technology (proprietary SDK) with installed apps (e.g. London Tube Map) on people's phones (currently 10M devices in Germany alone). We leverage the fact that unlike mobile data competitors, the value and insights we generate from the data is not personal but rather aggregative, therefore in a user perspective it is non-intrusive and not compromising the sensitive information of each user. Having said that, It is well known that 'anonymous data' often isn't that anonymous. To prevent such a cross-reference, we developed proprietary mathematical algorithms to make sure this data is totally private whenever it is in any way exported or exposed.



origin



visit duration



client visit



retention



income level



home



before/after



gender



transportation



pets



kids



age



parking vs. walking



parking

## TEAM

Dan Gildoni Co-Founder and CEO - Serial entrepreneur and business leader with over 15 years of experience in B2B and B2C digital platforms

Ofer Cohen Co-Founder and CTO - Serial entrepreneur and technology leader with over 20 years of experience in the software industry

Avi Hadas Co-Founder and CBDO - MBA with 10+ years of Business Development leadership specializing in Mobile Publishing and Monetization"

**Main focus today**

Real Estate and Retail.