

# Synthetic Media Landscape 2020

Samsung NEXT Ventures



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# Executive Summary (I/II)

## What is Synthetic Media?

- Media content generated or modified by AI, often through machine learning and deep learning
- Gained particular attention over the last few years with the development of Generative Adversarial Networks and the concerns around 'deepfakes'

## Why Does it Matter?

This technology will transform the way we produce, consume, and distribute media, leading to:

- Significant drop in barriers and costs to create top-notch content ⇒ democratization of creativity
- Proliferation of high quality content ⇒ more competition for eyeballs in the peak attention economy
- Ability to 'embody' AI ⇒ rise of virtual beings across devices and in the metaverse

## What are some applications of Synthetic Media?

Spans across media types from video to image to audio to text, including:

- Natural language generation that transforms structured data into reports, creative texts, interactive conversations, or custom content
- Synthesized speech for virtual assistants, computer games, podcasts, or audio books
- Music generation for video production, ambient environments, or pure listening
- Image synthesis for stock images, product placement, or human like characters
- Videos in multiple languages for purposes like staff training, advertising or education



# Executive Summary (II/II)

## **Are there ethical concerns around Synthetic Media?**

- Ability to manipulate or generate visual and audio content with a high potential to deceive ⇒ concerns about a post-truth world
- Deepfakes have garnered widespread attention for their uses in celebrity pornographic videos, revenge porn, fake news, hoaxes, and financial fraud
- Solutions such as detection, regulation, or codes of conduct, are still limited
- However, synthetic media also has the ability to improve privacy by anonymizing faces in photos and videos

## **What is the Samsung Opportunity**

Samsung devices are a primary output for media content across its screens, audio devices, and future immersive reality products. There are therefore multiple opportunities for Samsung to capture value from Synthetic Media:

- Embodiment of Bixby and other virtual assistants
- Generating avatars of Samsung users
- Preserving privacy by anonymizing faces in images and videos captured on our devices
- Optimizing our devices to be the brand of choice for ‘creators’ as well as casual users that want the best possible camera features

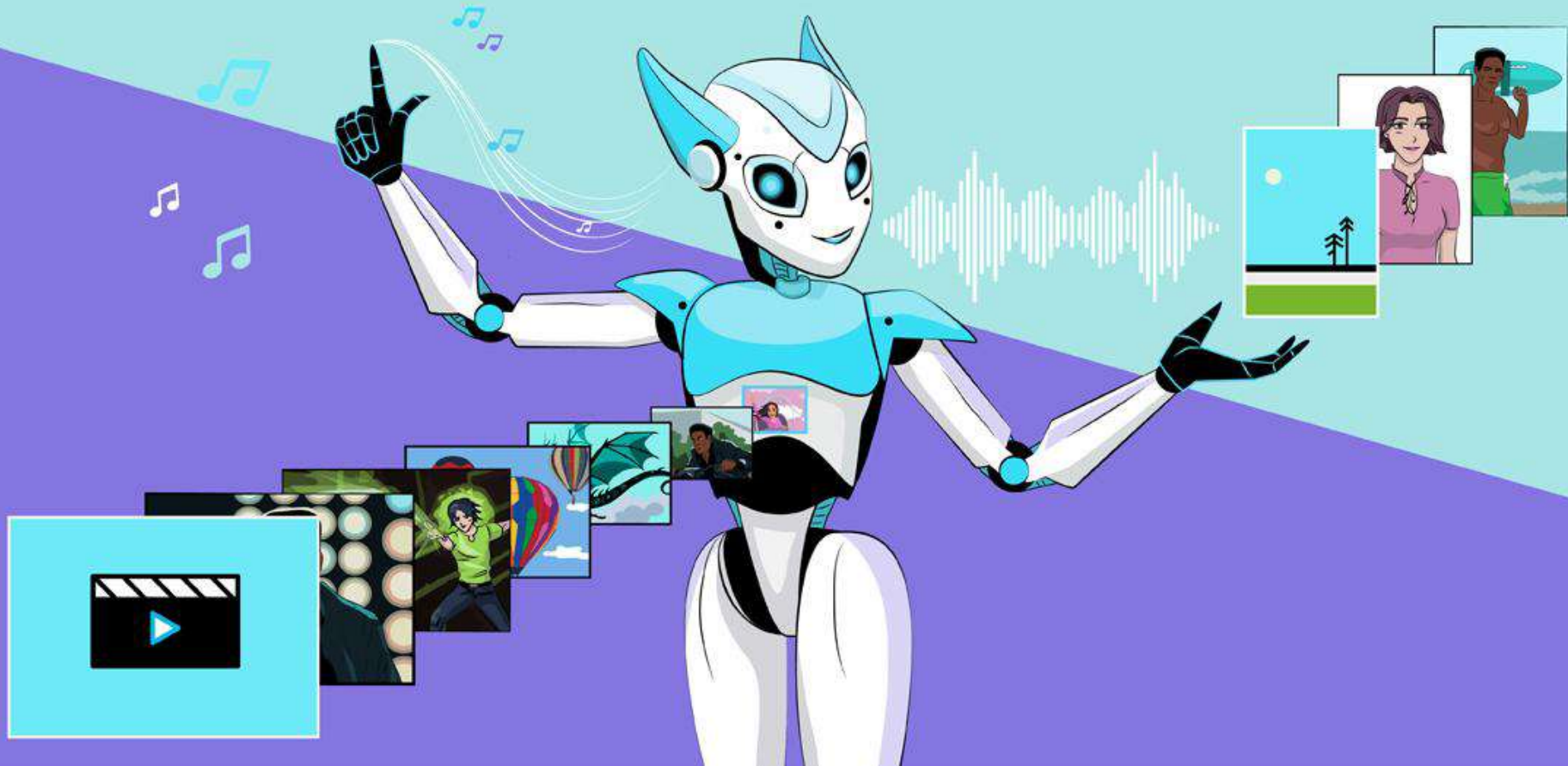




1

# What is Synthetic Media?

**Synthetic Media is AI-generated or AI-modified media.**



**Synthetic Media** heralds the **start** of the  
**third evolutionary stage** of **Media** →



## Past: Old Media

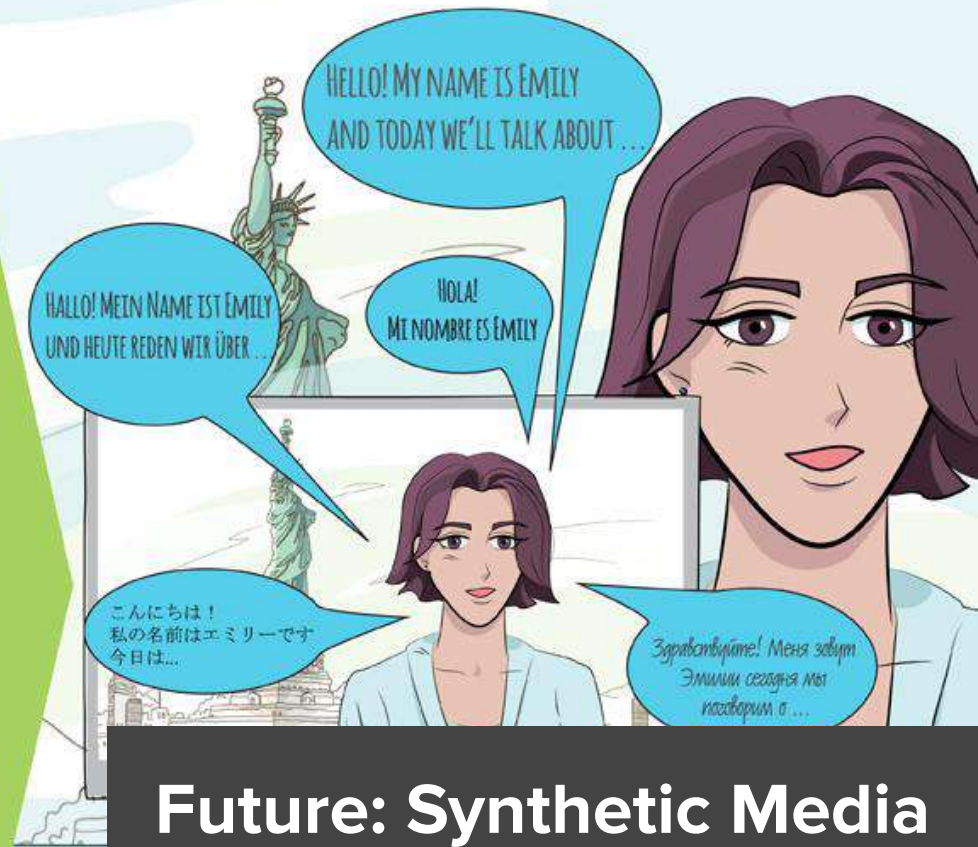
Old Media enabled **mass distribution** for a select few, through TV, radio and print. The enabling technology: **Broadcasting**.





## Present: New Media

New media enabled **democratized distribution** for everyone through social media.  
The enabling technology: **The Internet.**



## Future: Synthetic Media

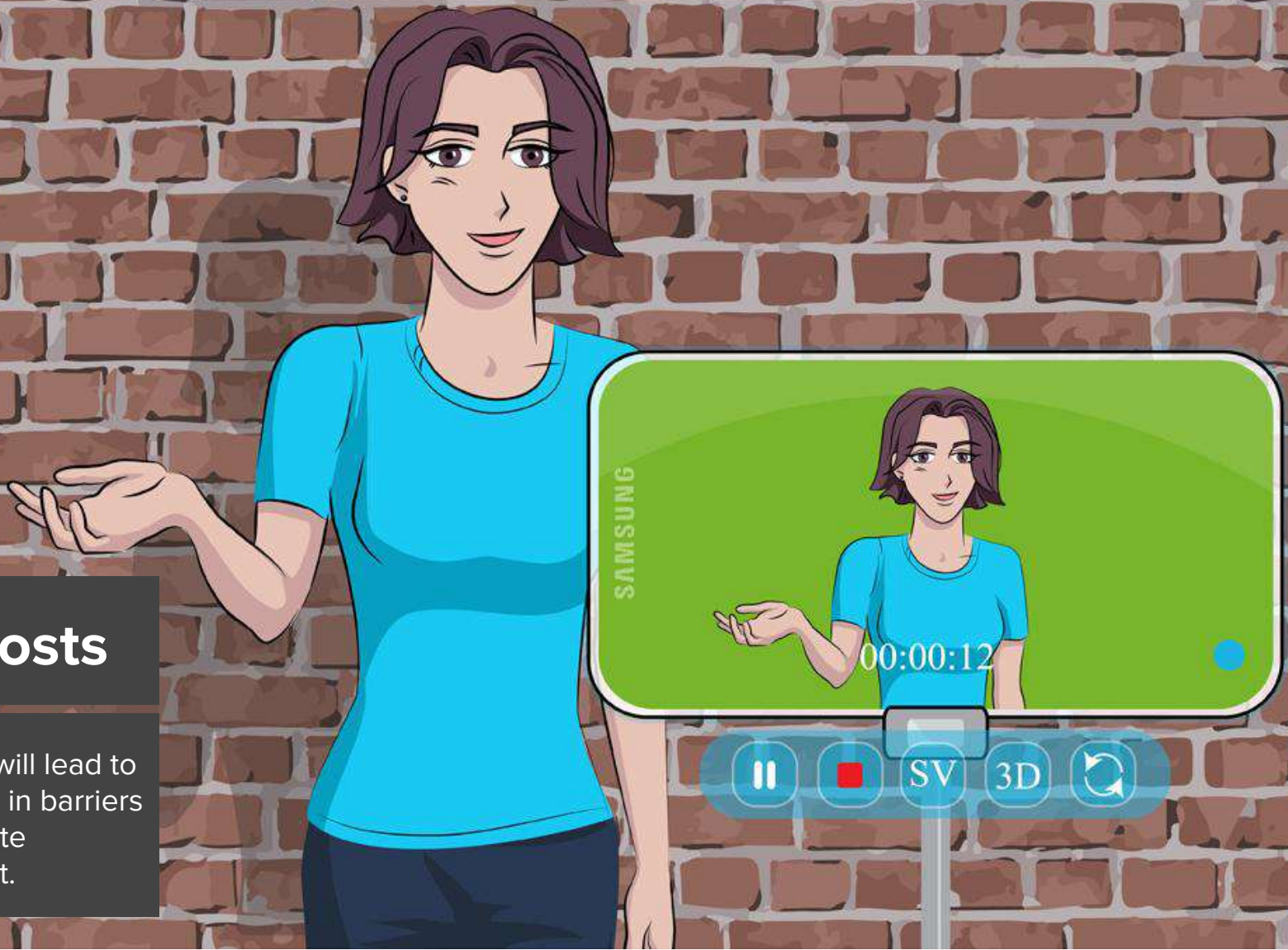
Synthetic Media will **democratize media creation** and creativity for everyone.

The enabling technology: **AI/Deep Learning**.

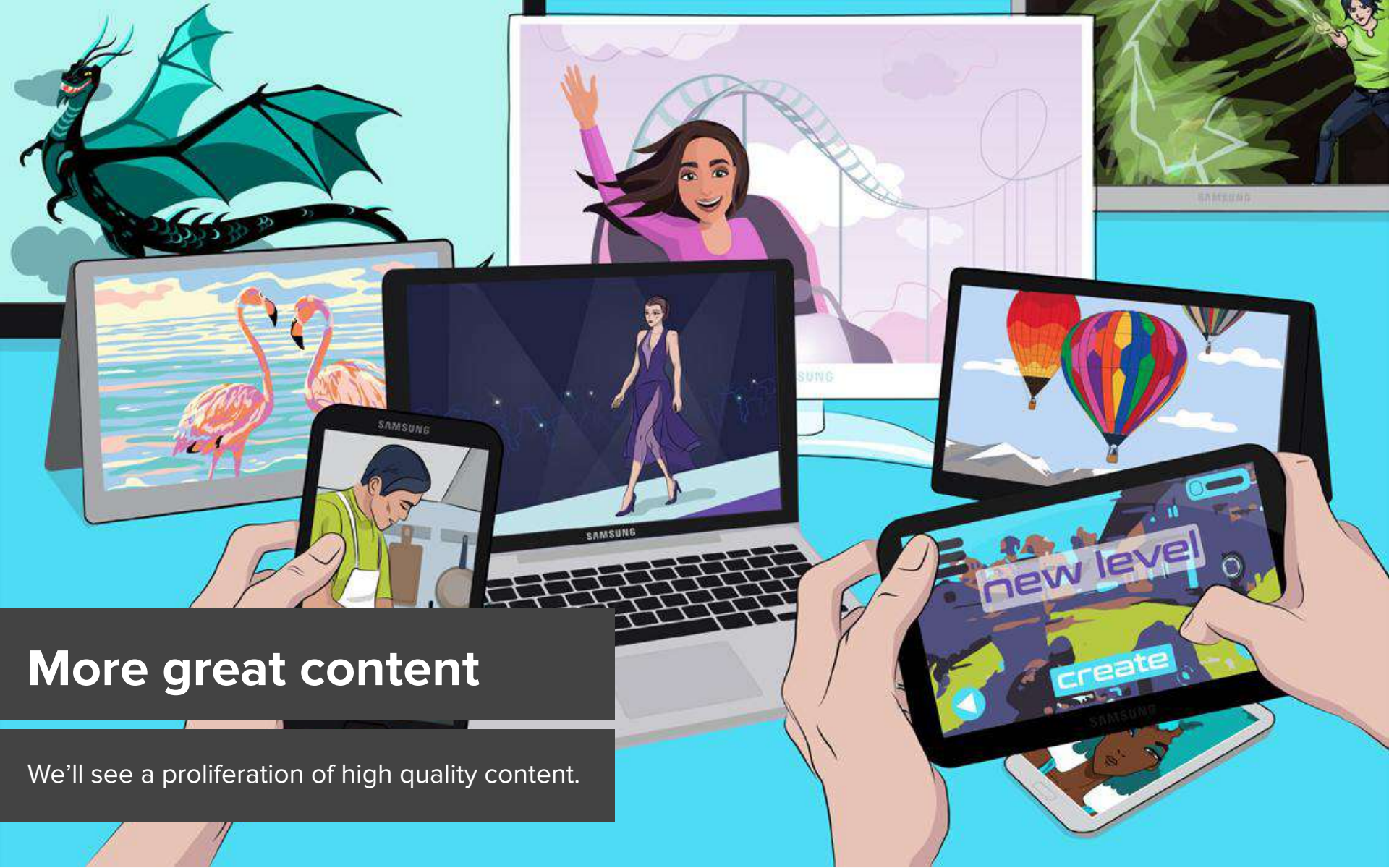
## **2 Why Synthetic Media matters**

## Lower costs

Synthetic Media will lead to a significant drop in barriers and costs to create top-notch content.







## More great content

We'll see a proliferation of high quality content.

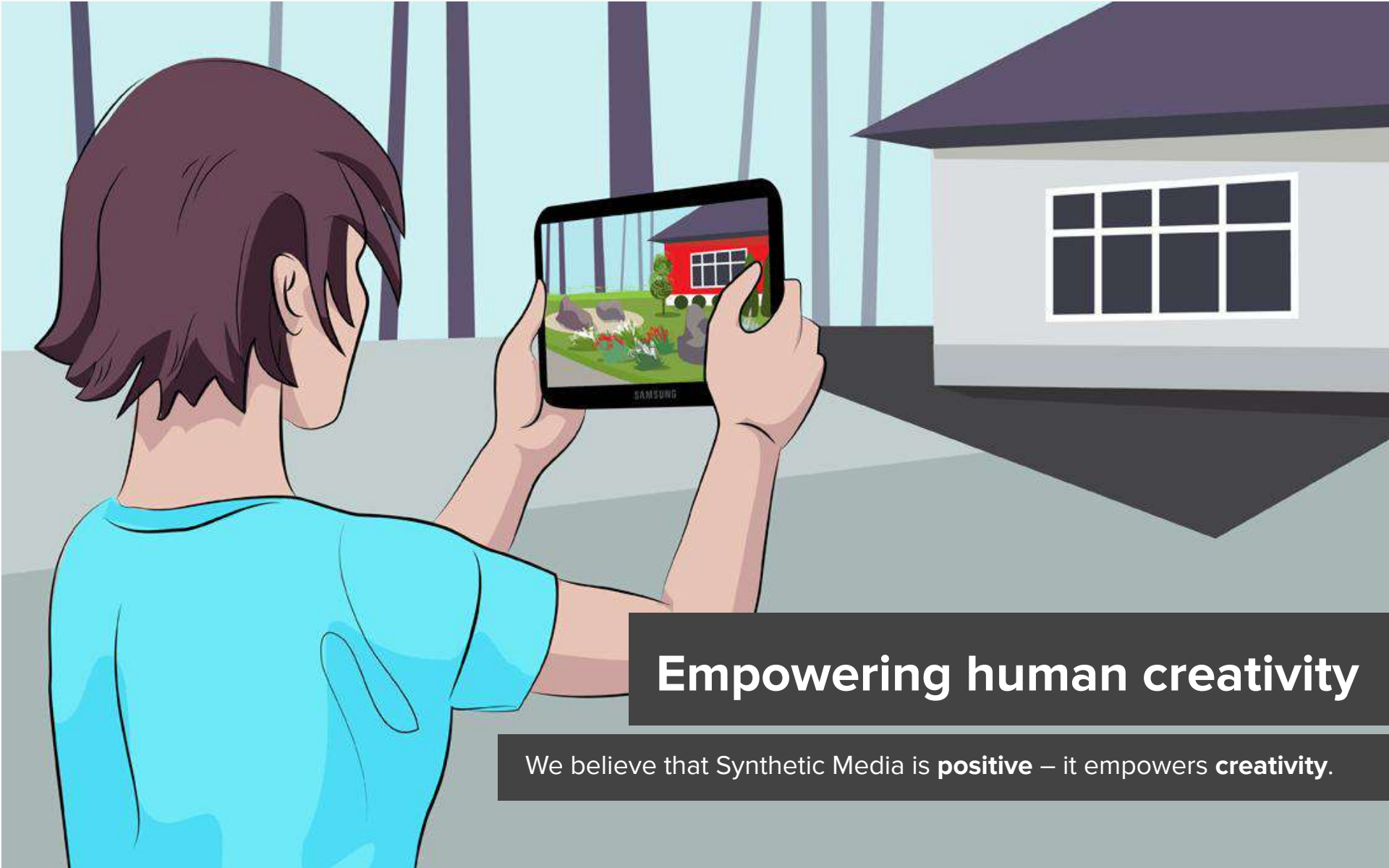


## More abuse

However, we'll also face challenges caused by the misuse of Synthetic Media, centered around the verification and truth of content.

# **3 Ethics & Challenges**





## Empowering human creativity

We believe that Synthetic Media is **positive** – it empowers **creativity**.



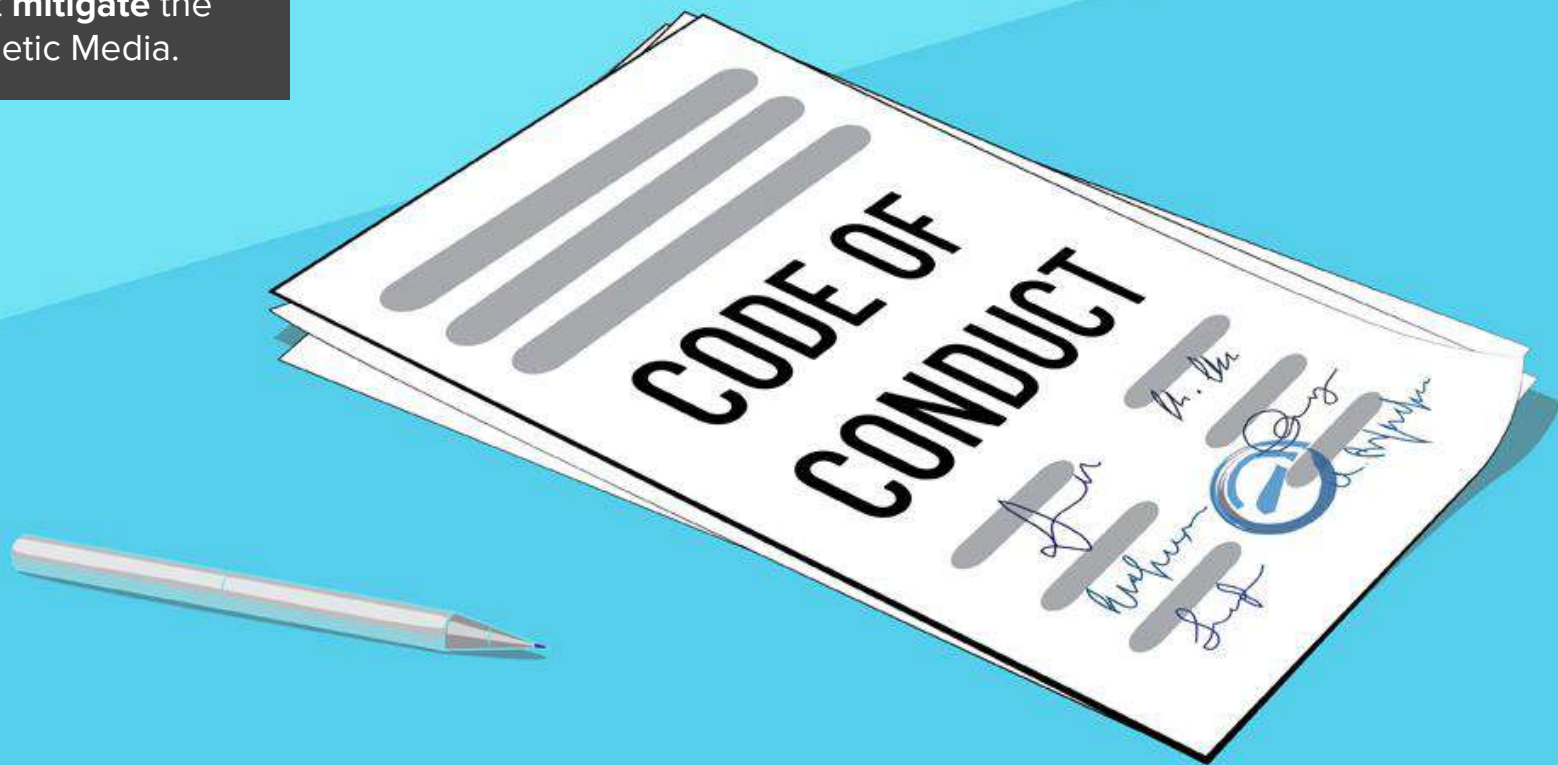


## Risk potentials

We also recognize that Synthetic Media has the potential to be **misused**, producing **negative effects**.

# Time to act

We must proactively look for solutions that **mitigate** the risks of Synthetic Media.



We at Samsung NEXT value **consumer protection**, and strongly believe that we need to create and maintain **ethical standards**.

We **support** and **encourage** companies working on Synthetic Media to **commit** to high ethical standards, state them publicly (on their websites) and implement them rigorously.



## **4** Examples of Disruption

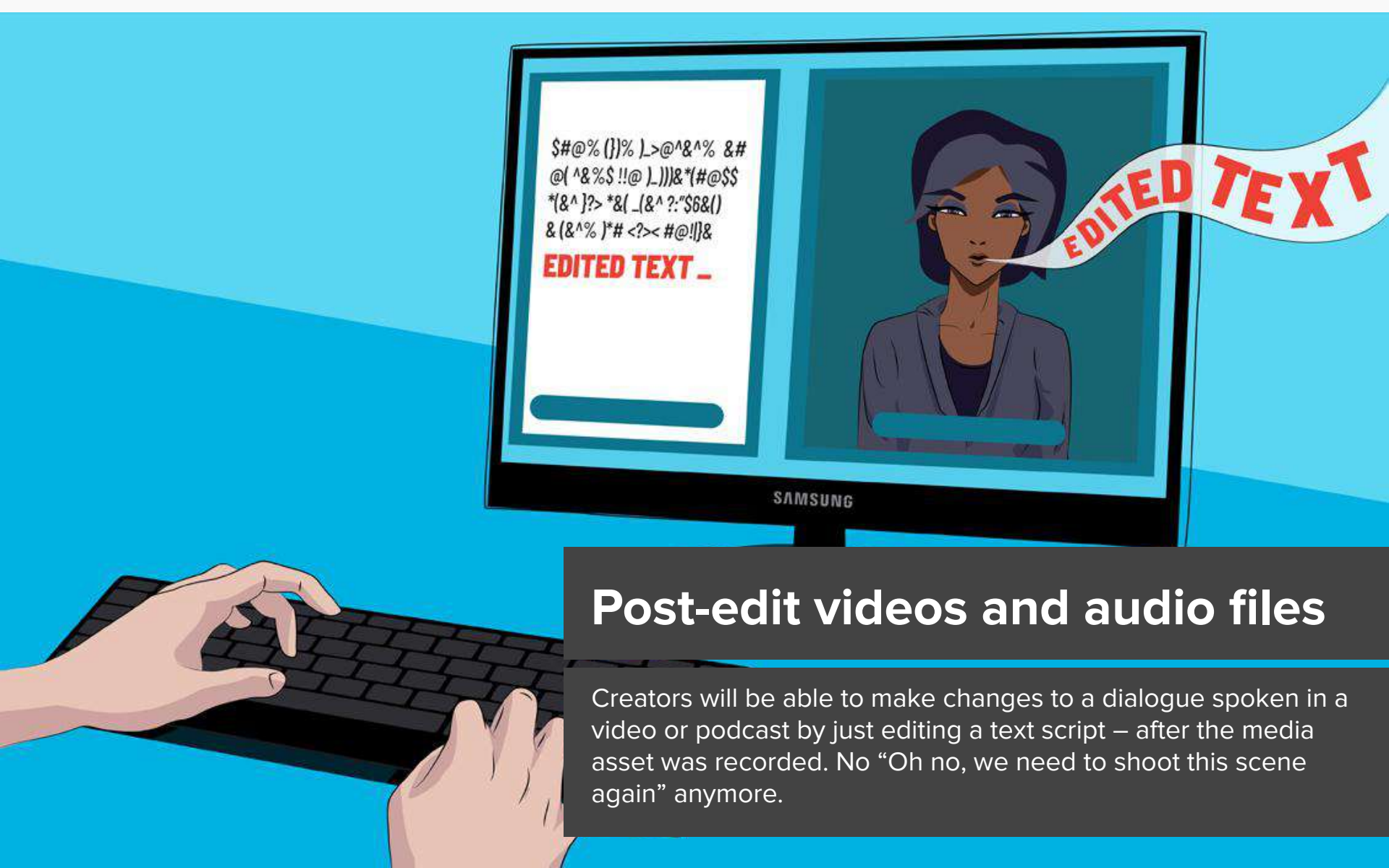


Synthetic Media will **disrupt** several industries and use-cases.  
Here are just some examples... some Samsung NEXT **visions** for the future ➔



## Top-notch movies for everyone

Individuals will be able to produce **top-notch video movies** at their desks – in a quality and with effects that would only previously been possible with access to big budgets. You need great **actors** for your movie or commercial? Just select **virtual actors** looking and acting like humans from a **catalogue** and customize them to your needs.



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## Post-edit videos and audio files

Creators will be able to make changes to a dialogue spoken in a video or podcast by just editing a text script – after the media asset was recorded. No “Oh no, we need to shoot this scene again” anymore.



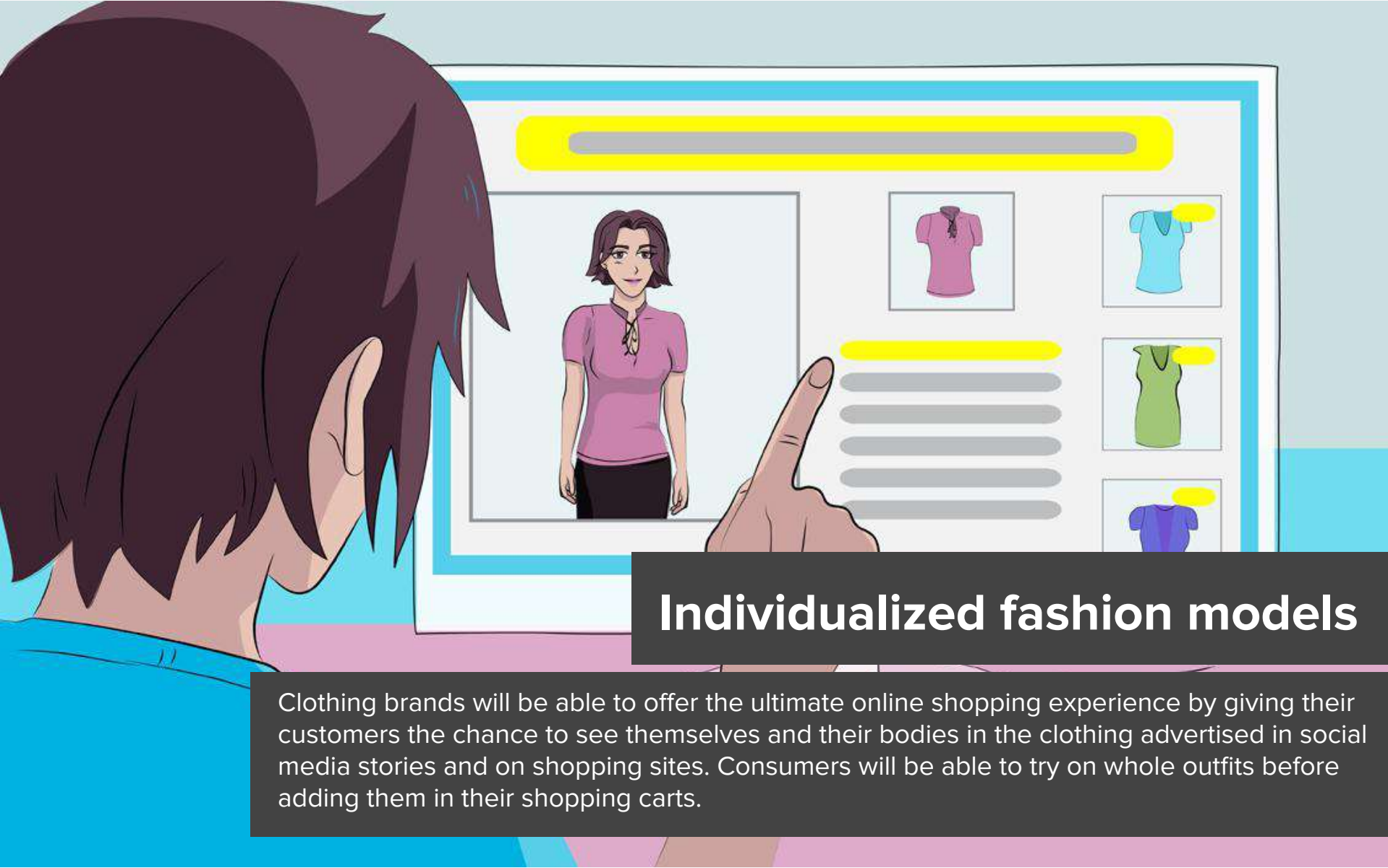


## Digital twins for artists

Celebrities, artists, influencers, and experts will be able to **scale**: They will have **Digital Twins** representing them at any time without any limits. Their Digital Twins can be everywhere that they aren't, from making movies, hosting concerts to recording voice-overs in commercials.

The results for the individuals: Less **fatigue**, more **gigs**, and more **money**.





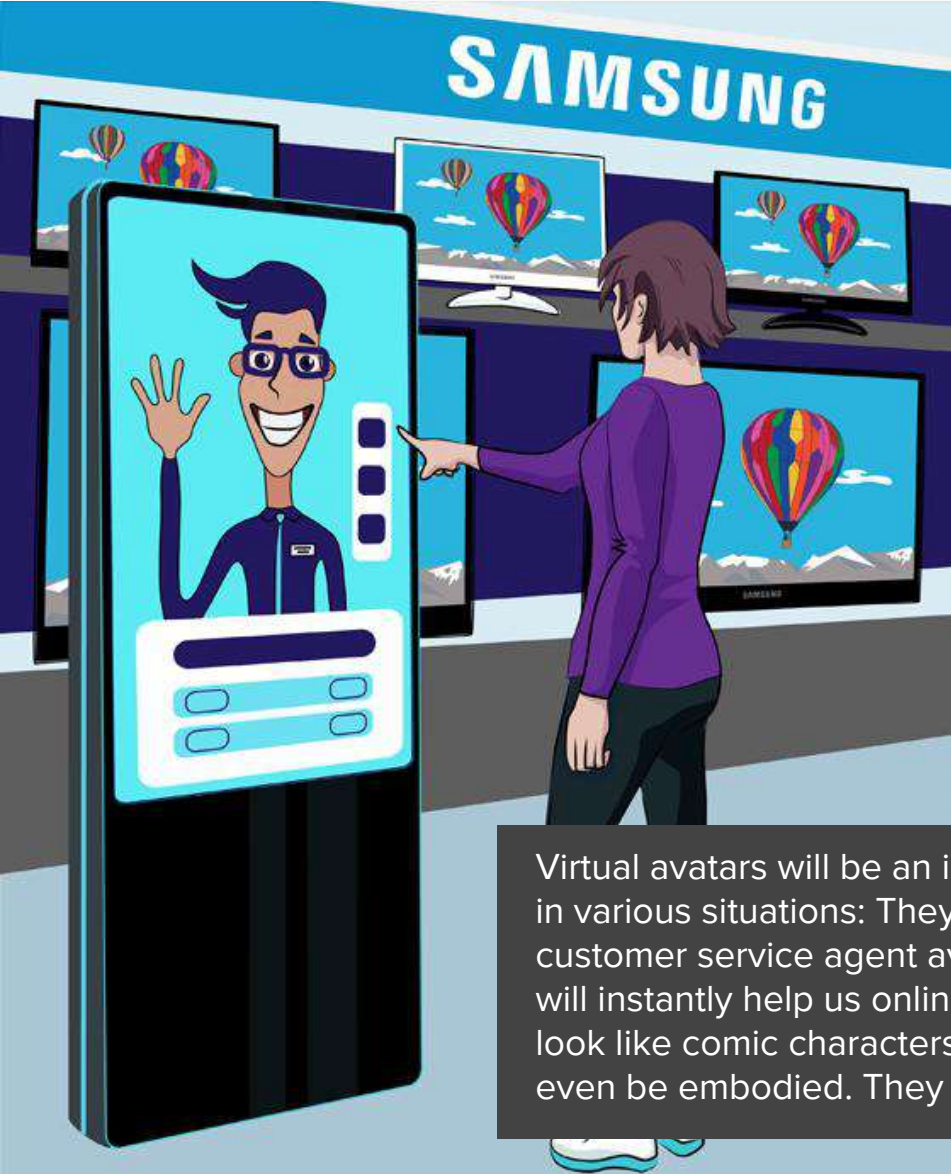
## Individualized fashion models

Clothing brands will be able to offer the ultimate online shopping experience by giving their customers the chance to see themselves and their bodies in the clothing advertised in social media stories and on shopping sites. Consumers will be able to try on whole outfits before adding them in their shopping carts.



## Synthetic product placements

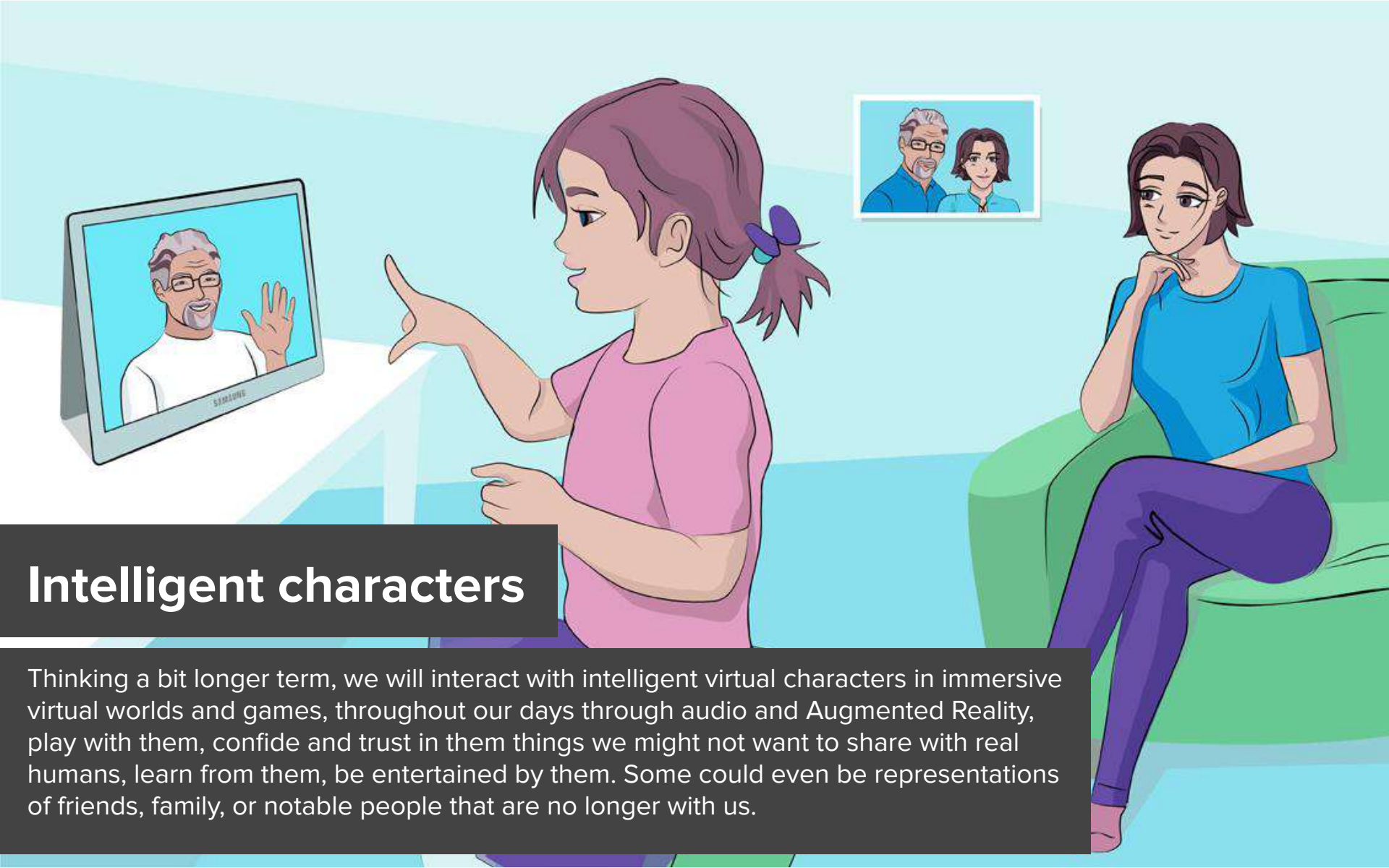
Consumers will watch movies, sports, and play games and will see individualized, synthetic product placements tailored to their tastes and needs. For example: Emily plays a game and sees a game character wearing a Nike sneaker. Her friend David plays the same game and sees the same game character wearing an... Adidas sneaker, as David is more of an Adidas guy.



## Virtual avatars

Virtual avatars will be an integral part of our day to day life. We'll interact with them in various situations: They will help us in retail stores when there is no human customer service agent available, they will take our orders at fast food chains, they will instantly help us online when we have a question about a product. Some will look like comic characters, some will look and act like real humans, some won't even be embodied. They will come in all shapes and forms.





# Intelligent characters

Thinking a bit longer term, we will interact with intelligent virtual characters in immersive virtual worlds and games, throughout our days through audio and Augmented Reality, play with them, confide and trust in them things we might not want to share with real humans, learn from them, be entertained by them. Some could even be representations of friends, family, or notable people that are no longer with us.

**Before - identifiable**



**After - anonymized**



**Anonymization**

We're watched by more and more cameras in the public, in retail stores, etc. Online, our social media accounts are automatically able to register and identify our faces with the help of Computer Vision. Our identities are becoming more transparent every day. With the help of Synthetic Media, we'll be able to swap our faces and bodies on actual videos and images with synthetically altered versions of us. The effect: We'll still look the same for the human eye, but machines won't be able to identify us as the Synthetic Media tools will alter all relevant digital fingerprints.

## **The future is now:**

Many Synthetic Media startups **already** work on solutions that will turn these visions into reality →

# **5 Synthetic Media Landscape**



# Clustering Logic

We've categorized the Synthetic Media companies in the landscape into following clusters:



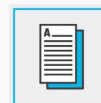
## Speech & Voice Synthesis

Artificial generation of human speech and voice <sup>1</sup>



## Game Content Synthesis

Automated procedural generation of video game environments



## Natural-language Generation

Automated transformation of structured data into natural language <sup>2</sup>



## Music & Sound Synthesis

Artificial generation of music, parts of songs, and sounds



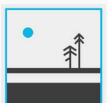
## Avatar Synthesis

Artificial generation of avatars



## Consumer Protection

Content verification and consumer anonymization technology



## Image Synthesis

Artificial generation of static images



## Mixed Reality Synthesis

Artificial generation of augmented/virtual reality and 3D objects



## Generic

Technology for multiple Synthetic Media products or services



## Video Synthesis

Artificial generation of moving images

<sup>1</sup> We exclude voice assistants like Alexa, Google Assistant, Siri, etc.

<sup>2</sup> We exclude pure chatbot, speech-to-text and text translation technologies.



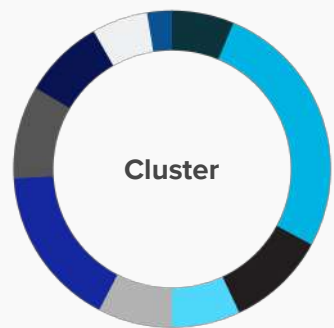
# Sample Overview

Total companies:      of which startups:

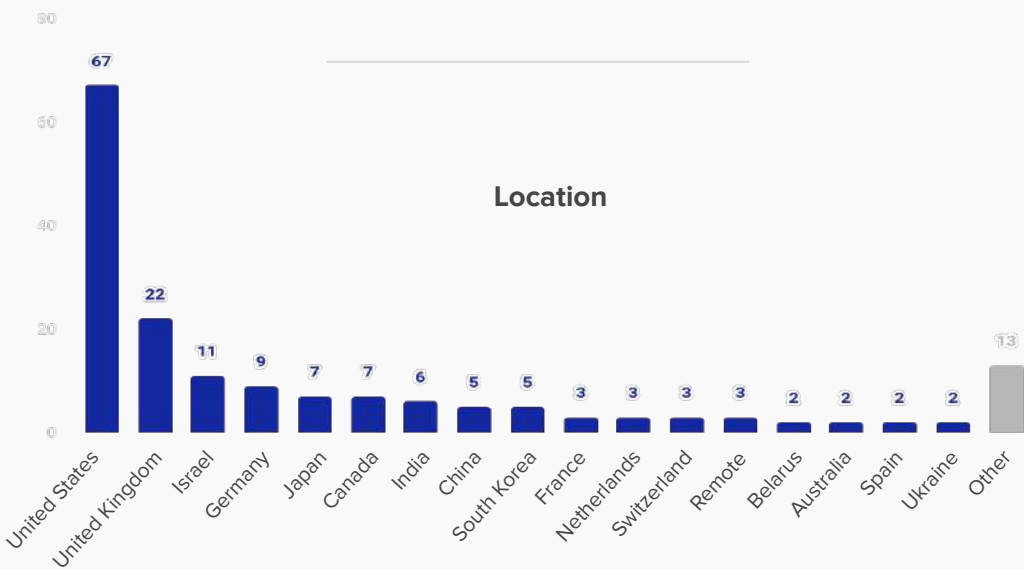
172      172

The companies selected for the landscape develop proprietary technologies for creating Synthetic Media that have AI at their core. We include established companies with significant involvement in Synthetic Media as the field is increasingly being researched and developed by large players too. Moreover, we include companies that work on technologies to protect consumers from misuse of Synthetic Media.

The ventures have been gathered from our VC network and different databases (e.g. Pitchbook, Tracxn, Crunchbase). The landscape is not intended to be a comprehensive list of all Synthetic Media startups.



- 26% Speech & Voice Synthesis
- 17% Avatar Synthesis
- 10% Music & Sound Synthesis
- 10% Natural-language Generation
- 8% Generic
- 8% Consumer Protection
- 7% Video Synthesis
- 6% Image Synthesis
- 6% Mixed Reality Synthesis
- 2% Game Content Synthesis



# Synthetic Media Landscape 2020

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NEXT



Incubent firms

# Let's Talk

Samsung NEXT Ventures invests in Media Tech startups in early stages (Seed, Series A, Series B). Please reach out to our Media Tech team if you're working on something exciting in the media space, if you miss great startups in our Synthetic Media landscape or have partnership ideas.



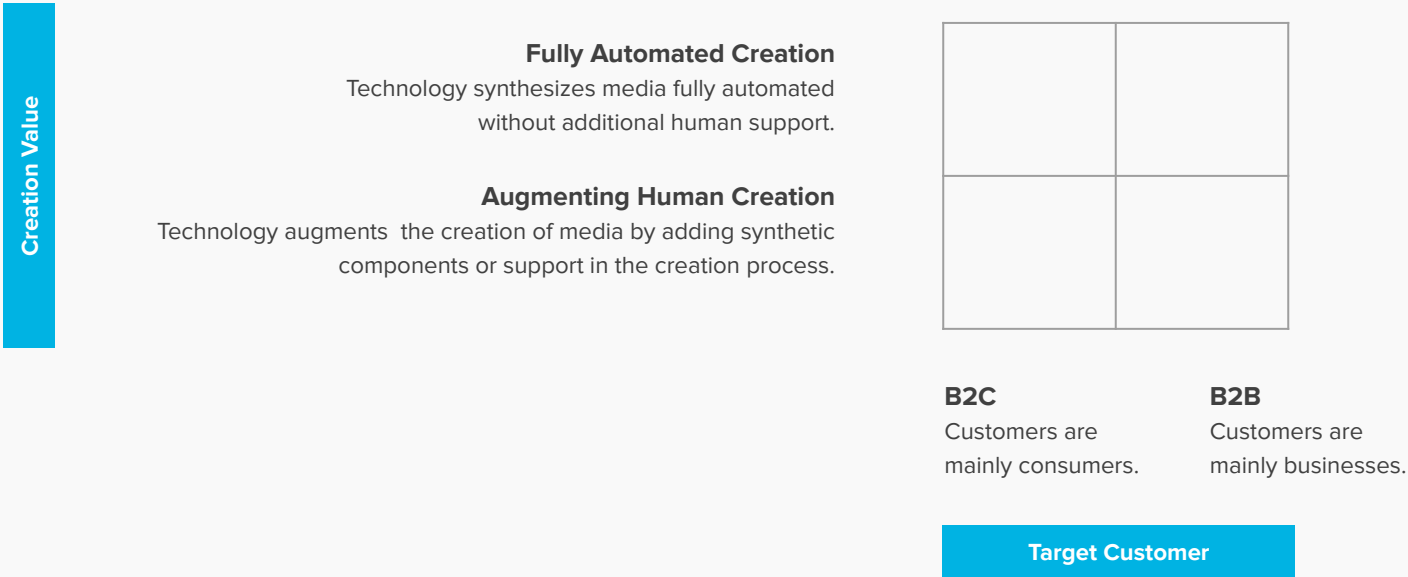
- **Iskender Dirik**, Managing Director & General Manager, Berlin ([LinkedIn](#))
- **Nick Nigam**, Principal, Berlin ([LinkedIn](#))
- **Deborah Conway**, Associate, New York ([LinkedIn](#))
- **DongHoon Lee**, Associate, Seoul ([LinkedIn](#))
- **Royi Benyossef**, Investor, Tel Aviv ([LinkedIn](#))
- **Quang Do**, Intern, Berlin ([LinkedIn](#))

# 6 Startup Profiles



# Matrix Logic

In the upcoming profiles of Synthetic Media startups, we'll use the following matrix to visualize the positioning of each startup:



Note: The startup profiles have been adjusted for design but remained mainly unchanged in content. Not every startup on the landscape is profiled. Please reach out if you want your Synthetic Media startup to be featured.





# Speech & Voice Synthesis

# Alta Voce

Paris • Pre-seed • [www.alta-voce.tech](http://www.alta-voce.tech)

## About

Alta Voce is an innovative deeptech startup in vocal transformation technologies. The main issues in customer care come from a bad customer journey, and the hard working conditions of the agents, mutually reinforcing themselves. Our solutions shape, in real time, the emotions displayed by human and artificial voices (e.g. intelligibility, or welcoming attitude) to enhance communication. Our technologies are validated by the research in neuroscience, and bring value to customer relation by improving one key ingredient: voice.

## Customer

Call center providers and corporate internal customer care centers.

## Profile

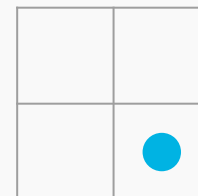
## Team

- Nicolas Martinois, CEO
- Gilles Degottex, CTO
- Marco Liuni, CDO
- JJ Aucouturier, CSO



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Delhi • [www.deepsync.co](http://www.deepsync.co)

## About

The next billion Indian users have no access to High Quality content and vary largely in diversity of languages. Deepsync is building AI production suite with aim to introduce content in this economy at fraction the cost without compromising the Quality across all genres. This works by allowing content creator to clone his/her voice and work along with AI to produce quality content in a hybrid way. The AI takes care of most of the production while the creator is responsible for ensuring end-to-end work.

## Customer

Audio-only content creators including podcasting companies, influencers, audio distributors, book publishers, brands & advertisers.

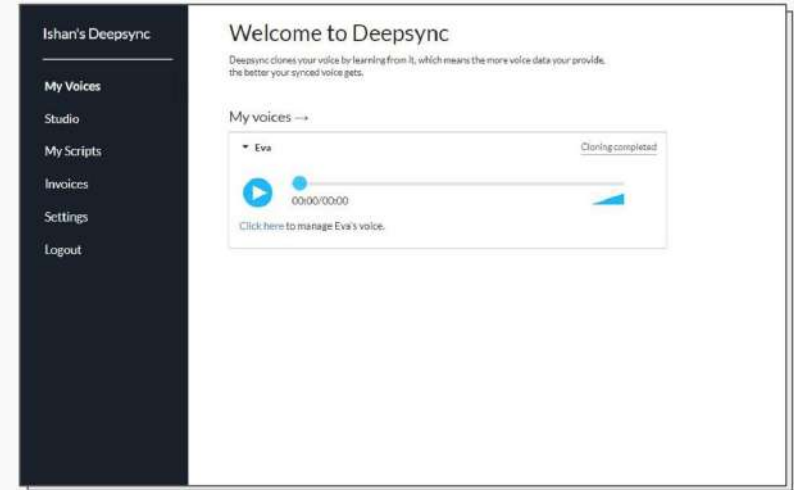
## Team

- Ishan Sharma, CEO
- Rishikesh, CTO

## Investors

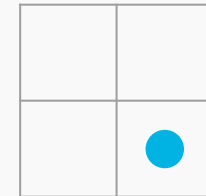
- Zeroth.AI

## Profile



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London • Seed • [www.deepzen.io](http://www.deepzen.io)

## About

DeepZen is an emotive voice AI technology company, with a vision to build an AI system that could read the written word in the same way as a human would. We train neural networks using speech samples and corresponding text transcripts to turn text into voice which is so lifelike that it is indistinguishable from the human voice. The purpose of the technology is to significantly reduce the speed, complexity and cost of audio creation when compared with traditional studio production, without sacrificing quality. It is applicable to every industry using voice, whether it be for marketing, customer communications or at the heart of its product offering. Think audiobook production, video and audio content creation, advertising and marketing, podcasting, gaming, virtual assistants, call centre respondents and auto satnav systems as examples of use cases. Additionally this technology can be used to help people with Motor Neurone Disease, ALS and Dystonia to regain their voices, which would otherwise be forever lost. The technology works by merging the emotional analysis of text - through Natural Language Processing (NLP) - with speech synthesis.

## Customer

Our business model focuses on two revenue generating areas: Audiobook and Voiceover Production. The key customer for the audiobook business is the Publishing Industry. The industries we service on the non-publisher side are Advertising, Corporate organisations across all verticals, Gaming, e-Learning, Narration and Voiceover, in all its forms. Our product offering to market is three fold – API for self serve usage, Managed Service for fully managed audio through usage of our in house proprietary editing suite and lastly Enterprise which is for large scale custom solutions.

## Team

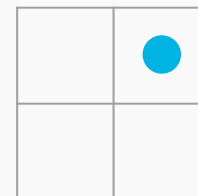
- Taylan Kamis CEO
- Kerem Sozuger, CTO

## Profile



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San Francisco • Series A • [www.descript.com](http://www.descript.com)

## About

Descript builds simple and powerful collaborative tools for new media creators. Their software allows you to edit audio or video simply by editing a text transcript and Descript edits the audio or video to match. In 2019, Descript acquired AI research team Lyrebird, which built Overdub, an AI-powered voice synthesis tool that lets users create ultra-realistic text to speech built from their own voice with just 10 minutes of training audio.

## Customer

Descript is built for podcasters, YouTubers, journalists, and more: text-based, AI-powered audio editing makes creating easier than ever before for the newcomer, but also helps professional creators work more quickly than ever before.

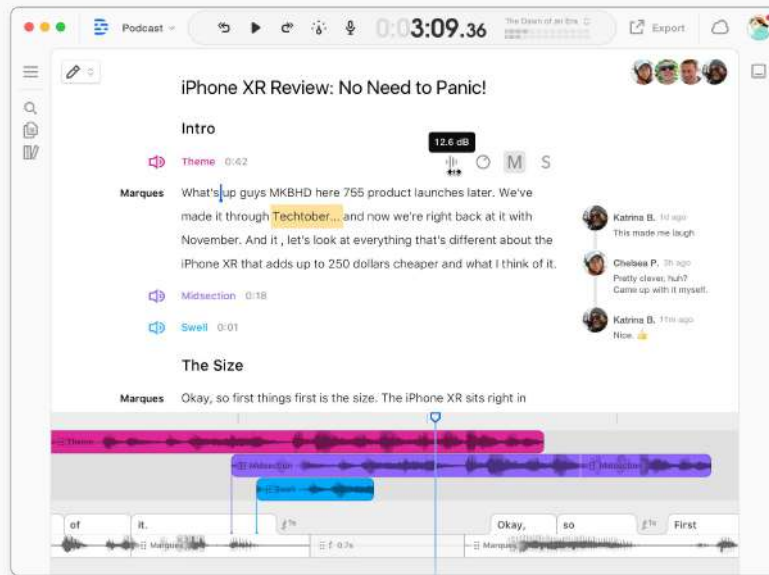
## Team

- Andrew Mason, CEO
- Sunny Rochiramani
- Sophie Hinkley
- Jay LeBoeuf

## Investors

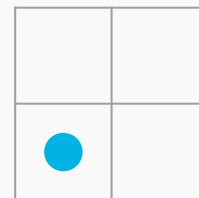
- Andreessen Horowitz
- Redpoint Ventures

## Profile



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San Francisco • Seed • [www.lovo.ai](http://www.lovo.ai)

## About

LOVO is an AI voiceover & cloning platform – imagine *Canva* + *Photoshop* for voice. On one hand, we provide 60+ emotional human voices to save 90%+ of cost and time involved in working with voice talent. On the other hand, by cloning a user's voice with just 15 minutes of audio, we open new doors of content self-creation for personal and enterprise purposes.

## Customer

Our customers range from Fortune 500 marketers and app developers to individual YouTubers and audiobook authors. Anyone that needs to use a voice-as-a-service is our client.

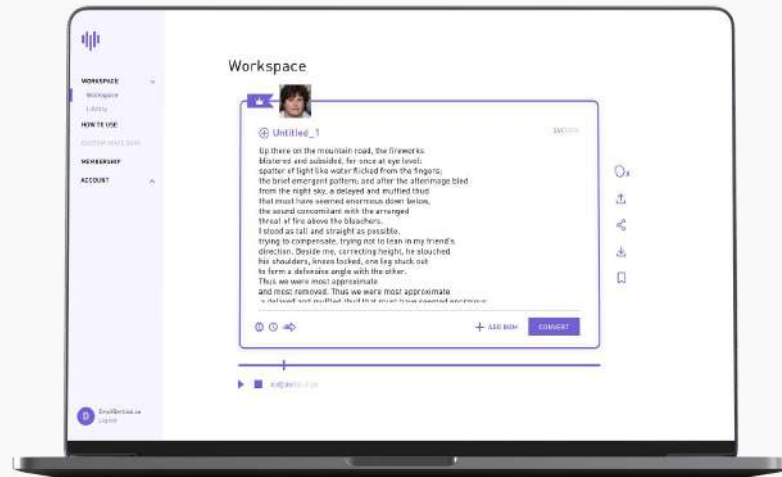
## Team

- Charlie Choi, CEO/CTO
- Tom Lee, COO

## Investors

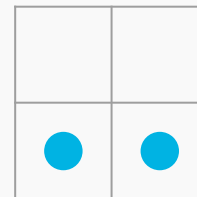
- Primer Sazze
- InfoBank
- Berkeley SkyDeck
- Hustle Fund

## Profile



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Cambridge (US) • Seed • [www.modulate.ai](http://www.modulate.ai)

## About

Virtual avatar customization is already a \$20B industry in gaming, as players find that increasingly-social online interactions require broader freedom of self-expression and control over what's shared about them online. But their voices – a crucial part of those social interactions – consistently mismatch with their virtual selves. That's why we designed the world's first "voice skins," using patented new machine learning techniques to achieve fully realistic and emotive voice replacement in real-time. By partnering with game and social app developers, we let players become their favorite characters or design unique new virtual personas, truly immersing them into the online world.

## Customer

Voice skins are ultimately purchased by end users – gamers, social platform users, etc – but are distributed through partnerships with game or app developers, not only for easier use but in order to ensure we're offering the best specific voices for each environment. Thus, Modulate currently uses a roughly B2B2C model, ultimately accepting a rev-share on the players' purchases.

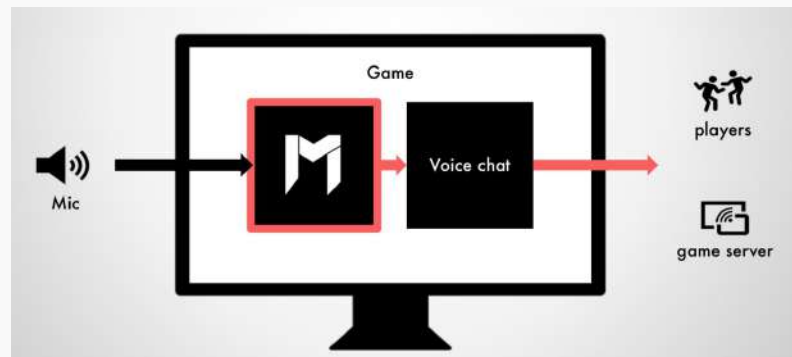
## Team

- Mike Pappas, CEO
- Carter Huffman, CTO

## Investors

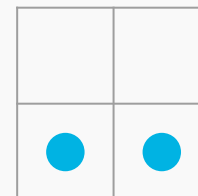
- 2Enable Partners
- Hyperplane Venture Capital
- Everblue Management
- Third Kind Ventures
- Sierra Ventures
- Crush Ventures

## Profile



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London • Seed • [www.papercup.com](http://www.papercup.com)

## About

Papercup has invented a machine learning based text to speech system capable of translating people's unique voices and ways of expression into other languages. Combining their market leading research with their content translation product, Papercup allows content creators to unlock content for billions of people who want to consume video content in their native language. Their mission is simple – make any video watchable in any language.

## Customer

Our target customers are semi-professional content creators and media companies that upload content to video platforms such as YouTube. We help content owners such as Sky News that are hungry to reach bigger audiences but don't have access to cost effective scalable localisation.

## Team

- Jesse Shemen, CEO
- Jiameng Gao, CTO

## Investors

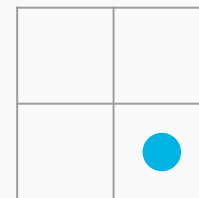
- Local Globe
- Sands Capital Ventures
- Sky Ventures
- Guardian Media Ventures
- BDMI
- Entrepreneur First

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Ukraine • Seed • [www.respeecher.com](http://www.respeecher.com)

## About

Respeecher clones human speech in a way that's indistinguishable from the original speaker. Our speech-to-speech voice conversion technology replicates voices for any media project - from a Hollywood movie to an engaging video game.

Dubbing an actor's voice in post production? Bringing back the voice of an actor who passed away? Recording a podcast/audiobook using a famous voice? We've got you covered.

## Customer

Respeecher is perfect for filmmakers, game developers, advertisers and other media content creators. If you want full creative control of your project and impeccable quality, Respeecher is for you.

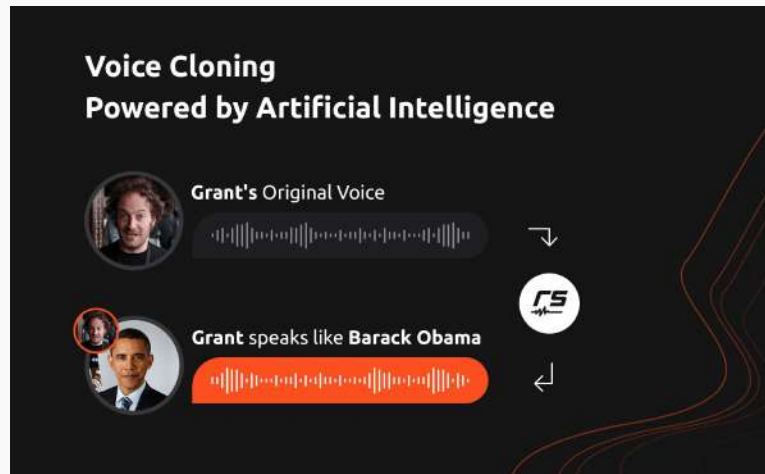
## Team

- Oleksandr Serdiuk, CEO
- Dmytro Bielievtsov, CTO
- Grant Reaber, CRO

## Investors

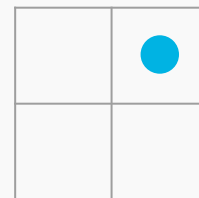
- ff Venture Capital
- ICU Ventures
- Acrobator Ventures
- Techstars

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# SONANTIC

London • Seed • [www.sonantic.io](http://www.sonantic.io)

## About

Sonantic creates the world's most expressive and realistic artificial voices. We help entertainment studios generate high quality voice from preproduction to final cut. Sparing creatives the cost and logistics of casting, contracts, booking studios, recording time and the painful iteration cycles that come with the process. Sonantic makes the process of voice acting faster and cheaper while providing creative potential to do things that could never be done before.

## Customer

Sonantic focuses on customers to whom high quality voice is of the utmost importance. Gaming, film, VR and TV studios. Our customers are tech aware creatives that build immersive entertainment products.

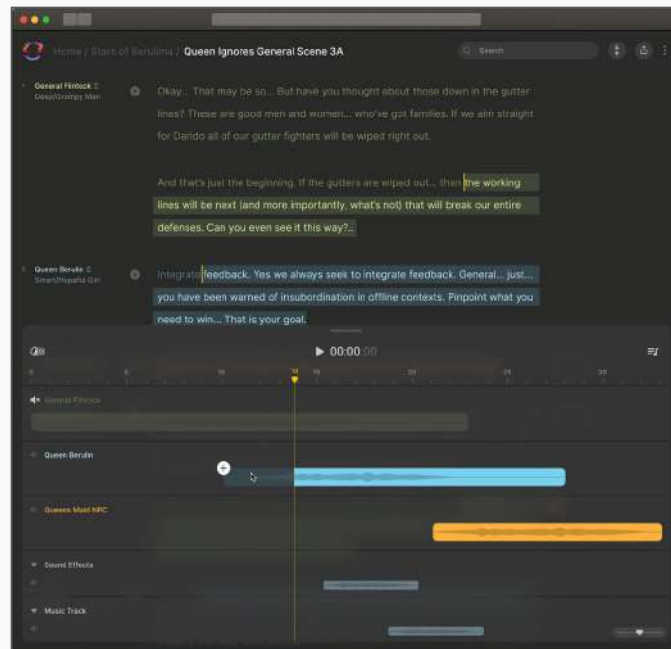
## Team

- Zeena Qureshi, CEO
- John Flynn, CTO

## Investors

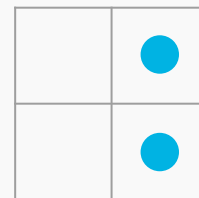
- EQT Ventures
- AME Cloud Ventures
- Entrepreneur First

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London • Seed • [www.speechkit.io](http://www.speechkit.io)

## About

SpeechKit is an end-to-end automated audio publishing platform for media companies. It enables them publish all their articles in audio with personalised AI voices and monetise them. Media companies publish human-read audio versions of their articles to improve subscriber engagement, retention and reach. But most don't have the resources to produce audio versions of all their articles with professional voice artists. SpeechKit makes it easy for any media company to produce, distribute and monetise audio articles and newsletters, with their own custom voices, at scale.

## Customer Profile

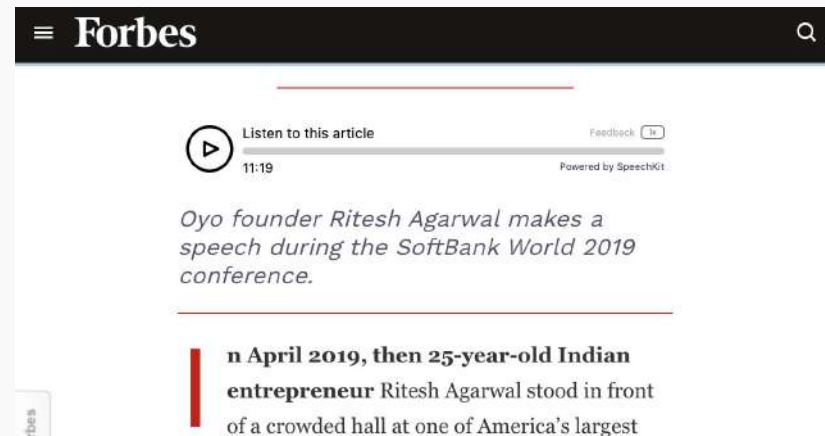
Our customers include newsletters, bloggers, news websites, research and business intelligence services, consultancies and global media companies - any person or organisation that publishes writing on a regular basis.

## Team

- Patrick O'Flaherty, CEO /  
Co-founder  
- James MacLeod,  
Co-Founder

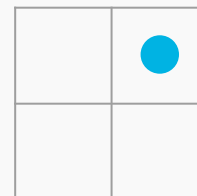
## Investors

- Newark Venture Partners



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San Jose • Seed • [www.speechmorphing.com](http://www.speechmorphing.com)

## About

Speech Morphing created a unique solution for Natural Language Speech Synthesis (NLSS) to service AI based customer services and Digital assistants, thus producing and improving the most advanced human/machine interaction through personalized and expressive synthetic speech. Voice production is empowered using the Smorph™ platform for custom synthetic and expressive responses for Voice-on-Demand Service. Speech Morphing has 16 issued US patents covering different aspects of the product, system integration and applications.

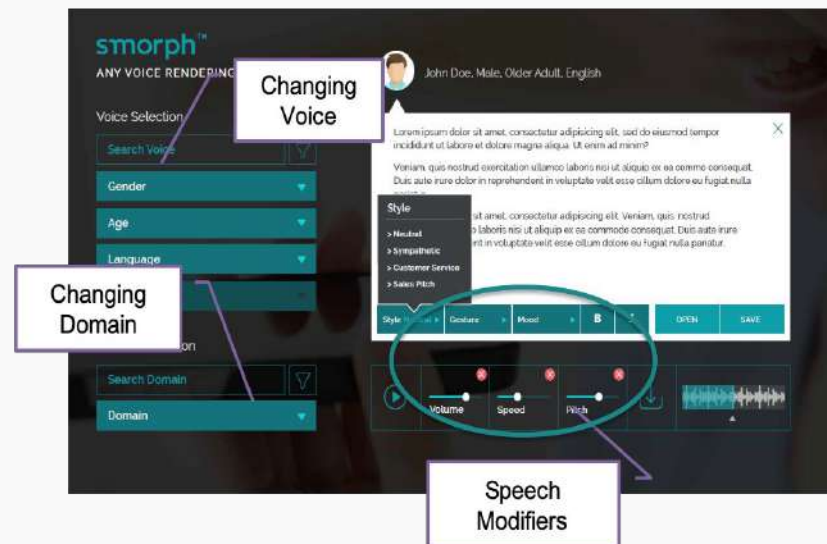
## Customer

Customers with advanced conversational AI with emotional, style and expressive intelligence, requiring real time NLSS streaming for all AI based call centers and bots, conversational IVR & offline synthetic voice productions.

## Team

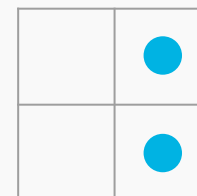
- Fathy Yassa, PhD., CEO
- Darko Pekar, VP Speech Dev.
- Yuval Levin, VP SW Eng.
- Mark Seligman, PhD., Chief Linguist
- Shing Pan, VP Bus. Dev. & Marketing
- Martin Ahlers, VP Sales & Corp. Dev.

## Profile



Fully Automated Creation

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B2C

B2B



# supertone

Pangyo • Pre-seed • [www.supertone.ai](http://www.supertone.ai)

## About

Supertone delivers the best AI-based audio solutions that augment human creativity. Supertone’s expressive speech synthesis (ESS) solutions allow not only to generate naturally-sounding speech but also to transform one’s voice to any target voice with just three minutes of recording. Our ESS also extends to an award-winning singing voice synthesis (SVS) technology, which is the most expressive form of human speech.

## Customer

IP holders in the entertainment/marketing industry, ranging from conventional record labels or filmmakers to emerging virtual celebrity/influencer agencies.

## Profile

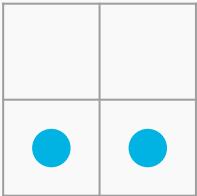
## Team

- Kyogu Lee, CEO
- Hoon Heo, CTO
- Heedo Choi, COO



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Boston • Pre-seed • [www.vocalid.ai](http://www.vocalid.ai)

## About

VocaliD creates life-like AI-voice personas for brands seeking powerful, scalable, and consistent, on-brand voiced content. As pioneers of custom crafted voices, we understand that the psychosocial impact and power of voice is more than just sound bites. As the world moves from screens to speakers and devices that talk, the demand for voice content is creating a new challenge for brands — how to design a unique recognizable brand voice that truly represents them AND connects with their diverse audience(s). AI-powered voice personas offer brands a robust content creation solution to respond to ever-evolving messaging and customer needs.

## Customer

Brands are creating more content than ever — functional, informational, and delightful. As voice become ubiquitous, businesses need a way to stand out and be heard. Giving content a voice (re)connects audiences, allowing brands not just to deliver words but to form true connection. Our customers harness AI-Voice to create a recognizable voice brand, deliver above the board voice experiences, and differentiate themselves from competitors so that their messaging is distinct and trusted.

## Team

- Rupal Patel, CEO / Founder
- Chris Jelly, Eng. Head
- Markus Toman, R&D Head

## Investors

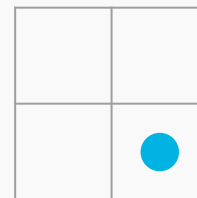
- National Institutes of Health (NIH)
- National Science Foundation (NSF)
- Mass Ventures START program
- New Schools Venture Fund
- IndieGoGo Crowdfunding

## Profile



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# Music & Sound Synthesis





Tokyo • Series A • [www.amadeuscode.com](http://www.amadeuscode.com) / [www.evokemusic.ai](http://www.evokemusic.ai)

## About

Amadeus Code is an artificial intelligence powered songwriting assistant. New melodies are algorithmically generated with a depth first search and natural language processing approach all within a mobile app, enabling users to quickly create song sketch ideas in a matter of seconds, solving writer's block and creative collaboration.

Evoked Music is a royalty-free music library made with artificial intelligence. All of the music is generated with the company's proprietary AI-powered songwriting program Amadeus Code. Music catalog expands depending on the users search query and the audio features are dictated by various historical and online data points.

## Customer

Amadeus Code is for all levels of individual music creators and enterprise content owners that require solutions to create unique music based on original works.

Evoked Music enables individual online creators (youtubers, twitch streamers, podcasters) and businesses (agencies, venue owners, film makers and broadcasters) to safely use high quality music without legal or association risk to any human music creators.

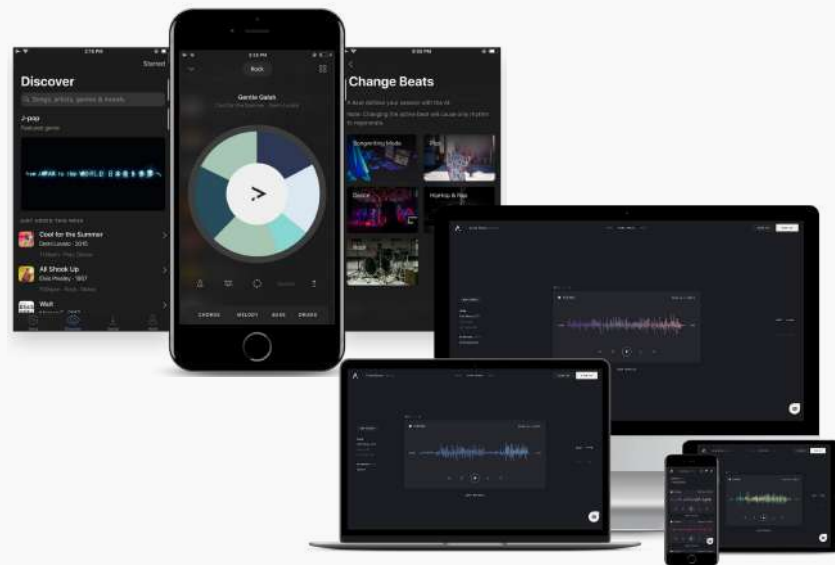
## Team

- Jun Inoue, CEO
- Taishi Fukuyama, COO
- Hideyasu Nakanishi, CMO

## Investors

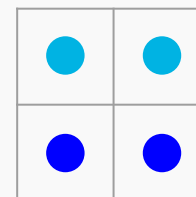
- World Innovation Lab WiL

## Profile



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B2C

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● = Amadeus Code

● = Evoked Music





New York / Los Angeles • Series A • [www.ampermusic.com](http://www.ampermusic.com)

## About

Built from the ground up to support creative collaboration between people and artificial intelligence, Amper's AI enables users to quickly make and edit music. Amper Score™ is a feature-rich, highly flexible alternative to stock libraries that enables content creators to produce custom music in seconds. Amper's API enables these capabilities to be integrated into other creative tools and distribution platforms.

## Customer

Amper provides solutions to marketers, video editors, podcast producers, and consumers for whom creating and scaling digital content is strategically critical.

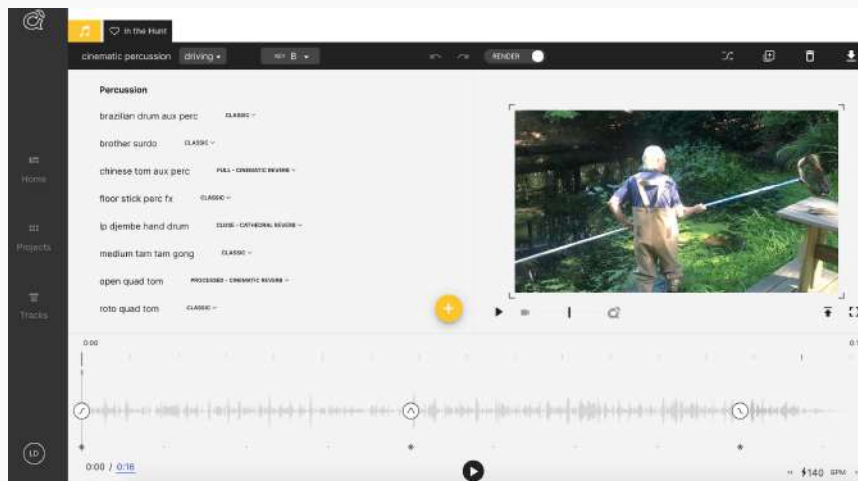
## Team

- Drew Silverstein, CEO
- Lara Fitch, COO
- Evan Stark, VP Engineering
- Cole Ingraham, Chief Scientist

## Investors

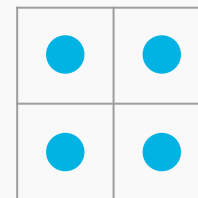
- Two Sigma Ventures
- Foundry Group
- Tuhaye Venture Partners
- Horizons Ventures

## Profile



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B2C

B2B



Berkeley • Seed • [www.boomy.com](http://www.boomy.com)

## About

People use Boomy to make songs about things that matter, even if they've never made music before. Boomy's AI-powered music automation systems produce full-length songs in seconds, regardless of a user's musical ability or access to resources. As co-writer and label, Boomy connects these songs to streaming services like Spotify, Apple Music, TikTok, YouTube, and 40+ others worldwide, sharing revenue with users when their songs are streamed.

## Customer

Boomy is used by a consumer audience of first-time music makers, from YouTubers and gamers to yoga instructors and parents. Users have created over 550,000 original songs since launching its 2019 beta.

## Team

- Alex Jae Mitchell, CEO
- Matthew Santorelli, CSO
- Walker Davis, Dir. Music Automation
- Jordan Floyd, Dir. Engineering

## Investors

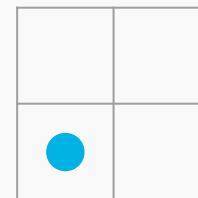
- Boost VC
- Digital Daruma
- Chicago Early Growth Ventures

## Profile



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Augmenting Human Creation



B2C

B2B



# Endel

Berlin • Series A • [www.endel.io](http://www.endel.io)

## About

Endel is a wellbeing technology at the intersection of AI, sound, neuroscience, and art. It creates personalized environments to reduce stress, improve sleep, and boost productivity - all backed by neuroscience and the science of circadian rhythms. The generative soundscapes and visualizations gently rise and fall in line with personal inputs like location, time zone, weather, and heart rate. Endel is available on iOS, Android, macOS, Apple Watch, tvOS, and Amazon Alexa with 1 MM+ users. It is designed for integrations into various platforms in mobility, hospitality, and hardware.

## Customer

Tech and creative professionals, productivity geeks, self-help gurus and their families.

## Team

- Oleg Stavitsky, CEO
- Kirill Bulatsev, CTO
- Philipp Petrenko, CPO
- Nadya Yurina, CMO

## Investors



- True Ventures
- SleepScore Ventures
- Amazon Alexa Fund
- Impulse Ventures

## Profile



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B2C

B2B



Berlin • Seed • [www.ai.loudly.com](http://www.ai.loudly.com)

## About

Loudly is a music-tech company with a mission to provide AI generated royalty-free music customized for your needs. Loudly delivers a monthly subscription based 'Soundtrack as a service' model, whereby a video creator, app developer or SME team can discover, create or customize music at a click of a button. In a market where Youtube creators alone suffer from 6M music copyright takedown notices per day, there is an urgent need for high quality royalty-free music which can be delivered via a simple web service. With the continued explosive growth of digital content to meet market demand across multiple SM platforms, a simple music solution with all rights included becomes an absolute necessity.

## Customer

Loudly caters to freelancers, professionals and SMEs who require productivity tools to make their creative processes simpler, more efficient and affordable.

## Team

- Rory Kenny, CEO
- Gabriel Hacker, CPO

## Investors

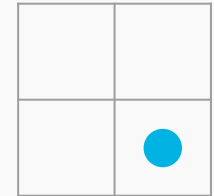
- Bellevue Investments

## Profile



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B2C

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San Francisco • Seed • [www.wave-ai.net](http://www.wave-ai.net)

About

WaveAI is augmenting human creativity through AI, allowing everyone to express themselves through songwriting. Their disruptive deep learning technology helps you write lyrics, compose melodies, and can sing your song to you. Over 30,000 songs have been created with WaveAI's technology, and it has been featured on Grammy.com, New Scientist, and NBC News, and others. A recent study by The University of Dundee showed the therapeutic value of this technology in the context of bereavement.

Customer

This revolutionary technology is being disseminated through partnerships in education, with a focus on remote learning, as well as entertainment, particularly Asia's \$20B Karaoke market.

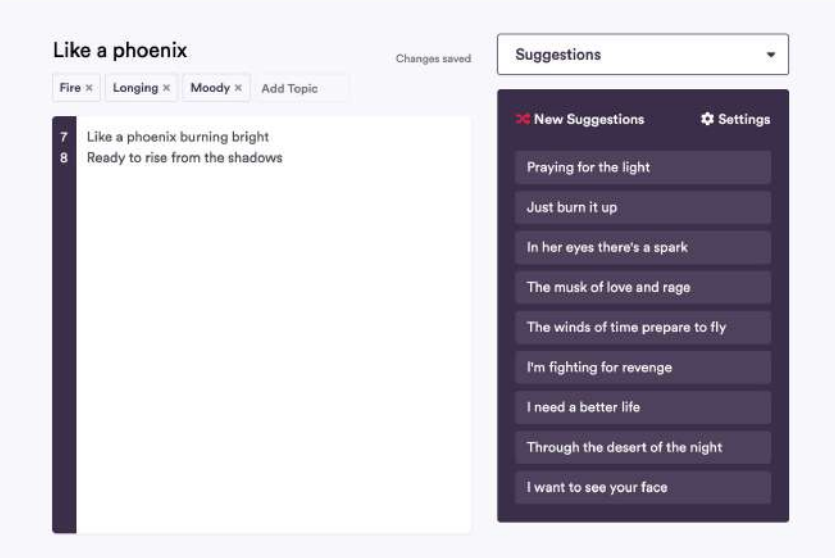
Team

- Dr. Maya Ackerman, CEO
- David Loker, CTO
- Chris Cassion, Engineering VP

Investors

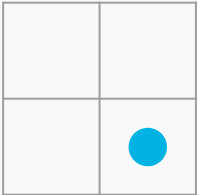
- Kilowatt Capital
- Booth Angels

Profile



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B2C

B2B







# Image Synthesis



# GENERATED PHOTOS

Remote • Seed • [www.generated.photos](http://www.generated.photos)

## About

Generated Photos changes the world of creative photography by generating synthetic images of people using AI. The technology is based on the own collection of photos shot in-house over 3 years, as well as multiple machine learning models developed in-house.

### Customer Profile

The company supplies the datasets to the enterprises that need large, well structured datasets for machine learning, as well as academic research and graphic design.

## Team

- Ivan Braun, CEO
- Pavel Malay, CTO
- Tyler Lastovich, COO
- Victoria Didar, CFO

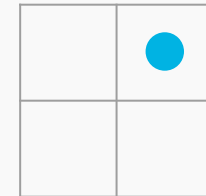
## Investors

- Icons8 LLC



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B2C

B2B



Amsterdam • Seed • [www.lalaland.ai](http://www.lalaland.ai)

## About

Using neural networks to generate images of artificial humans, Lalaland is disrupting eCommerce apparel webshops. Lalaland enables shoppers to turn their online shopping experience into a customized, personalised shopping spree. Offering brands a diverse library of age, size, and ethnic-inclusive models, Lalaland allows online shoppers to see themselves in the latest apparel. Using customizable size, skin-tone or age, shoppers can watch their respective display model change at the click of a button.

## Customer

Woman's fashion eCommerce brands, resellers and digital fashion manufacturers

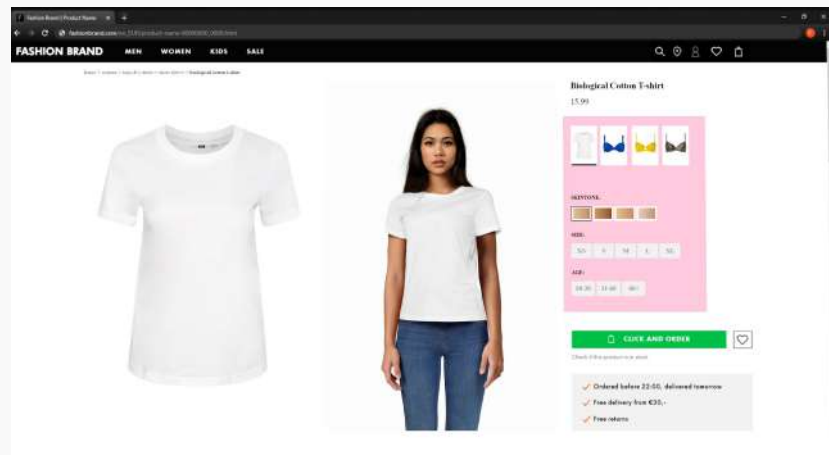
## Team

- Michael Musandu, CEO
- Ugnius Rimša, CTO
- Harold Smeeman, COO

## Investors

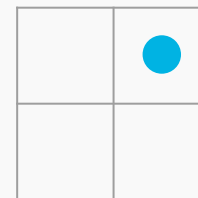
- ASIF Ventures

## Profile



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San Francisco • Seed • [www.tangent.ai](http://www.tangent.ai)

## About

We are building “shopify for fashion”. Our purpose is to make online shopping emotional, engaging and personalised. With instagram, tiktok and snapchat etc introducing shopping, traditional online commerce shops need to adapt fast, and we will help them adapt. We help our clients know their shoppers better and increase their topline in 4 weeks. We were the first company to release AI based image personalisation about 2 years back.

## Customer

Our spearhead market consists of beauty and fashion ecommerce companies. They are one of the fastest growing D2C companies on platforms like Shopify / Woocommerce etc.

## Team

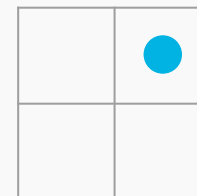
- Mayank Kumar, CEO
- Madhur Goel, CTO

## Profile



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B2C

B2B



# Video Synthesis



New York / Warsaw • Seed • [www.comixify.ai](http://www.comixify.ai)

## About

To prove that the machine learning revolution is real and it can be used to understand images and create cutting-edge products. We use machine learning to develop image understanding and build business products around the results. Comixify develops an AI-powered technology for inferring a style of a video and applying it to create visual effects. Our products transform the way stories can be told through a Marketing Platform, and the way videos are created with a SaaS Platform, saving hours of tedious manual work. Marketing platform - gives brands an opportunity to create inspiring challenges or tasks for their customers who can visualize their engagement with the brand by creating comic strips. SaaS platform includes Style Transfer, Super Resolution, Rotoscope, Super Slow Motion as we replace manual work with machine learning. On demand marketing platform designed for clients or SaaS platform based on pay as you go / subscription or enterprise model. Products offered in both B2B and B2C model, SaaS platform with 24/7 access, flexible payments plans. The tools we are offering are saving time and money for businesses and they also grant access to the tech that was mainly reserved for professionals in our B2C offering.

## Customer Profile

B2B: Top online video editing platforms (Vimeo, Magisto, Clipchamp, Clideo) most known VFX software (Premiere Pro, Final Cut, iMovie, Filmora9). Special projects – ads, movie clips, comixification of EDU or HR materials.

B2C: Online Platform - freemium, pay as you go & monthly subs, model for people who would like to make the video more attractive. This will allow them to use our tech without the investments in an expensive software or plugins.

## Team

- Tomasz Trzciński, CEO
- Maciej Pęsko, CTO
- Bolesław Michalski, COO

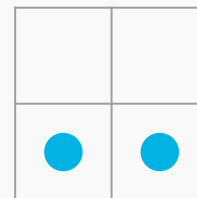
## Investors

- Betaworks
- Guardian Media Group Ventures



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B2C

B2B





Tokyo • Seed • [www.embodyme.com](http://www.embodyme.com)

## About

We are creating a platform that will be the foundation for video chat, video streaming and video production, which is essential in the age of coronavirus. We remove the physical cameras that are common to all of these and replace them with a single software platform.

Instead of shooting directly with a physical camera, all you need is any video or image anywhere on the internet and you can move the person in the video or image in real time according to your facial expressions, voice and body movements. You can pretend to be any person and have a Zoom conversation, stream on twitch, or create a Youtube video.

## Customer Profile

We have every customer in mind. Because we're creating a platform for all the activities that will be essential in the age of coronavirus, such as remote work, remote medical care, online classes and conferences, and film production without the need for physical filming.

### Team

- Issay Yoshida, CEO
- Jin Yan, COO

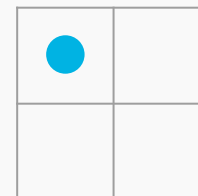
### Investors

- IncubateFund
- Techstars
- DEEPCORE
- Deep30
- SMBC VC



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San Francisco • Pre-seed • [www.nius.tv](http://www.nius.tv)

## About

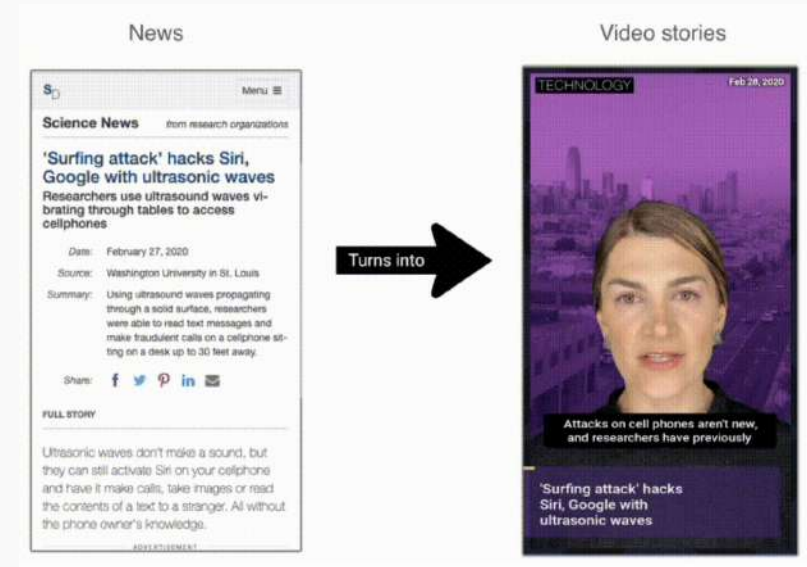
Catching up on news on mobile is still painful. Reading while commuting, exercising, or waiting is difficult. NIUS.TV is a next-generation mobile-first news aggregator that converts text news on topics you love into video stories narrated by an AI anchor.

## Customer Profile

Readers, podcast listeners, and people who like to keep up with the things they are most passionate about.

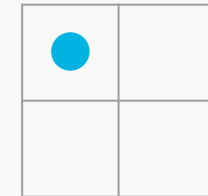
## Team

- Carlos Chinchilla, CEO/CTO
- Gloria Isaza, CCO



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B2C

B2B



Bangalore • Pre-seed • [www.recreate.ai](http://www.recreate.ai)

## About

The world is moving away from reading long form text and looking at graphics. Videos have now become the primary source of media consumption. But video creation is expensive, time consuming and requires skill. We are using a combination of NLP and computer vision to help businesses create videos from plain text. With our advanced summarization and object detection algorithms we are able to create videos in less than 3 minutes.

## Customer

We are targeting digital marketers and marketing professions in SMBs. As long as they have the written content they want to put out, our product takes care of the nuances of video creation.

## Team

- Raja Srivastav Chirravuri,  
CEO

## Investors

- Entrepreneur First

## Profile



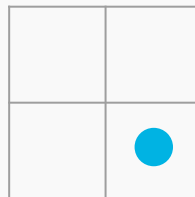
## Turn content / link into Video

We know that starting from a blank slate is difficult. Recreate helps you directly convert your articles into compelling social media videos. We do everything from finding the right images, picking the best music and even dynamically changing the text so it's not covering important parts of your visuals.

[Give it a try! Its free!](#)

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B2C

B2B



Bangalore • Seed • [www.rephrase.ai](http://www.rephrase.ai)

## About

Rephrase is a Techstars backed company building generative AI platform to ease video creation, that can take any piece of text and create a video of any person speaking that text. A sophisticated deep learning engine lies at the heart of Rephrase that learns facial features corresponding to spoken audio, and reconstructs photorealistic faces for any new given text or audio. This engine can be accessed by a simple API call or a web app.

## Customer Profile

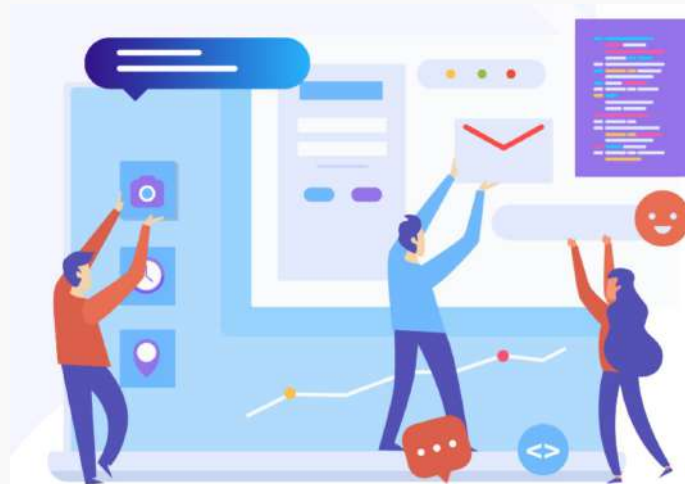
Training videos, personalized videos for sales, educational content creation, video chatbots, are a few of the foundational applications of Rephrase among many others.

### Team

- Ashray Malhotra, CEO / Co-Founder
- Nisheeth Lahoti, Co-Founder
- Shivam Mangla, Co-Founder

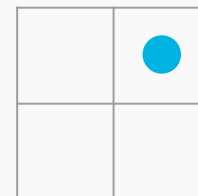
### Investors

- Techstars
- Lightspeed, India
- AV8 Partners



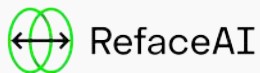
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B2C

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Kyiv • Seed • [www.reface.ai](http://www.reface.ai)

## About

RefaceAI is a deep-tech company with a state-of-the-art AI technology for face-swapping in videos and the creator of the Reface and Reflect apps. Our technology is a breakthrough in face swap – it provides the best swaps with only one photo and has a ready to scale cloud infrastructure and API. RefaceAI is a next step in content personalization and already works with different industries to produce creative content while keeping the costs down.

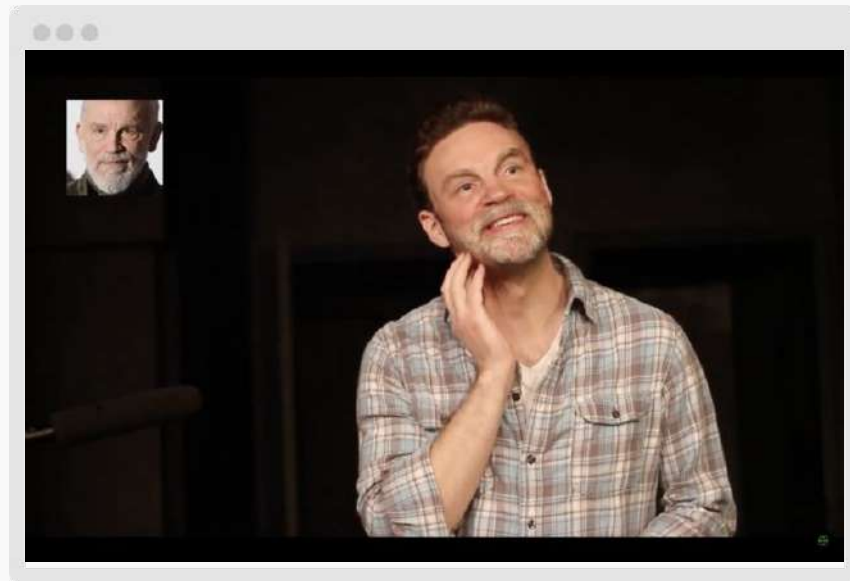
## Customer

Creators, bloggers, advertising agencies, brands, media, filmmaking, game development, streaming, social media. We're focused on users and companies that produce content and looking for a new ways to make it more engaging and personalized.

## Team

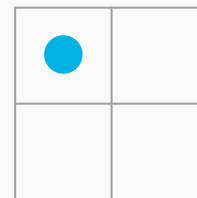
- Roman Mogylnyi, CEO
- Oles Petriv, CTO
- Yaroslav Boiko, COO
- Dima Shvets, CBO
- Ivan Altsyvieiev, CPO
- Den Dmitrenko, Co-founder

## Profile



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Bay Area • Seed • Impressions.app

## About

Impressions is an application that provides users with the ability to create high-quality celebrity deepfakes from their mobile phones. Using proprietary technology and scalable cloud infrastructure, any video uploaded to its servers can be transformed and returned to the user in just a few minutes.

## Customer

Impressions is actively utilized by social media users and influencers, voice-over artists, actors and impressionists who impersonate, parody, or recreate iconic celebrity mannerisms and moments enhanced through deepfakes.

## Team

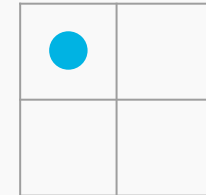
- Murat Deligoz, CEO
- Emrah Gunduz, CTO
- Ari Bencuya, COO

## Profile



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B2C

B2B



London • Seed • [www.yepic.ai](http://www.yepic.ai)

## About

Yepic helps companies engage and onboard their customers, partners and staff with highly personalised AI-Generated videos that reduce churn and increase engagement. We help companies rapidly create videos without costly Actors, Cameras, Sound or Studios. Using Yepics text to video tool, businesses can select a photo-realistic digital actor, pick a voice and Generate videos on the fly or personalise video templates.. Yepic makes creating engaging videos fast, affordable and scalable.

## Customer

We turn crm data in Hubspot, Salesforce and Oracle into impactful video at price any SME can afford.

## Team

- Aaron Jones, CEO
- Niall Larkin, CTO
- Dr Ioannis Kazantzidis, CRO

## Investors

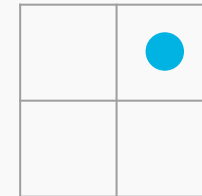
- Founders Factory

## Profile



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B2C

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Israel • Seed • [www.trenario.com](http://www.trenario.com)

## About

Trenario is revolutionizing video creation with digital humans. Our platform turns web pages, presentations or product listings into video clips delivered by digital hosts. We use neural networks and advanced NLU/NLG technologies to create each digital human with a unique way of speech, personality and style. We help our clients tell a wider range of stories, with a whole new experience for their users.

## Customer Profile

Trenario provides solutions for learning and training, news and communication, and eCommerce. Our clients are organizations from the retail, healthcare, finance, media and academic industries.

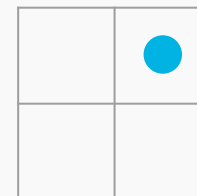
## Team

- Dina Shatner, Co-founder
- Moti Shatner, Co-founder



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B2C

B2B





# Avatar Synthesis



Zurich • Seed • [www.animati.co](http://www.animati.co)

## About

Animatico - an ETH spin-off founded by former Disney Research employees - develops interactive avatars that allow for an intuitive and robust interaction with various digital devices. With its software solution the company sets new standards as its AI-based character simulation combines emotional intelligence, voice, interactive animation, and computer vision, thereby very much humanizing interactive kiosks and other digital devices.

## Customer

Animatico is targeting customers wishing to humanize their customer interaction at a large scale ranging from visitor management through food ordering to product recommendation.

## Team

- Dr. Pascal Bérard, Co-founder / CEO
- Dr. Riccardo Roveri, Co-founder
- Dr. Christian Schüller, Co-founder
- Prof. Dr. Markus Gross, Co-founder
- Dr. Thabo Beeler, Co-founder

## Investors

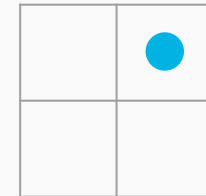
- ETH Foundation

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B

# codelane

Zurich • Pre-seed • [www.humans.codelane.ch](http://www.humans.codelane.ch)

## About

Intelligent conversational interfaces such as Siri are becoming more and more popular, but lack the deeper connection of real face-to-face conversations. Code Lane's Digital Human Platform gives these assistants a human face and enables conversations with eye contact, emotions, and gestures. Our digital humans are rendered in the cloud and streamed to any device, as if you were talking to a real person over video chat. The system needs only audio as input, and creates realistic animations – automatic and in real-time.

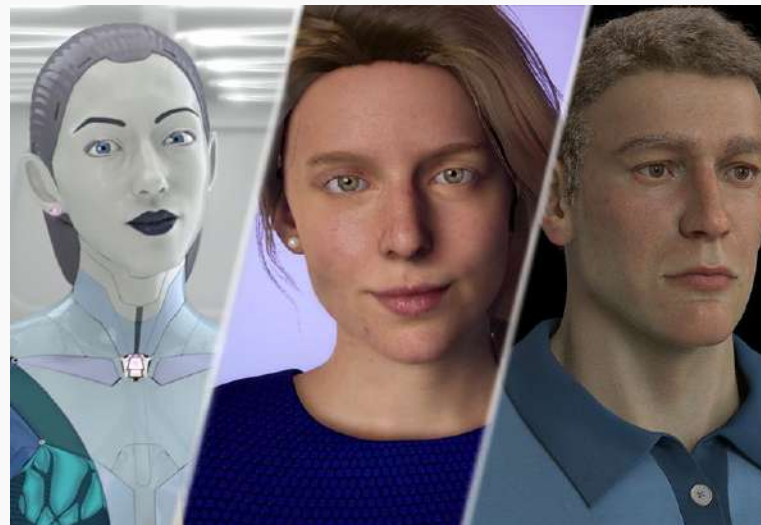
## Customer

Code Lane operates in the B2B2C sector. Our digital humans currently bring a human touch to automated first-level customer care (private banking) and remote health coaching (health-care sector); but they can also be used for e-learning, digital signage, or kiosk systems.

## Team

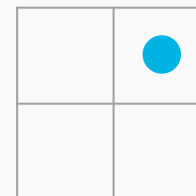
- Simon Heinze, CEO
- Manuel Lang, Head of cloud rendering
- Nicola Ranieri, Head of avatar technology

## Profile



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B2C

B2B



Leça da Palmeira • Seed • [www.mydidimo.com](http://www.mydidimo.com)

## About

Didimo is the world's leading provider of automated solutions for the generation of digital humans. The Didimo platform and API enables content creators, developers and platforms, to integrate a fast, robust, and reliable process to generate 3D user characters in their experiences – from a photo to highly fidelity 3D asset in around 90 seconds. Didimo is democratising the creation of bespoke avatars, and improving the humanity of our future digital interactions.

## Customer

As a B2B service provider, our customers are global brands, applications or software developers building innovative solutions built on the digital representation of the user. We work across the Fashion, XR, Gaming, and Telecoms sectors, as well as many more.

## Team

- Veronica Orvalho, CEO
- Joao Orvalho, CTO
- Celina Kurz e Silva, Head of People
- Matt Vernon-Clinch, Director of BD
- Anna Fraser-Harris, CFO

## Investors

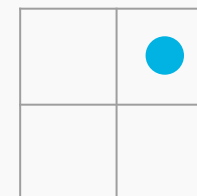
- TechStars
- Start Power Partners Europe
- Platforme International
- Farfetch UK
- Ideias Glaciares, Lda

## Profile



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B2C

B2B





New York / Tel Aviv • Seed • [www.hourone.ai](http://www.hourone.ai)

About

Hour One is a synthetic character platform for professional and commercial use. Our photo-realistic, ready-to-use characters are based on real people, yet completely generated with neural net technologies by a large-scale cloud infrastructure. With a growing variety of cloud-studio, API, and SaaS products, we provide high-quality solutions for next-gen remote activities with a human touch.

Customer

Commercial traction is led by corporate-related, services-related, e-commerce, and e-learning applications, serving a wide range of organizational customers.

Profile

Team

- Dr. Oren Aharon, CEO
- Lior Hakim, CTO
- Dr. Amir Konigsberg, Director Strategy
- Natalie Monbiot, Business Strategy
- Dr. Liron Izhaki, Head of AI

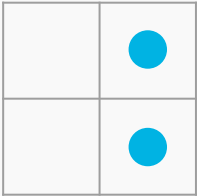
Investors

- Remagine Ventures
- Unannounced



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B2C

B2B





Atlanta • Seed • [www.meograph.com](http://www.meograph.com)

## About

Meo makes 3D people from 2D video. With an average smartphone or webcam, we literally convert video into 3D, in realtime, locally on the device. We're the only solution which uses video input, which is critical for the end result to not look creepy. The end user can visually style themselves however they want, always with their unique microexpressions preserved.

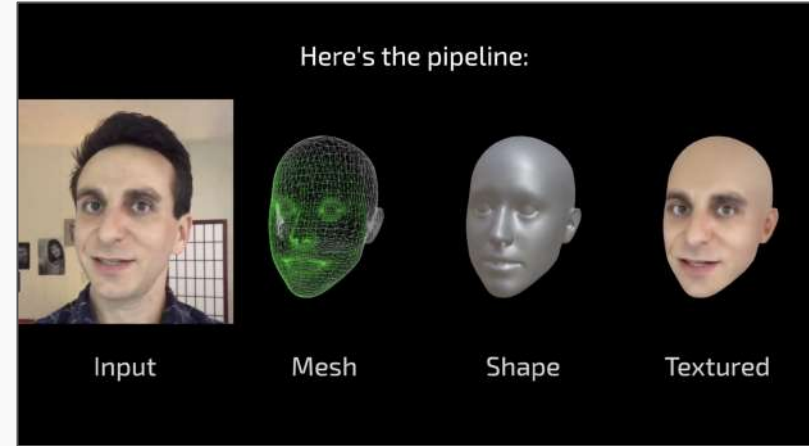
## Customer

The tech is too hard for 99% of companies to build themselves, so they license from us. Meo is useful for companies building products in communication, gaming, and beauty.

## Team

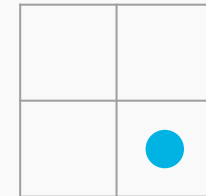
- Misha Leybovich, CEO
- Clay Garrett, CTO

## Profile



Fully Automated Creation

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B2C

B2B





Los Angeles • Seed • [www.pinscreen.com](http://www.pinscreen.com)

## About

Pinscreen builds the most realistic 3D avatars and AI-driven virtual assistants. Our avatars look and behave like a real person. They can assist us with customer support and shopping recommendations or simply be a virtual companion. Pinscreen's virtual avatars use AI-based neural rendering to generate photorealistic humans and its full AI technology stack runs entirely on the cloud. Pinscreen's goal is to make human-machine interaction more human than human.

## Customer Profile

E-commerce & Retail: Virtual Assistant, Virtual Companions

Fashion: Virtual Fitting, Fashion Shows, Virtual Influencers

Entertainment: Metaverse, Online Gaming, Virtual Events, Concerts

## Team

- Hao Li, CEO
- Lingyu Wei, CTO
- Yen-Chun Chen, CFO

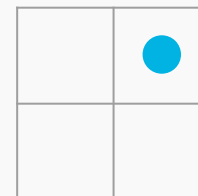
## Investors

- Lux Capital
- Colopl VR
- Softbank Ventures Asia



Fully Automated Creation

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B2C

B2B



New York • Seed • [www.getrad.co](http://www.getrad.co)

## About

RADiCAL democratizes human virtualization and character animation in 3D worlds. We're a team of CG researchers developing real-time, AI-powered, motion capture solutions for modern 3D pipelines. Our AI requires no hardware: just a single consumer grade camera. The system can be used by everyone, wherever they are, in real-time.

## Customer

More than 60,000 independent content creators, game studios, film & TV production companies, creative agencies and schools currently use our platform in 3D animation, virtual production and immersive media.

## Team

- Gavan Gravesen, CEO
- Matteo Giuberti, AI
- Francesco Riccio, AI
- Anand Ravipati, PM

## Investors

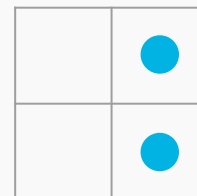
- Betaworks
- Guardian Media Group Ventures

## Profile



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Augmenting Human Creation



B2C

B2B



Toronto & Berlin • Series A • [www.20bn.com](http://www.20bn.com) / [www.fitnessallyapp.com](http://www.fitnessallyapp.com)

## About

Twenty Billion Neurons is making personalized coaching accessible to all. We are applying our expertise in computer vision, natural language processing and synthetic media to create sociable AI assistants that understand human behavior and interact in real-time. We've recently launched our first consumer product, Fitness Ally, which features a virtual fitness coach that watches the user and provides instant, personalized instruction and motivation.

## Customer

Our typical customer is a young, busy mom whose life revolves around her family and/or work responsibilities. She doesn't have the time, money or will to hire a personal trainer or go to the gym but she's needs guidance and motivation to exercise regularly!

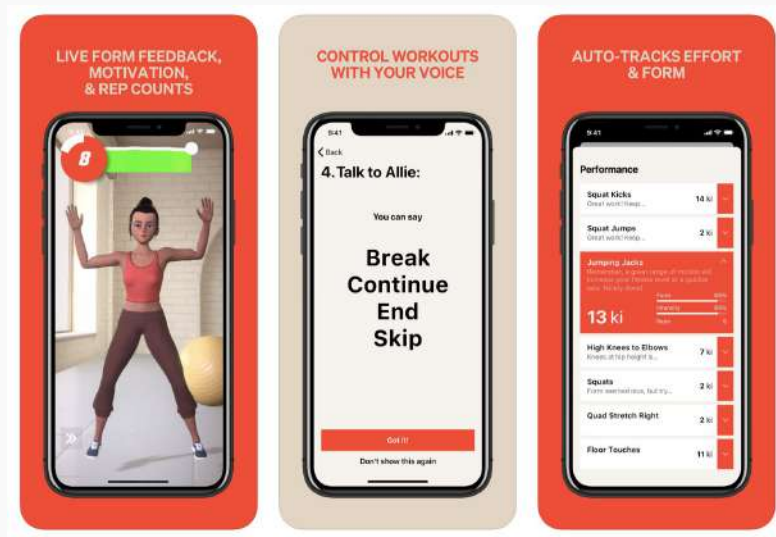
## Team

- Roland Memisevic, CEO
- Ingo Bax, CTO
- Moritz Mueller-Freitag, COO

## Investors

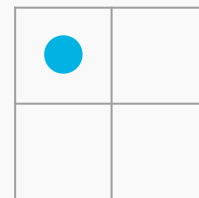
- M12 (Microsoft's Venture Fund)
- Creative Edge Ventures
- Coparion
- MFV Partners

## Profile



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B2C

B2B



Remote • Seed • [www.wolf3d.io](http://www.wolf3d.io)

## About

Wolf3D is creating personal 3D avatars of people for games and VR. They're building an avatar platform that allows users to transport their avatars between all of the games and experiences we are integrated with. Wolf3D's goal is to become \*the\* identity for virtual worlds.

## Customer

Wolf3D's current customers are some of the top gaming and VR companies in the world. The two segments they are currently focused on are mobile gaming studios and social VR apps.

## Team

- Timmu Tõke, CEO
- Rainer Selvet, CTO
- Kaspar Tiri, COO
- Haver Järveoja, CFO

## Investors

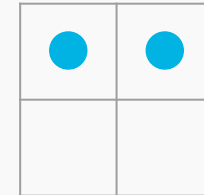
- Trind VC
- Presto Ventures
- Contriber Ventures

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B



# Mixed Reality Synthesis



Los Angeles • Series C • [www.8i.com](http://www.8i.com)

## About

Our mission is way to improve we communicate, educate, and share our memories and experiences. We offer a total 3D digital content solution from capture, compression, and playback across a wide array of platforms. 8i is only one solution that support both Voxel and Polygon in the world with up to 60 4K-Cameras at a competitive price.

## Customer

Telecom Company who has the plan to service 5G network.  
E-commerce and/or online market who have plans to make a mixed reality experience across several verticals. Industries that want to reduce the education cost while including real human performance.

## Team

- Hayes Mackaman, CEO
- Simon Venshtain, CTO
- Brandon Gruzen, VP of Operations
- Patrick Savill, Project Manager
- Ryan Kim, Head of Business Development

## Investors

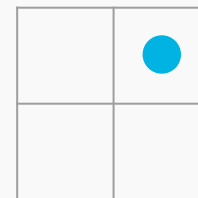
- LG Technology Ventures
- Verizon Ventures
- OneVentures
- RRE Ventures
- Samsung NEXT

## Profile



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Augmenting Human Creation



B2C

B2B



Tel Aviv, New York, Tokyo • Series A • [www.tetavi.com](http://www.tetavi.com)

## About

TetaVi developed and offers a portable volumetric video capture system that creates high-fidelity realistic holograms (digital assets) from real people for interactive and reactive AR/VR/XR applications.

TetaVi's unique end-to-end system includes an affordable 4-camera capture studio, and ai-based processing algorithms that can be experienced on any device. The studio is portable and can be easily transported and set-up at any location. Easily integrated with other equipment, the system achieves high frame rates (capture sporting events, such as boxing, golf swings), real-time streaming (for audience interaction) and with auto-rigging capabilities.

## Customer

- 1) Telecom companies that are distributing the 5G network and are looking to bundle 3<sup>rd</sup> party content to end users and production studios that want to create and offer AR/VR content
- 2) Production studios – That want to offer their B2C customers volumetric video capabilities
- 3) IP holders - Brands, sports, live concerts, producers that want to expand media channels to help them reach their audiences, deepen fan engagement and increase brand loyalty

## Team

- Gilad Talmon, CEO
- Micha Birnboim, Tech Lead
- Sefy Kagarlitsky, VP R&D
- Avi Klinger, CFO

## Investors

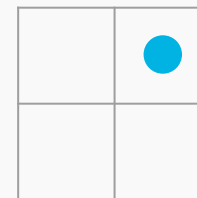
- ADWays
- REDDS Capital
- Pix Vine Capital
- Asia Alpha

## Profile



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Augmenting Human Creation



B2C

B2B





London • Seed • [www.vyking.io](http://www.vyking.io)

About

Vyking is a deep-tech company transforming fashion e-commerce by marrying the highest level of AR and AI technology to let end-users virtually try-on any pair of shoes directly from their phone.

The SDKs are available for both Android and iOS. With integrations into both direct manufacturers and multi-brand e-commerce apps, it is the most widely used solution globally. As the number of customers and revenue grows, the product suite is being extended to incorporate virtual garment try-on.

Customer

Retailers and direct manufacturers with large online presences. The technology consistently increases conversion rates whilst reducing returns, ensuring both optimal financial and environmental outcomes.

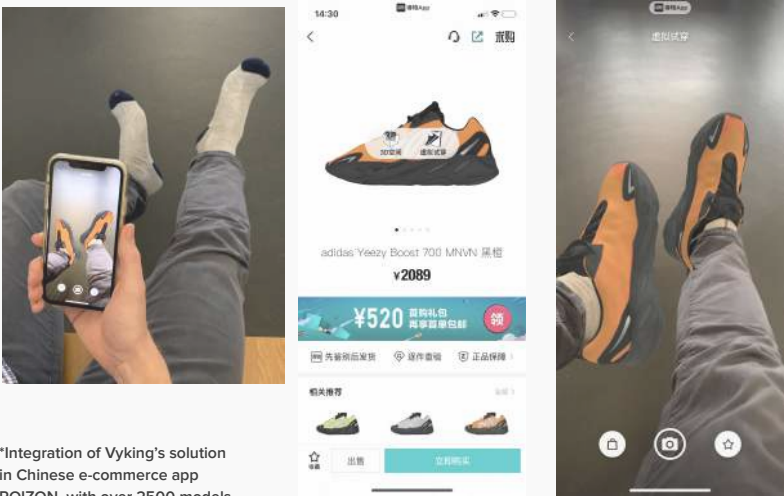
Team

Stephan Klimpke: CTO  
Matthew Klimpke: CEO  
Thibault de Proce: CPO

Investors

Bootstrapped

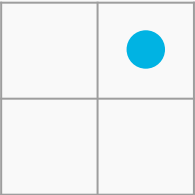
Profile



\*Integration of Vyking's solution in Chinese e-commerce app POIZON, with over 2500 models available for AR Try-On

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B2C    B2B





Minsk • Seed • [www.wanna.by](http://www.wanna.by)

## About

Wannaby is a fashion-tech startup from Belarus, creator of Wanna Kicks, the try-on shoe application that uses AR technology to let users virtually wear sneakers and other footwear. We make fashion universally accessible to everyone through digital yet realistic full look experiences. Available as an iOS and Android app, the company's innovation utilizes proprietary 3D geometry algorithms and neural networks to deliver a life-like effect to shoppers trying on products.

## Customer

Wannaby technology is used by both footwear brands and retailers. The technology can be used to bring marketing impact or increase sales metrics of the customer app.

## Team

- Sergey Arkhangelskiy, CEO
- Anton Autushka, CIO
- Boris Khvostichenko, CPO

## Investors

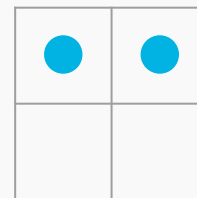
- Haxus
- Natalia Vodianova

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B



# Natural-language Generation

## About

AX Semantics is the easy-to-use AI-powered content generation software that allows you to turn data into text in up to 110 languages and growing. As a user, you configure rules and linguistic elements in your desired style and receive unique content for all your writing needs. The self-service with integrated e-learning allows you to start automating text within 48 hours and to save up to 80% time on content writing tasks.

## Customer Profile

AX Semantics is the content writing solution for the e-Commerce, Finance, Publishing, Travel and Reporting industry to automate repetitive writing tasks.

### Team

- Saim Alkan, CEO
- Robert Weißgraeber, CTO

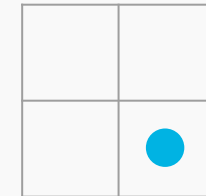
### Investors

- NWZ Digital
- pd ventures
- media + more venture
- Airbridge
- Plug and Play



Fully Automated Creation

Augmenting Human Creation



B2C

B2B

# Contentyze

London / Warsaw • Seed • [www.contentyze.com](http://www.contentyze.com)

## About

Contentyze is a content generation platform which turns ideas and raw data into engaging narratives. From helping marketing agencies draft their new articles to generating real estate or e-commerce descriptions and stock market news in thousands. Contentyze is a powerful engine which matches scripts with recent artificial intelligence breakthroughs.

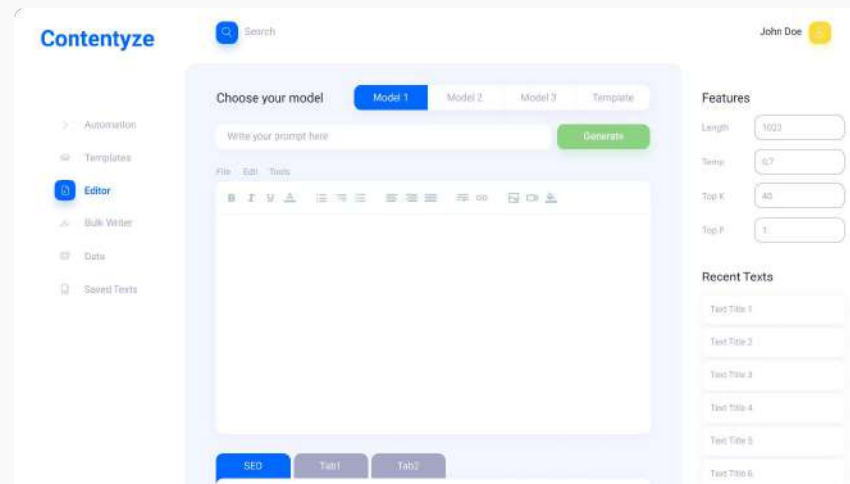
## Customer

Our customers often need to create content at scale be that news or product descriptions. They are looking for a way to automate their internal text-based processes and save time.

## Team

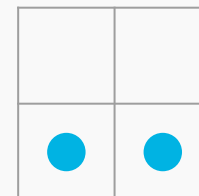
- Przemek Chojewski, CEO

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B



## About

Phrasee empowers brands with the most advanced AI-Powered Copywriting technology on the planet. By generating human-sounding language that's always in a brand's voice, Phrasee boosts marketing performance, revenue, and careers. Language is the crux of all marketing. The impact of language on a brand's bottom line is huge. It's what we call The Language Effect.

## Customer

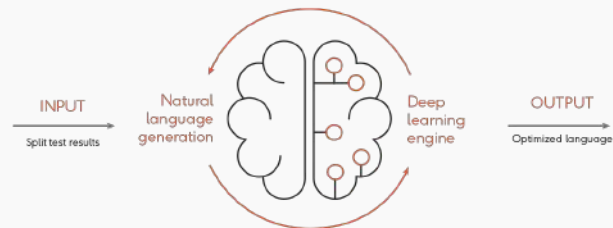
Enterprise B2C marketers who need to create impactful copy at scale across all digital channels. Phrasee works with the world's biggest brands including Domino's, eBay, Groupon and Sephora. It offers the highest level of engagement across every single digital touchpoint, making brands more money and giving a very clear ROI.

## Team

- Parry Malm, CEO / Co-founder
- Victoria Peppiatt, COO / Co-founder
- Neil Yager, Chief Scientist / Co-founder
- Dan Medlock, CFO

## Investors

- Galvanise Capital
- Next 15 PLC
- Albion Capital



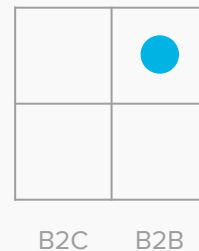
The Phrasee Brain



The Phrasee Phormula

Fully Automated Creation

Augmenting Human Creation





Paris • Seed • [www.syllabs.com](http://www.syllabs.com)

## About

Syllabs takes the best of artificial intelligence and human expertise to generate flawless texts automatically. Since 2007, Syllabs has been helping newsrooms with their editorial strategies generating local news: cultural events, weather, pollution, earthquake news, stock market prices... Since covering the elections in 2015 with Le Monde (a world first), Syllabs has become the go-to solution for media groups with automated content generation projects. Thanks to a well established and growing business, we are constantly inventing the media of tomorrow.

## Customer

The ideal client understands that the media of the future is a semi-automated one. Generating factual contents, drastically grow their production and their reach while allowing journalists to focus on investigation and analysis.

## Team

- Claude de Loupy, CEO
- Olivier Hamon, CTO
- Helena Blancafort, COO
- Marijana Avramovic, CFO

## Investors

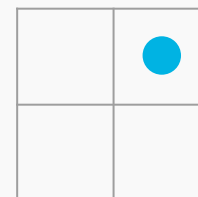
- West Web Valley
- Ouest-France
- BNP Paribas Development

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B





**Generic**

# humans

Romania • Seed • [www.joinhumans.com](http://www.joinhumans.com)

## About

In a synthetic media market highly fragmented, Humans is building a single point of interaction technical platform for the individuals, the technology partners and media platforms in order to request, generate and distribute AI generated media. We aim at capitalizing each user data point, data creation and data understanding in order to create a licensed digital DNA that encompasses all data points defining how a human looks, sounds and acts, thus generating digital synthetic representations of their identity. We envision Humans as a synthetic media factory, delivering by API requests whatever our partners imagine. We are their enabler to create anything they can imagine. Because everything you can imagine should be real.

## Customer

We have two main customers profiles: content platforms (media distribution, advertising, learning, video communication) and technology partners (academic, research centres, individual researchers ).

## Team

- Sabin Dima, CEO
- Lucian Nicolescu, CTO
- Dragos Bunescu, CCO
- Dragos Manaila, Head of AI
- Valentin Marcu, Head of Data

## Investors

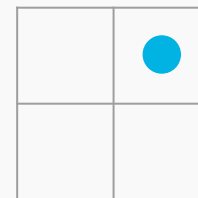
- Early Game Ventures
- Roca X
- Delia Matache

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B



Seoul • Series A • [www.moneybrain.ai](http://www.moneybrain.ai)

## About

Moneybrain has AI video synthesis & AI conversational solution. Clients can create any AI real human model video clips 24/7 with just typing text. This solution can be applied in various business domain. It could create many different occupation of AI model such as AI anchor, AI tutor, AI consultant, etc. We also have video editing automation solution. Do not need many people to create one content of video with using our solution so that our clients can save time and cost.

## Customer

Broadcast media using AI anchor to present TV news. Also, AI tutor, AI consultant, AI seller, AI celebrity, etc. could fit into many different type of business domain.

## Team

- Eric Se-young Jang, CEO
- Marc , CTO

## Investors

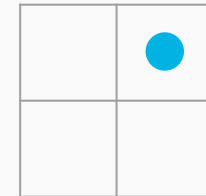
- China IDG Capital
- KB INVESTMENT
- POSCO
- CHN Partners

## Profile



Fully Automated Creation

Augmenting Human Creation



B2C

B2B



New York • Seed • [www.runwayml.com](http://www.runwayml.com)

About

Runway is building tools to unfasten previously unimagined ways of creating. We're fostering a unique community that opens up machine learning to creators – a community where machine learning stops being an exclusive tool and becomes an instrument for all creators.

Customer

Users range from designers, product managers, creative coders, architects, and engineers to educators, students, and researchers. Creators at large looking to create with AI.

Profile

Team

- Cristóbal Valenzuela, CEO
- Anastasis Germanidis, CTO
- Alejandro Matamala, CDO

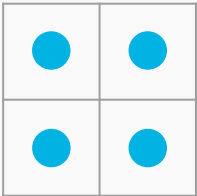
Investors

- Lux Capital
- Amplify Partners
- Compound



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B2C

B2B

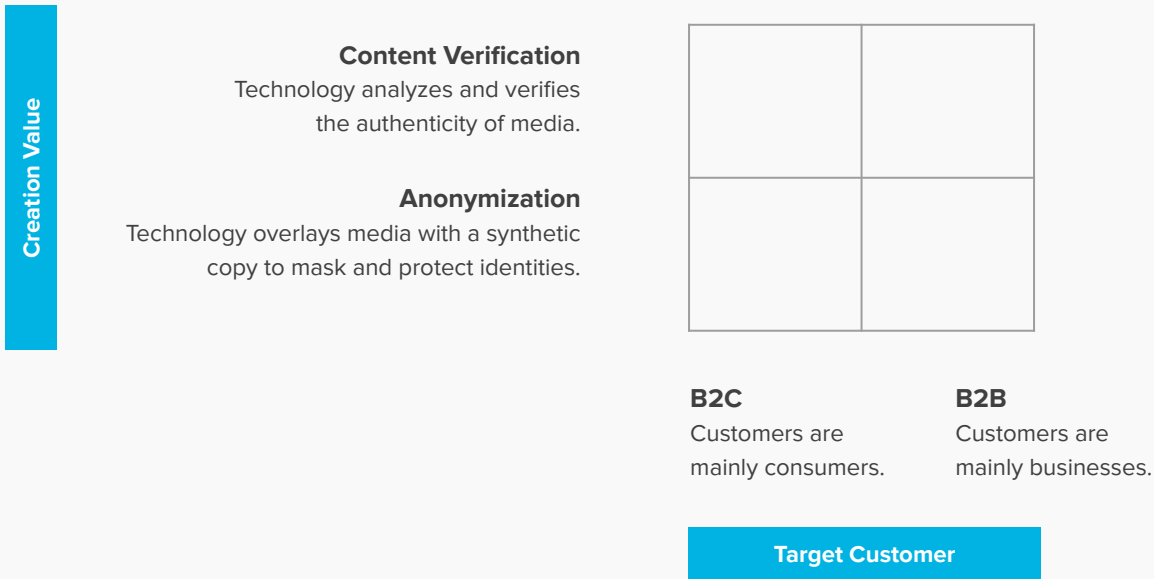




# Consumer Protection

# Matrix Logic

In the upcoming profiles of Consumer Protection startups, we'll use the following matrix to visualize the positioning of each startup:



# brighter AI

Berlin • Seed • [www.brighter.ai](http://www.brighter.ai)

## About

Anonymizing publicly-recorded images is important to comply with increasing data privacy regulations worldwide. brighter AI has the mission to “Protect every identity in public” and provides image & video anonymization software for any demand. Besides Precision Blur, the company offers Deep Natural Anonymization, a unique privacy solution based on state-of-the-art generative AI. By replacing faces and license plates with synthetic, natural-looking overlays, the solution empowers companies to use the data for analytics and machine learning, while protecting identities.

## Customer

Automotive, smart city, data labelling and retail companies that record and process large amounts of image & video data for analytics and machine learning.

## Team

- Marian Glaeser, CEO
- Patrick Kern, CTO

## Investors

- eCAPITAL
- G+D Ventures
- Hella Ventures

## Profile

Original



Precision Blur



Deep Natural Anonymization



Original



Precision Blur

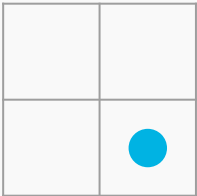


Deep Natural Anonymization



Content Verification

Anonymization



B2C

B2B





Tel Aviv • Series A • [www.d-id.com](http://www.d-id.com)

## About

D-ID's AI technology protects photos from being identified by face recognition technologies while keeping them similar to the human eye. D-ID's video product anonymizes faces, while preserving key attributes thus enabling video analytics operations while complying with privacy regulations. D-ID AI technology is also used in the media and entertainment world. Commercials, documentaries and production teams can now enjoy creating scenes in a low budget without the need for the actors' physical presence on the set.

## Customer

The AI technology brings an added value to the automotive & mobility, healthcare and medical facilities, smart cities, CCTV and lastly media and entertainment. From production houses to creators, advertising agencies, brands, media, filmmakers, content agencies and more.

## Team

- Gil Perry, CEO
- Eliran Kuta, CTO
- Sella Blondheim, COO

## Investors

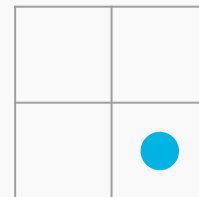
- Pitango
- AXA
- Y Combinator
- AI Alliance (Hyundai, SK, Hanwha)
- Foundation Capital
- Hyundai
- Omron
- Maverick Ventures
- Redds Capital
- Mindset Ventures

## Profile



Content Verification

Anonymization



B2C

B2B



# FakeNetAI

Berkeley • Seed • [www.fakenet.ai](http://www.fakenet.ai)

## About

Deepfakes have potential to cause significant damage to your brand. FakeNetAI protects your brand from deepfakes by monitoring deepfake amplification routes, scanning suspicious media with our State of the Art machine learning models, and taking down detected deepfakes. FakeNetAI's intuitive web interface and API for workflow and product integration make it easy to protect your brand. FakeNetAI's advanced research methods and strategic partnership approach maximize your brand's protection against zero-day deepfake attacks.

## Customer

FakeNetAI's products are built for organizations and influential figures who need fast and accurate deepfake protection.

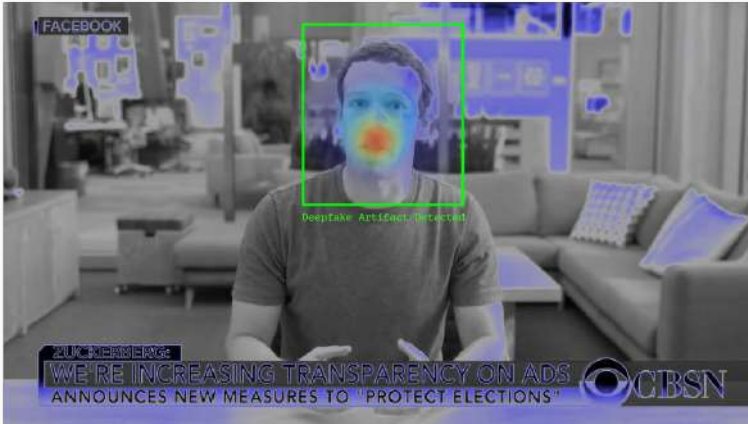
## Team

- Raymond Lee, CEO
- Vijay Singh, CTO

## Investors

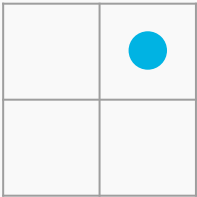
- Berkeley Impact Venture Partners AMP Accelerator
- Big Ideas
- Berkeley SkyDeck
- CITRIS Foundry
- Squint Labs

## Profile



Content Verification

Anonymization



B2C

B2B





Lausanne • Seed • [www.quantumintegrity.ch](http://www.quantumintegrity.ch)

## About

The threat of image forgery and deepfakes - fake videos produced to look real through the use of artificial intelligence - has accelerated. Quantum Integrity — a software solution that can detect, quantify and classify manipulations made to digital images and media. Quantum Integrity novel technology is built around our proprietary family of algorithms combined with deep neural networks to automate the detection of forgery used. Our core technologies are being developed in collaboration with the Multimedia Signal Processing Group under the leadership of Professor Touradj Ebrahimi at the Swiss Federal Institute of Technology Lausanne (EPFL).

## Customer Profile

KYC companies – image (ID, passport) & video detection

Insurance - Car Accidents image detection

Media – Live video forgery detection

## Team

- Anthony D. Sahakian, CEO
- David McNally, Ph.D., CTO
- Guy A. Hatarsi, COO
- Brad Peppard, CFO

## Investors

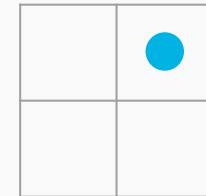
- Fongit
- Fondation pour l'Innovation Technologique
- InnoSuisse
- Horizon 2020



## A.I. POWERED DEEP FAKE & IMAGE FORGERY DETECTION

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Amsterdam • Seed • [www.sensity.ai](http://www.sensity.ai)

About

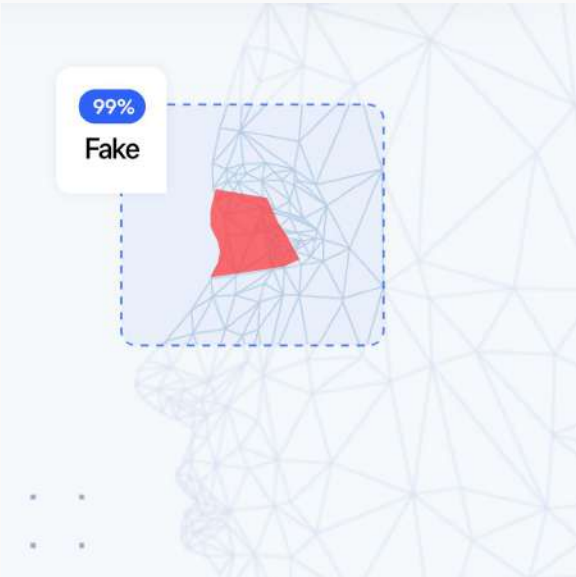
Sensity is the world's first visual threat intelligence company. It provides individuals and organisations with solutions for detecting, monitoring, and countering threats posed by deepfakes and other forms of malicious visual media. Our monitoring technology intercepts visual threats targeting individuals and organizations in real-time, with instant customer alerts providing detailed threat analysis and severity assessments. Our proprietary detection API combines the latest advances in computer vision and video forensics to provide customers with accurate and scalable deepfake detection capabilities for a wide range of critical applications.

Customer Profile

Sensity serves business customers and consumers in need of real-time protection against synthetic media threats. This involves countering impersonation, social engineering, and online disinformation attacks that threatens clients' reputation and security.

Team

- Giorgio Patrini PhD, CEO / Chief Scientist
- Francesco Cavalli, COO



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London • Seed • [www.serelay.com](http://www.serelay.com)

About

Serelay enables the capture of verifiable photos and videos. Media captures using Serelay’s proprietary TMC™ technology can be verified for authenticity of content, time and location – quickly, conclusively and at Scale. TMC™ is the subject of 5 patent filings and its development has been supported and funded by Google, the European Space Agency and CSIT I(Centre for Secure Information Technologies).

Customer

Serelay launched in January 2020 in collaboration with Guardian News Media. This marked the first time, worldwide, a global Tier-1 news media organisation has endorsed an automated solution in this space.

Team


- Roy Azoulay, CEO
- Clinton Montague, Co-CTO
- Ian Field, Co-COO

Investors

- Google DNI
- ESA BIC
- Founders Factory
- Westcott LLC

Profile

Trust summary



There are content changes, this may be due to resizing or compression.

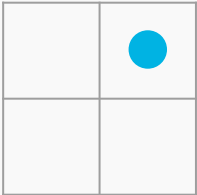
<b>Content</b> ☆☆☆☆☆ 0 out of 5 Visual changes found.	<b>Location</b> ★★★★★ 4.5 out of 5 High confidence.	<b>Time</b> ★★★★★ 5 out of 5 Very high confidence.
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Evidence of tampering has been found in 7 of 100 regions. Other edits may have also been made.

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Izmir • Seed • [www.syntonym.com](http://www.syntonym.com)

## About

According to GDPR and CCPA, faces in visual data are considered to be sensitive biometric information and subject to strict privacy restrictions. Syntonym anonymizes visual data in a GDPR compliant way to protect people's privacy by replacing faces with ai-generated, synthetic nonexistent ones while retaining key analytical insights such as age, gender, expression, gaze and head pose. Syntonymization significantly differs from currently existing state-of-the-art approaches by providing not only an algorithmic protection, but also the visual one.

Syntonomized data is fully functional to be used in Advanced Data Analytics and AI Trainings.

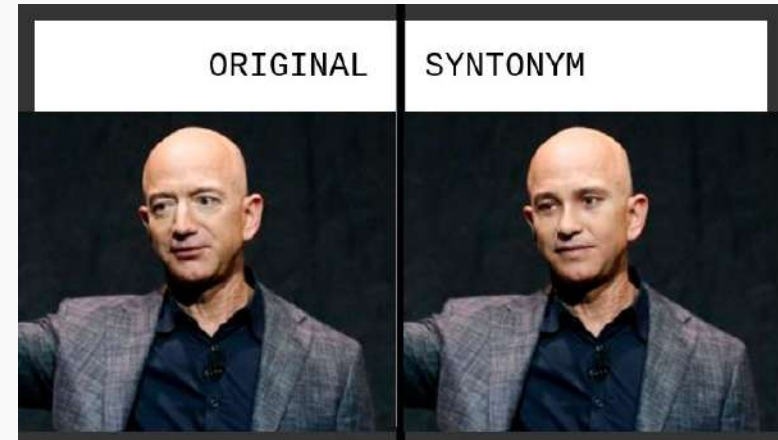
## Customer

Retail Analytics companies, Car manufacturers and their Tier 1 suppliers together with Video Conferencing solution providers form Syntonym's initial target customer group.

## Team

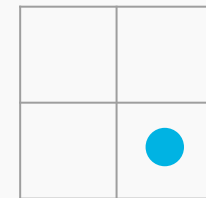
- Batuhan Özcan, Founder
- Emre Çavunt, Head of Development

## Profile



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San Diego • Series A • [www.truepic.com](http://www.truepic.com)

## About

Truepic is the leading photo and video verification platform. It pioneered Controlled Capture technology for a new breed of visual media: photos and videos that have verifiable pixel contents, date, time, and location. Truepic integrates this cutting-edge technology into products that are designed to increase trust between people, enterprises, and organizations of all sizes.

## Customer

Our customers include banks, lenders, insurance companies, e-commerce platforms, international development organizations, and non-profit organizations all looking to make better decisions through trustworthy images.

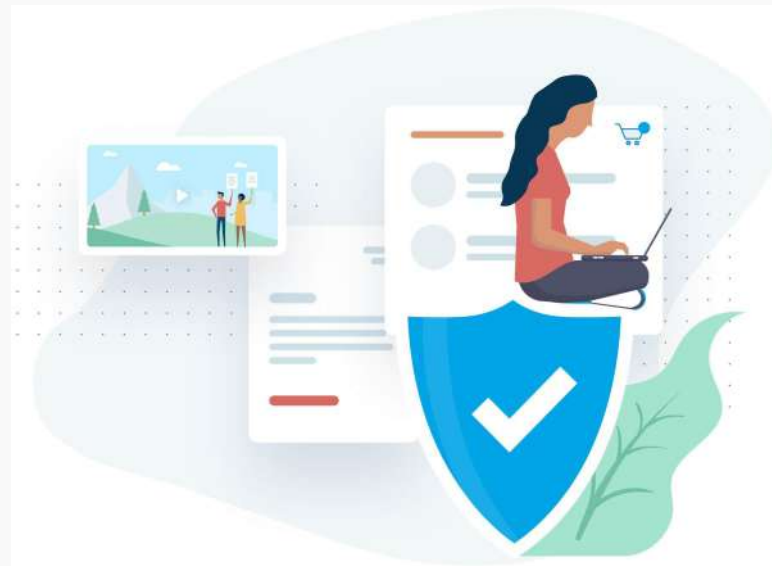
## Team

- Jeff McGregor, CEO
- Craig Stack, President / Co-founder
- Matt Robben, VP Engineering
- Nick Brown, VP Product
- Sherif Hanna, VP R&D

## Investors

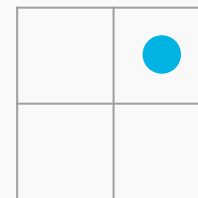
- Dowling Capital Partners

## Profile



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# Let's Talk

Samsung NEXT Ventures invests in Media Tech startups in early stages (Seed, Series A, Series B). Please reach out to our Media Tech team if you're working on something exciting in the media space, if you miss great startups in our Synthetic Media landscape or have partnership ideas.



- **Iskender Dirik**, Managing Director & General Manager, Berlin ([LinkedIn](#))
- **Nick Nigam**, Principal, Berlin ([LinkedIn](#))
- **Deborah Conway**, Associate, New York ([LinkedIn](#))
- **DongHoon Lee**, Associate, Seoul ([LinkedIn](#))
- **Royi Benyossef**, Investor, Tel Aviv ([LinkedIn](#))
- **Quang Do**, Intern, Berlin ([LinkedIn](#))