

Genieo Fact Sheet

Company Name

Genieo Innovation Ltd.

Based in Herzliya, Israel

Founded: 2008

Funding Details: \$3 million in seed funding - privately funded.

PRODUCT NAME: GENIEO

Genieo is a newspaper styled homepage, designed exclusively for you, featuring personalized news and information, by filtering news, blogs and social networks according a user's own personal interests. Designed for both laymen as well as experienced internet users, Genieo automatically adapts to a user's changing online interests by studying the user's individual topics of interest from his browsing activity, following them as they form and evolve, and accordingly forming connections with sources of information across the web which are most relevant to the user's interests. All this in a process which requires zero management and in which your information remains completely private.

CONTACT INFORMATION

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PRESS CONTACT

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CORPORATE FOUNDERS AND OFFICERS

Miss Sol Tzvi, Co-Founder and CEO

Miss Tzvi has held a variety of R&D and marketing positions in leading hi-tech industry companies in the past 12 years. She also held several top managerial positions at Microsoft - at both the Israeli branch and the Microsoft headquarters in Seattle, and she led Microsoft's strategic marketing approach of information security and privacy in North America. Prior to founding Genieo Innovation, Miss Tzvi has acted as a private equity investments strategic consultant for several startup companies. She has also published three professional books and numerous articles.

Mr. Jacob Tenenboem, Co-Founder and Chairman

Mr. Tenenboem serves as an active chairman for several highly successful private and public companies worldwide. Mr. Tenenboem has extensive experience in finance and working with technology companies, particularly in mergers and acquisitions. In the last four years, he has successfully led and carried out five major exits as an active chairman and shareholder.

Mr. Yuval Elovici, CTO

Mr. Elovici is an expert in machine learning, network security, information retrieval and data mining, and has published numerous scientific articles in prestigious refereed journals, as well as in the proceedings of various international scientific conferences. Several of his articles have earned principal awards. Mr. Elovici holds a PhD in Information Systems from the University of Tel Aviv. Prior to that, he obtained his M.Sc and a B.Sc in Electrical and Computer Engineering at the University Ben-Gurion.

Mr. Dotan Emanuel, VP R&D

Mr. Emanuel has gained extensive experience working with startup companies. Over the past 15 years, he's held major R&D and development positions as a member of the founding team of Comfy (1993), a development group leader at AppStream Ltd (2000), VP R&D at Telmap (2003) and an AVP R&D at Discretix (2006). Mr. Emanuel obtained a B.Sc (with honors) in Mathematics and Computer Science, and an M.sc (with honors) in Computer Science, at the University of Tel Aviv. Both degrees focused on data mining. He also holds an MBA (with honors) from the University of Tel Aviv's Recanati School of Management.

Mr. Yaron Fishman, VP Product

Mr. Fishman acquired over 10 years of experience in product management in the online consumer market working with several prominent Internet companies including ICQ, Babylon and Kasamba (currently Liveperson), and specializing in the Internet search market. Prior to joining Genieo Innovation, Mr. Fishman served as VP Product at Delver, a startup company in the social search field.