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## Matias Rozenfarb

Keepcon

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keepcon

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“ I saw an opportunity to keep virtual communities safe for everyone. ”

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<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	18
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.keepcon.com">www.keepcon.com</a>

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### COMPANY SNAPSHOT

Equal parts techie, manager, and salesman, Matias founded Keepcon in 2008 to provide web 2.0 companies with a cost-effective solution for moderating the user generated content (UGC) on their websites. Inappropriate UGC (such as comments, photos, or videos) represents a major liability to companies hoping to build online communities. With Keepcon's proprietary technology (which is particularly adept at analyzing informal slang) companies that once employed teams of 25+ people to censor content can now outsource all moderation services to Keepcon for a fraction of the cost. The first mover in the Spanish-speaking market, Keepcon is VC-backed and projects to grow quickly as it builds its team and expands its list of clients in Latin America and Spain.

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### ENDEAVOR AND KEEPCON

Among services received, the entrepreneur has benefited from the Ernst & Young Fellows program.