

Matias Rozenfarb

Keepcon



keepcon

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

COUNTRY	Argentina
INDUSTRY	Technology
EMPLOYEES	38
YEAR SELECTED	2010
WEBSITE	www.keepcon.com

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.

ENDEAVOR AND KEEPCON

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