Entrepreneurial ID «venture leaders» 2013



Name: Fabian Nater
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Project/ Company name: upicto GmbH

Short description: upicto provides software to analyze long (boring) videos, extract summaries of interesting moments and alert in case of unexpected events.

Web site: www.upicto.com

Industry: IT

The Start-up	
The one-liner: ***Many videos are too long and often quite boring. We make them short and interesting.***	
Status : company created (oct 2011), active since May 2012.	**Company / team size:** 3
Problem / Solution: Do you remember your old holiday videos? Most unskilled users record (too) long videos. By spotting the interesting moments, upicto helps to maximally reduce the videos, while still keeping the essence.	
Market Opportunity / Target customers: We have a end-user mobile app (snaplife) to showcase our technology. The aim is to provide software to businesses in different markets, where large amounts of videos are created. This ranges from surveillance providers to video device manufacturers.	
Competition and competitive advantage: There are many video recording systems, but fewer video processing providers. In surveillance, competitors are Brs-labs or Objectvideo, for mobile devices mainly Magisto. Most competitors focus on end-products, whereas we are a technology provider.	
Financing: currently self-financed / funded by institutions. Angel investment towards the end of 2013.	
Growth objectives: upicto in 2018: 18 employees, 6 M US$ turnover.	
US objectives: 1. Discuss the technology and the commercial options with US experts in the field. 2. Business model consolidation 3. Expand network with other startups and experts.	

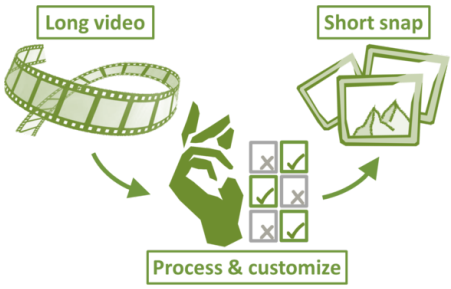
Description:

The use of videos increases heavily nowadays for many and diverse applications. However, video accessibility is problematic, among many reasons due to long, uninteresting and vast amount of video material. Other medias, such as texts can be browsed more easily.

We provide video summarization technologies. Based on good summaries, we have also implemented automatic alert mechanisms, in case interesting or abnormal things happen. We target two main applications: (i) video surveillance systems, (ii) personal video recordings.

Advantages:

- Content independent: The algorithm learns.
- Efficient: processing is possible on mobile devices.
- Flexible: Involve the user preferences in the process.
- Complementary to existing (surveillance) solutions.



The team

Fabian (PhD) explores the business opportunities of upicto and is very excited to see the great technology grow into sustainable, market-relevant products. During his PhD at the ETH Computer Vision Lab he contributed considerably to the upicto technology. He obtained a MSc in electrical engineering and gained industrial experience at Philips, Phonak and Baumer electric. More recently, he was trained on basic business skills and has set up a personal network, both key-factors for successful entrepreneurship.

Helmut Grabner (PhD) is a very successful computer vision researcher and an experienced programmer. Now he is the driving force behind technological developments. Helmut and Fabian have been working together since 5 years.

Luc van Gool is professor at the ETHZ Computer Vision Lab, a well-known scientific expert in the field and co-founder of 6 startup companies. He is advisor and makes sure our technology remains cutting-edge.

Benjamin Knecht (MSc EE) is software engineer and responsible for core developments.

Fabian, Helmut and Luc are co-founders of upicto GmbH.

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