



FACEPTION PRESS KIT

HOW FACEPTION CAME ABOUT

A few years ago, I worked with a superb VP of sales, who had top notch interpersonal skills and a great track record at closing deals. One night after a few drinks at a local bar, I pushed him to disclose his secret sauce.

Well, he said, my father was a holocaust survivor who immigrated to NYC and worked as a door to door insurance agent. He converted prospects to client by observing their faces, interacting with them based on his observations, and earning their trust and business. He told me "you can go to the best College, but understanding people is the only skill that really matters". As for me, he said, it's a gift I have and that's my secret sauce.

I was intrigued. I started investigating the field and found several scientific articles supporting the theory that a person's personality is reflected in his face. Several experiments were conducted, but there didn't seem to be a scalable technology in place.

Then I met with David Gabriel who has been doing this for years a profiler, working for the American consulate. We brought into the team Itzik Wilf, who is a guru in computer vision and machine learning and together we founded Faception.

ABOUT FACEPTION

Faception is a facial personality profiling company.

Our breakthrough computer-vision and machine learning technology analyzes facial images and automatically reveals personalities in real-time. Backed by Social and Life Science research and proven results, our mission is to revolutionize how companies, organizations and even robots understand people to dramatically improve public safety, communications, decision-making, and experiences.

Founded in 2014, Faception is a private company, located in Tel Aviv Israel. Our team includes world-class experts in the areas of computer vision, face analysis, machine learning, psychology, technology and marketing.

FOUNDERS



SHAI GILBOA
CEO

Serial entrepreneur with 20+ years experience.
Spikko Telecom, co-founder, CEO.
XLoom Communications, co-founder, COO.

2 exits



DR. ITZIK WILF
CTO

Computer Vision "Guru" with 30 years of algorithm
development experience in CTO and Chief
Engineering roles.
Founder / Co-Founder: MATE Intelligent Video,
TruMedia Technologies, Stergen.



DAVID GAVRIEL
Chief Profiler

30+ years experience as non-verbal communication
expert & image consultant.
Security officer for the diplomatic community
a global senior lecturer on facial & body features,
body language & voice recognition.

LOGOS

