

ViSenze

Simplifying the visual web

Founded in 2012 by Roger Yuen, Oliver Tan, Chua Tat-Seng and Li Guangda, ViSenze is the successful story of NUS computer scientists and web entrepreneurs solving real-world problems through the innovative application of NUS technology.

Originating from deep research conducted by the NUS-Tsinghua Extreme Search Centre (NEXt), ViSenze is quite literally revolutionizing the way web users search online – using images rather than keywords. How? ViSenze’s state-of-the-art visual recognition and search technology intelligently recognises and interprets visual content (images and videos). This takes away the hassle of guessing keywords and lets images do the searching instead. As aptly put by Oliver Tan (CEO), “If a picture is worth a thousand words, do we need a thousand words to describe the picture? Why can’t we use the picture to search for other pictures?”



With its mission to simplify the visual web, the SaaS-based company targets clients in three areas: e-commerce, online display advertising, and analytics. In e-commerce for instance, ViSenze helps retailers increase their conversion rates, and counts Zalora, Clozette and Rakuten amongst its clients today. In 2014, the company closed a USD \$3.5M Series A funding round, led by Rakuten Ventures with participation from Walden International and UOB Venture Management. The company is now actively expanding to markets like China and the US.

ViSenze has received incubation and technology licensing support from NUS Enterprise. The company is also an active member of NUS Enterprise’s community and participates frequently in exhibitions and events.



NUS Enterprise

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» Milestones

ViSenze

- Aug 2012: ViSenze spun-off from NUS
- Jul 2013: Partnered with Rakuten in Taiwan
- Aug 2013: Awarded TECS support from SPRING Singapore
- Oct 2013: Won SiTF Emerging Technology Award
- Feb 2014: Secured USD \$3.5M Series A Funding
- Nov 2014: Won 1st Runner-up for most Innovative Inforcomm Product/Solution at the National Infocomm Awards 2014 and 2014 Red Herring Top 100 Global Award

