

Flickstree Can Do Dadagiri with ₹3 crore from Ganguly, Others

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Bengaluru: Former Indian cricketer Sourav Ganguly, investment firm Venture Catalysts, Kolkata's Aditya Group, and Moksh Sports Ventures are investing ₹3 crore in Mumbai-based Flickstree, a personalised digital video curation platform that curates videos for the end-user from across sites including YouTube, Vimeo, Facebook, among other sources based on the end-user's online preferences.

The platform, which began as a movie recommendation engine in 2016, switched to a personalised digital video curation platform early this year, and now focuses on compiling and categorising free-to-watch online videos from across social networks, media sites and blogs to create a customised user video feed.

"Video consumption in India is soaring and this is a platform I believe that has the potential to acquire users across the masses, from metros to tier-II and III cities. The combination of its content—from cricket to cinema—caught my eye. There are so many users who will consume this content while travelling and on-the-go... the market potential is huge," said Ganguly during a video call interaction with ET.

The platform will use the funds to build product features, including enabling users to create their own personal video magazines based on certain interests ranging from technology to sports, and helping them follow other users' interests

as well. "Our algorithm has bucketed over 20 video categories and we have seen over 5,000 monthly active users that spend an average session time of 8-9 minutes daily. Majority of these users are in their 20's and early 30's," said Saurabh Singh, cofounder of Flickstree. Singh reckons approximately 50 million Indian users would come into this target group.

In addition, the company is also looking to introduce digital video content in Indian languages, beginning with Bengali and following it up with other languages. They will also look at curating content for international markets, including Australia and Indonesia during 2017 and early 2018.



CONTENT WITH IT

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Former Indian cricketer