



Tafi's mission is to make personalized avatars and branded digital content available to everyone who wants to level-up their digital personality. Partnering with mobile phone platforms and software applications, Tafi puts its world class avatar content engine at your fingertips.



Company Info

Founded

2016

Location

Salt Lake City, UT

Brands

Tafi
Daz 3D

Partners

VR Chat
Samsung
HTC
Ready Player One

Investors

Benchmark Capital
Columbia Capital
Ponte Partners
Silicon Valley Bank

Leadership

James Thornton

Chairman of the Board & Chief Executive Officer

Matt Wilburn

President

Ty Duperron

Chief Operations Officer

Steve Spencer

Chief Revenue Officer

Jon Middleton

Chief Technology Officer

Stephanie O'Farrell

Vice President of Marketing

Jessica Rizzuto

Vice President of Ecommerce



Consumer Insights

- **6 billion** emojis and stickers sent everyday
- **84%** of mobile phone users regularly use a Character Emoji system (including 31% daily)*
- **60%** regularly change their character emoji's appearance*
- **40%** would change their Character Emoji more frequently if they had more content choices*
- **58%** would pay for premium Character Emoji content*

*Source: Proprietary Tafi Research, Global M/F, 15-35 y.o.

Proprietary Avatar Platform



Morphable Avatar Compatibility

Dynamic & Transferable Avatars - Tafi Avatars are dynamic, morphable, and ready to go where you need them with our growing cross-platform compatibility.



Massive Content Library

Full Library of Premium 3D Content - Tafi's huge library of fun, photo-realistic, and stylized content makes designing and customizing your Avatar easy and fun.



Digital Doubles Creation

Digital Double Celebrity Creation - With an advanced character system, Tafi has helped virtual and IRL personalities develop digital characters and doubles to uniquely represent themselves.



Marketplace & IP Management

Tafi is highly experienced in managing premium marketplaces, as well as helping brands, IPs and celebrities monetize their content across various platforms.



3D Model Platform Compatibility (Unity, Unreal, Blender, Maya, C4D and Max)

Cross-Platform 3D Compatibility - A pioneer in compatibility, Tafi's cross-platform bridges bring Daz 3D's compatible and photo-realistic 3D Assets to Unity, Unreal, Blender, Maya, Cinema 4D and 3ds Max.

Contact Information

For media or partnership inquiries, please reach out to
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