



VideoForce.ai Launches World's First Agentic Operating System for Video Marketing

Dual U.S. patents and industry veteran Rajan Shah power the mission to make video marketing predictable, profitable, and authentic.

MCLEAN, VA, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- After 25 years of building Data & AI companies, [Sundeep Sanghavi](#) spent the last five years obsessing over one question in video marketing: "What if we could predict performance before brands spend a dollar?"

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Sundeep Sanghavi

Today, that question has an answer.

[VideoForce.ai](#)—where CIPIO.ai and VideoFusion have come together—is launching the world's first Agentic Operating System for Video Marketing, powered by dual U.S. patents and backed by proven results from Fortune 500 brands.

The problem is massive: social media advertising hit \$253 billion in 2024, yet most video creative burns out within 7-14 days. Marketing teams spend weeks testing on Meta, TikTok, and Instagram—burning budget on content that dies before it pays off.

VideoForce.ai changes that equation entirely.

PATENTS THAT PREDICT PERFORMANCE

Two newly granted U.S. patents (#12,347,462 & #12,400,146) protect the company's Performance Video Model™—a breakthrough AI system that analyzes video content to predict engagement and conversion before ads go live, then automatically extracts high-performing moments and generates optimized variants.

"We're not automating tasks. We're creating predictable outcomes," said Sanghavi, Co-Founder and CEO. "These patents represent four years of R&D proving AI can transform video marketing from guesswork into science. But here's what we learned: in the age of AI-generated content, authenticity beats speed. Our data shows authentic creator content outperforms both polished studio production and synthetic AI content by 3-4X."

Trusted by leading brands including Coca-Cola, Pataday, and Build-A-Bear, VideoForce.ai delivers measurable results: Build-A-Bear achieved 225% views growth with 60% cost reduction, World Gym saw 105% membership growth, and Dig Inn improved click-through rates by 400%.

SCALING WITH PROVEN LEADERSHIP

To accelerate growth, VideoForce.ai appointed [Rajan Shah](#) as President and Chief Operating Officer. Shah brings 25+ years scaling technology companies, including VP of Strategy & Partnerships at Brightcove and Director of Business Operations at Verisign.

"The market is ready for video marketing to become accessible, actionable, and predictable," said Shah. "VideoForce.ai has the patents, the proof, and the platform to become the operating system for this category. I'm here to help us scale fast."

Shah will lead VideoForce.ai's platform strategy, integrating the company's AI Super Agents into creative platforms, commerce systems, marketing tools, and agencies where brands already create and manage video content—delivering speed, transparency, and authenticity at scale.

The platform deploys five AI Super Agents—Creator Sourcing, Highlights, Winning Ads, Performance Copilot, and Spend IQ—enabling brands to scale profitable video marketing with speed, transparency, and predictability.

"The future belongs to brands that turn authentic content into predictable performance," Sanghavi said. "We answered the 'what if.' Now every brand can predict before they spend."

AVAILABILITY

VideoForce.ai's Highlights Agent is available now with free access at videoforce.ai.

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About VideoForce.ai

From Creators to Commerce—VideoForce.ai is the world's first Agentic Operating System for Video Marketing. Five AI Super Agents work 24/7 to find authentic creators, extract viral moments, generate winning ads, predict performance, and optimize spend—delivering 70% lower costs, 5X faster launches, and up to 8X ROAS. Protected by dual U.S. patents (#12,347,462 and #12,400,146), VideoForce.ai is trusted by Fortune 500 consumer brands, national retail chains, fitness brands, and e-commerce companies. For more information, visit videoforce.ai.

Rajan Shah

VideoForce.ai

+1 703-650-8804

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