

CB Insights to Feature Host 40 Startups at its A-Ha! Conference Demo Day

Starling Selected to Present at CB Insights' First-Ever A-Ha! Conference Demo Day as Part of the Fintech Category

San Francisco, CA (December 12, 2017) – CB Insights today will showcase a select number of innovative startups at its first-ever A-Ha! Conference [Demo Day](#) which allows promising young companies present to investors – without giving up equity.

While more than 2,000 companies applied for the opportunity to pitch at Demo Day, Starling was one of 40 companies chosen to present at the [A-ha! Conference](#). CB Insights selected Starling as part of an elite group of startups driving progress in artificial intelligence, fintech, health and bleeding-edge technologies.

“We are delighted to be selected by CB Insights for Demo Day at their first A-Ha! Conference,” said Starling Founder and CEO Stephen Scott. “CB Insights produces ‘must read’ insights into the startup and venture capital ecosystem and is renowned for their rigorous and no-nonsense analyses. It is an honor to be recognized by them for our technology and for the traction we’ve generated in the financial services sector and the global banking regulatory community.”

Presenting companies were selected based on two rounds of interviews and questions posed by CB Insights researchers about the company’s market traction, product availability, originality, founder expertise, revenue, and funding.

Starling’s Predictive Behavioral Analytics tools leverage the very latest findings in Behavioral Science and Machine Learning in order to distill signals from internal electronic communications metadata. Such signals tie, with predictive reliability, to employee behaviors that are of key management focus – whether behaviors of interest that management hopes to encourage, or misconduct that they seek to manage away. Starling then ‘maps’ how such behavior is likely to spread, contagion-like, across a firm, positioning its customers for proactive management. Banks and their global regulators view Starling as a timely RegTech solution provider, bringing quantitative metrics to the qualitative challenge of managing culture and conduct risk.

Interesting facts about Demo Day presenters:

- All companies are Series A or earlier stage
- 8 countries are represented

- VC backers for these companies include Sequoia Capital, Khosla Ventures, and 500 Startups, among others.
- Angel investors for Demo Day companies include Will.I.Am, Ben Roethlisberger, and Steve Case.

The Demo Day Companies (by category):

<u>AI</u>	<u>Discovery</u>	<u>Fintech</u>	<u>Health</u>
Butterfly.ai	Apprentice.io	Birch	BehaVR, LLC
JASK	Bounce Imaging	Cape Analytics	Bwom
ManoMotion	CannaKorp, Inc.	CNote	ContinUse Biometrics Ltd.
PerceptIn	Electronic Gaming Federation	CrowdStreet	Dermasensor
Phrasee	Ganaz	Kavout	MedCrypt
jRealWear	Geltor, Inc.	Kin Insurance	NemaMetrix
Seeq Corporation	Mira	NuCypher	NeoLight
Sherpa	OndaVia, Inc	Rentalutions	Trayt Inc
Waygum, Inc.	PlanIT Impact	Starling	UnaliWear
When Labs	Trillium Secure	Vymo Solutions	yband therapy AG

About CB Insights

Our team builds technology that helps corporations guess less and win more. We aggregate and analyze terabytes of data and use machine learning, algorithms and data visualization to help corporations replace the three Gs (Google searches, gut instinct and guys with MBAs*) so they can answer massive strategic questions using probability not punditry.

*We have MBAs.

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To learn more about A-ha!, visit: <http://events.cbinsights.com/aha>

About Starling

Starling is an applied behavioral sciences company using machine learning and network science to build what it calls “augmented management intelligence” tools. Its predictive behavioral analytics technology reveals the performance impact of relational trust dynamics within organizations. Based on this data, Starling’s proprietary algorithms generate actionable

insights, displayed through intuitive and customizable dashboards, enabling business leaders to drive improved performance and desired culture – and to identify and mitigate behavior-related risks before they are permitted to cascade into crises.

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