



## Sentiance secures €8 million in funding led by Volta Ventures

**New funding will further scale the company's sensor analytics platform to a cognitive system for human behaviour and accelerate international growth in US and Asia.**

Antwerp, New York June 27, 2017 - Sentiance announces today that it has secured €8 million in funding led by Volta Ventures, with co-investor KPN Ventures. All previous investors including Samsung Catalyst Fund, Qbic, Pamica (Michel Akkermans) and top management participated in the new funding round. The investment will be used to execute on Sentiance's vision to gain leadership, strengthen its intelligence platform and accelerate the growth globally.

The company's platform uses machine learning algorithms and deep learning techniques to analyse IOT sensor data from mobile phones, wearables and IoT gateways. Sentiance turns this data into rich behavioural and contextual insights: understanding and predicting how people go through their everyday lives. Clients use the Sentiance platform to enrich their first-party customer data with real-life behavioural data so they can deliver context-aware and highly personalized experiences. Sentiance powers a broad range of applications including world class telematics and driver scoring, personalized health coaching, real-time customer engagement as well as smart home products and services.

“As IOT gains momentum consumers are rapidly adopting smart objects in their everyday lives. The sensors in these IOT devices generate a ton of data about how they behave and why they behave the way they do. Sentiance helps companies make sense of this new and very powerful data. Some of the world’s most innovative companies are adopting our platform to help them make their customers’ lives safer, smarter, healthier and more convenient. Ultimately the Internet of Things should be about people, not things. We believe the real promise of IOT is the Internet of You.” said Toon Vanparys, CEO of Sentiance.

“Major players in the insurance, ride-hailing, mobility, health and IOT industries use Sentiance’s AI platform to power the Internet of You. This has the potential to change the lives of everyone around us which makes working with the Sentiance team such a positive and rewarding experience.” said Frank Maene managing partner of Volta Ventures. “Sentiance was the first investment we made when we started the fund in January 2015 and we’re excited to continue our journey with them as the team grows to its next stage.”

Herman Kienhuis, managing director of KPN Ventures adds: “The future digital customer experience will be fully personalized. Sentiance’ powerful predictive analysis technology offers companies a unique tool to improve their customers’ experience and develop new personalized services, while respecting strict European privacy laws. We’re happy to support the Sentiance team in realizing this ambition, together with a powerful group of international investors”

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### **About Sentiance**

Sentiance is a data science company turning IOT sensor data into rich insights about people’s behaviour and real-time context.

Sentiance was born in January 2015, has offices in Antwerp, New York and London. More than 80% of the employees are highly skilled data scientists and software engineers, specialized in machine learning, deep learning and signal processing. As an enabling platform, Sentiance focuses on large innovation driven companies and disruptors, as a partner and collaborator to drive transformational change. Sentiance core purpose is to become the context engine for the Internet of You leveraging our core expertise in behavioural analytics based on observed data by assisting them in building out deeper and more valuable relations with their end-customers.

[www.sentiance.com](http://www.sentiance.com)

## About Volta Ventures

Volta Ventures Arkiv invests in young and ambitious internet and software companies in the Benelux. The fund's team, with active support from some 30 business angels, expects to make a substantial impact on every company it invests in by working with the founders and management to identify new markets and customers, hire senior talent, provide ongoing guidance and arrange further financing rounds. Volta Ventures Arkiv is supported by ARKimedea-Fund II (an initiative of PMV NV and the Flemish Region) and the European Investment Fund.

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## About KPN Ventures

KPN Ventures is the venturing arm of KPN, The Netherlands' leading telecom & ICT company. KPN Ventures aims to build value-creating partnership with innovative technology companies, providing access to capital, expertise, network and customer channels. It focuses on early growth-stage investments in European companies in the segments: Internet of Things, Connected Home, Digital Healthcare, Cyber Security, Mobile/OTT services, Cloud Computing and Data & Analytics. KPN Ventures has its main office in Rotterdam, The Netherlands and has invested in a.o. [Actility](#), [EclecticIQ](#), [SecurityMatters](#), [Viloc](#), [Sensara](#), [CardioSecur](#) and [Nello](#).  
[www.kpnventures.com](http://www.kpnventures.com) | [twitter.com/kpnventures](https://twitter.com/kpnventures)

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## ABOUT SENTIANCE

### Powering the IOU - Internet of You

Sentiance is a data science company that uses artificial intelligence and machine learning algorithms to analyze IOT sensor data in order to create a deep understanding of human behavior and context. Sentiance's clients use the platform to create new products and services that turn the Internet of Things into the Internet of You.

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