PRESS RELEASE

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Bath-based Cognisess selected to represent UK at Microsoft Global Startup Roadshow 2017

Cognisess was selected among the UK startups chosen to represent the country at the Microsoft Global Startup Roadshow in Seattle from 24th – 28th April. The five day event brings together 15 startups from across the world to meet Microsoft CEO Satya Nadella and take part in learning sessions and networking.

All of the startups taking part have engaged with Microsoft – most having been through the Microsoft Accelerator – and all have ambitions to penetrate the US market. Microsoft will organise strategic meetings with potential enterprise customers, along with sessions with Silicon Valley investors.

From roundtable discussions with senior leaders at Microsoft, through to focussed sessions on strategic business development, enterprise readiness, and media and sales training, the Startup Roadshow is a chance for startup founders to connect and share their stories and learnings.

Cognisess joined the Microsoft Accelerator to support the growth of its world leading predictive people analytics platform. Since then the company has gone on to appoint a new Chief Scientific Officer, Dr Boris Altemeyer, and to further develop its Deep Learn™ machine learning engine. Cognisess Deep Learn™ is an innovative and dynamic predictive analytics tool – able to learn, absorb and react to multiple information streams. It turns millions of data points and inputs into clear insights to support HR decision making in organisations. Initial clients have included international hotel group IHG and car manufacturer VW.

Chris Butt, Founder and CEO of Cognisess, said:
"It's a great opportunity for Cognisess to be part of the Microsoft Global Roadshow. To be just one of 15 companies from around the world to be invited to meet Satya Nadella, Microsoft's CEO, and the rest of the senior team in Seattle, is an exciting moment for the company. We are in a growth phase and meeting investors, potential customers and the wider Microsoft eco-system will help us scale rapidly.

"It's also recognition that we are building an innovative and transformative tool. Deep Learn™ – our AI predictive people analytics engine – is changing how we measure talent, potential and performance – helping companies and their people make better decisions."

High growth startups from China, India, Israel, Belgium, the UK, New York and Seattle will attend the Startup Roadshow, the second of its kind after the successful inaugural event last year. In 2016, 15 startups were selected from a list of over 500, demonstrating the prestige of the Roadshow.

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The Microsoft Startup Roadshow Teaser video can be here:
https://www.cognisess.com/microsoft-startup-roadshow-2017/

Notes for Editors

About Cognisess
Cognisess is a predictive people analytics company. Headquartered in Bath (UK). It has partner offices in Australia, The Netherlands, Ireland and Israel.

Our analytic engine **Cognisess Deep Learn**™ helps companies understand the current and future value of their most important and expensive asset: people. We work with organisations of all sizes across the world.

Our solutions are designed for the corporate and education sectors and we have worked with many companies including Intercontinental Hotel Group (IHG), Volkswagen (VW), Babcock plc, MyOptique and Havas Media.

Our mission
Our mission is to be the leading software platform for **predictive people analytics** to support better selection, recruitment and talent management.

We are democratising human capital by taking bias out of people processes making it fairer, more efficient, and more accurate for candidates, employees and employers.

How we do it
Cognisess' serves frontline HR and business functions with an affordable, pay-as-you-go platform to optimise both candidates and employee performance through predictive people analytics. By harnessing cognitive neuro-science, data and predictive analytics, Cognisess removes the bias and subjectivity around hiring, annual appraisals and organisational design.

For more information, comment and photo opportunity, please contact:

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