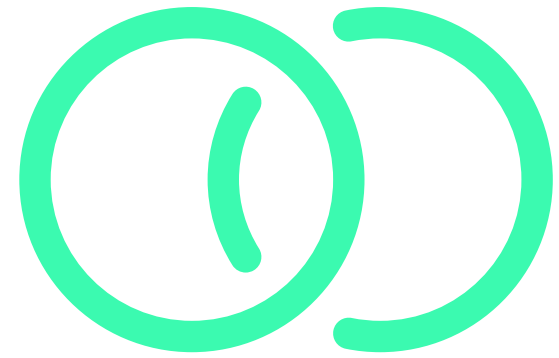


Press kit

# Intelligence powered by simplicity



iGenius is the scaleup on a mission to reimagine data interaction for businesses.

Our vision is to disrupt the B2B data industry by bringing a consumer approach to it. At iGenius, we envision a world where everyone has access to better data intelligence.

We make data analytics accessible beyond the realm of techies and data scientists, empowering any business user to make better data-driven decisions. Because hunches and egos may be wrong, but data never lies.

Our product, crystal, is the first AI advisor for data intelligence.

iGenius

# Data fluency not required

We think conversational AI can remove complexity from analytics tools that are fully accessible only to data-trained users—that is, very few people in any given company.

Our AI advisor can access complex, scattered and siloed data and process it rapidly, providing advice and proactive notifications

in natural language to help users make decisions with transformative business impact.

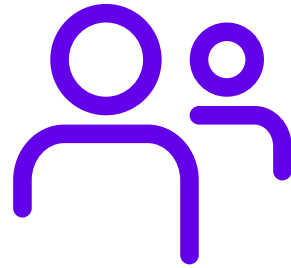
No complex graphs to interpret, no data science training required.

Talk to crystal like you would to a colleague to get what you need quickly, wherever you are.

iGenius



# We put people first



Our team puts their best into what they do, so we built our company values around our people.

**Talent** is a great start, but not an end. We created a work environment where talented people can thrive.

**Teamwork, empathy** and **lean thinking** are part and parcel of our work culture. There is no great product without a great team.

**Professional development** and **flexibility** are key to unlock a team's full potential.

iGenius

iGenius  
by the numbers

4  
offices

100+  
people

9 teams      1 goal

10  
languages

# Our story so far

iGenius

## March 2020

We raised an \$11 million angel round during the Covid global pandemic. Meetings with investors were held via video conference platform Zoom, and all documents signed remotely.

## June 2019

Leading insurance group, Allianz Italia, provides their agents with AI advisor developed by iGenius

## February 2018

We became part of San Jose-based Silicon Valley Organization, which brings together Silicon Valley businesses sharing a vision for innovation

## October 2017

iGenius was selected by Facebook's Accelerate program for thriving startups

## September 2016

crystal beta was launched at TechCrunch San Francisco. TechCrunch praised iGenius' virtual advisor as the AI solution that makes "digital marketing sexy"

## January 2016

We started out with a first investment round to expand our team, technologies and get us started on building crystal

## August 2020

iGenius is mentioned in Gartner's 2020 Hype Cycle for Analytics and Business Intelligence as an "innovative specialist vendor"

## October 2019

VC firm Accel mentions iGenius as one of Europe's top 100 SaaS companies, and one of nine top names in data & analytics

## November 2018

Our groundbreaking data intelligence work with energy company, Enel, scooped up the Digital Innovation Award at top Italian tech fair, SMAU.

## January 2018

iGenius was selected as a Google Cloud Platform case study for top use of Machine Learning, cloud technologies and fast data retrieval

## February 2017

iGenius was selected to take part in Startup Grind by Google for Entrepreneurs (Redwood City, California), and named as one of the top 8 startups by the investor club

## June 2016

crystal alpha was presented at Cannes Lions Innovation and immediately signed up such customers as Google and The Coca-Cola Company

# About Uljan Sharka

Uljan Sharka is the Founder and CEO of iGenius, the AI company behind crystal, the first virtual advisor for data intelligence. He was previously a consultant at Apple.

A rising star in European AI innovation, Uljan was mentioned at the Web Summit, TechCrunch Disrupt and Startup Grind, among other events. He also featured in the Silicon Valley Business Journal.

iGenius



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**iGenius**  
reimagining data interaction