



CB Insights Will Host 40 Startups at A-ha! Demo Day

When Labs Selected to Present at CB Insights' First-Ever Demo Day as Part of the Artificial Intelligence Category

San Francisco, CA (December 12, 2017) -- CB Insights today will showcase innovative startups at its first-ever [Demo Day](#) where companies can present to investors without giving up any equity.

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

"Being selected to present as a top ten early stage AI company by CB Insights completes an incredible 2017 for When Labs," said Nigel Beck, CEO and Founder, When Labs. "From launching our product with top five hotel and hotel management companies, to being selected to serve on the top industry hotel advisory board at Cornell, and now to this honor with CB Insights, in 2017 When Labs has demonstrated that our unique AI approach to labor management is set to transform industries, and make work better".

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.

Founded by ex-IBM executives Nigel Beck and Matt Flaherty, When Labs creates digital managers for enterprises to make work better. When Lab's first digital manager solution, Gustaf, uses artificial intelligence technology to do first line managers' paperwork and manage trade-offs with staff for them, ensuring service quality, consistency and compliance.

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
RealWear	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 When Labs

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