

Press Release

MYDATAMODELS RAISES €1M FROM EARLYBIRD TO MAKE MACHINE LEARNING ACCESSIBLE TO NON-DATA SCIENTISTS

- MyDataModels provides automated machine learning for small datasets
- The funding will allow MyDataModels to speed up development and adoption of its new SaaS application
- Renowned computer scientist Dr Marc Schoenauer joins as a new board member

Sophia Antipolis, France, January 31st, 2019 – MyDataModels, a French tech startup that develops an automated machine learning software platform, has closed a €1m seed investment from Earlybird Venture Capital. The company enables domain experts with limited or no programming or machine learning skills to build and run their own predictive models. With the help of the new funding, MyDataModels will speed up the adoption of its new cloud-based SaaS solution and further develop business growth.

While Big Data is reaching the peak of the hype cycle, tools for predicting events based on that data are still mostly geared towards programmers and data scientists. Small datasets, however, are much more numerous within organizations than datasets with millions of rows. To utilize Small Data at scale, domain experts need to be able to run predictive analytics for their projects independently.

To make machine learning accessible to a wide range of people, MyDataModels enables users of its platform to build and run accurate predictive models with a 'one-click data-in model-out' service. Positioned as a fully automated Small Data machine learning solution, the company addresses a rapidly growing market. The solution targets domain experts at SME, enterprises and research institutes.

Hendrik Brandis, Partner at Earlybird, explains: "While we see multiple solutions for data scientists and big datasets, there is huge untapped potential for predictive models based on small datasets created by a mainstream of users with little to no data science knowledge. MyDataModels addresses this enormous opportunity with its innovative solution led by a team of experienced repeat entrepreneurs."

After its desktop version is already in use at several corporations, MyDataModels launches its SaaS version. Earlybird joins at a strategic stage to support the company's development. Additionally, the renowned computer scientist and researcher Dr Marc Schoenauer joins as a new board member to support scientific and business visions of MyDataModels.

Simon Gazikian, CEO & Co-Founder of MyDataModels, says: "We believe that making machine learning accessible to everyone is now the true innovation in machine learning, rather than simply increasing the productivity of data experts via data science studios and workbenches. Besides, Big Data is only the visible part of the 'data iceberg'. Small Data is the largest and hidden part and represents more than 80% of enterprise data. Having Earlybird on board with us will allow MyDataModels to speed up adoption of our breakthrough automated machine learning software platform."

About MyDataModels

MyDataModels develops and markets TADA, an automated Machine Learning software for Small Data. TADA is a multi-market solution and benefits in particular domain experts from the industry and scientific research as well as Data Scientists. After 3 years of R&D, the startup was incorporated in 2018 in Sophia-Antipolis (France) and has today a team of 20 people. MyDataModels has several customers including Gemalto and INRA.

For further information: www.mydatamodels.com or [LinkedIn/company/mydatamodels/](https://www.linkedin.com/company/mydatamodels/).

About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in

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Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. Earlybird manages different funds with focuses on digital technologies in Eastern and Western Europe as well as health technologies.

With over EUR 1 billion under management, seven IPOs and 23 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

For further information: www.earlybird.com, Twitter: <http://www.twitter.com/EarlybirdVC>, LinkedIn: www.linkedin.com/company/earlybird-venture-capital or Facebook: www.facebook.com/EarlybirdVC.

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