



MICROSOFT'S VENTURE FUND



CognitiveScale

AI & Machine Learning

Business process optimization using scalable, practical AI

Founded

2012

HQ

Austin, TX

Leadership Team

Akshay Sabhikhi,
CEO

Matt Sanchez,
Founder & CTO

CognitiveScale

Augmented Intelligence Team Finds 'Natural Fit' and a 'Scale Engine' with M12.

Austin-based CognitiveScale is building augmented intelligence software using machine learning and artificial intelligence to emulate and extend human cognitive function, so that employees and organizations can improve customer acquisition and experience. CognitiveScale helps Fortune 1000 companies in healthcare, commerce, and the financial markets personalize customer experience and optimize business processes by collecting valuable insights and delivering targeted interactions, improving customer acquisition, and driving engagement, while decreasing operational costs. In the summer of 2016, CognitiveScale invited M12 to participate in its \$50 M Series B round, even though it was already 300% oversubscribed.

"We wanted strategic investors who weren't just after a multiple, but were also looking to build long term value," says Ganesh Padmanaban, VP of Business Development. "We knew a group like Microsoft was needed to truly commercialize and democratize access to AI. M12 was a natural fit."

CognitiveScale has seen great results from this "natural fit" with M12.

Executive Exposure, at Microsoft and Beyond.

Post investment, CognitiveScale's founders have gained extensive access to leading technology executives around the world. They first met with Satya Nadella, Peggy Johnson, and the Microsoft leadership team to build relationships and understand the vision and context around Microsoft's focus on AI and business process optimization. CognitiveScale was then selected to present at Microsoft's 2017 CEO Summit with the top 140 global chief executives, including several Fortune 50 leaders in financial services who soon after became customers. Showcased as a Core AI partner with Microsoft, CognitiveScale's 'AI in Action' demo was very well received. CognitiveScale was also one of two startups invited to an exclusive Microsoft customer event in Cannes, France, where they were able to meet global leaders from several multinational companies.

Accelerated Go to Market and Improved Customer Experience.

M12 has also introduced CognitiveScale to key leaders of Microsoft industry teams, including Janet Lewis, the global head of Microsoft Financial Services, to drive market acceleration. CognitiveScale is now trusted partners with the Financial Services Industry Team, engaging deeply in co-selling and co-marketing efforts worldwide.

 cognitivescale.com

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They co-presented at Microsoft Inspire and have had multiple opportunities to share their vision for the future of financial services with the Enterprise Partner Group. Moreover, by working together, CognitiveScale and Microsoft have been able to share best practices and improve implementation services for joint customer accounts. CognitiveScale has also been able to leverage mutual partnerships with firms like Accenture, to build relationships and extend their reach into Microsoft's global partner ecosystem.

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-Akshay Sabhikhi

Move to Azure for Better Alignment and Performance.

Post investment, CognitiveScale migrated their entire stack to Azure, the fastest growing enterprise cloud platform. CognitiveScale recognized Azure's power, performance, scalability, reduced hosting costs, and the value of Microsoft as a long-term partner aligned in the AI and Cognitive Services space. While hosting on Azure isn't required of Microsoft Ventures' portfolio companies, those who choose to can enjoy cost savings and additional support. Today, CognitiveScale's core AI platform,

Cortex, is certified on Microsoft Azure, enabling it to leverage Microsoft's extensive cloud services.

In less than a year, CognitiveScale has achieved tremendous growth and traction in its key markets as it strives to become the industry intelligence layer built on Azure. They credit Microsoft Ventures and its portfolio development team for helping to frame these opportunities and set them up for success.

"I've been on the venture side and worked for other venture-backed companies, and this is one of the best venture teams I've worked with," says Akshay Sabhikhi, CEO of CognitiveScale. "They give us way more than money. M12 goes above and beyond to ensure we're connected to the right people. They are a scale engine to help us navigate Microsoft and the complex world of enterprise customers. They are advocates who help us access opportunities we wouldn't otherwise get."

Fast Facts - Cognitive Scale

- ❑ Exclusive event access with Microsoft executives and top global executives, leading to new Fortune 50 customers and increased exposure
- ❑ Meaningful partnership with Microsoft Financial Services team, enabling global co-selling and co-marketing opportunities, as well as synergies around customer experience
- ❑ Leveraging Microsoft's extensive cloud service benefits and savings by migrating and certifying the CognitiveScale's core AI platform to Azure

At M12, we are building tomorrow's future by giving entrepreneurs unparalleled access to Microsoft's ecosystem, guided by the experience of trusted partners who move at the pace of innovation. We invest in early-stage B2B companies, with a specific interest in those with their heads in the cloud and on the edge.