PRESS RELEASE

KICKSTART ACCELERATOR ALUMNI, VEEZOO, SECURES PROOF OF CONCEPT WITH AXA

Veezoo, Kickstart Accelerator 2016 alumni, has partnered with AXA Winterthur to demonstrate how Artificial Intelligence can be used to better understand data

ZURICH, 8 September 2017 – Veezoo, a conversational Artificial Intelligence technology that enables users to understand their company's data, has partnered with AXA Winterthur for a three months Proof of Concept (PoC) beginning July 2017. The PoC will help Veezoo validate its solution for deployment in corporate environments and explore ways of making it possible for employees to access large quantities of complex data in a straightforward way. The partnership will also allow AXA Winterthur to engage intensively with the topic of machine learning on a real-life basis.

The partnership was officially announced at the Kickstart Accelerator 2017 Opening Ceremony (please find attached pictures from the event). For the next three months, 30 startups from all around the world are living and working in Zurich, where they are provided with the best possible support.

Marcos Monteiro, Founder of Veezoo, commented: "*We expect to show how Veezoo can reduce the reporting backlog of AXA's data analysts by hundreds of hours each month, while at the same time enabling the management team to find new strategic opportunities in the data themselves. We are very thankful to Kickstart Accelerator for the critical role it has played in facilitating a great corporate-start-up partnership.*"

Insurance sector undergoing digital transformation

Carola Wahl, Head Transformation & Market Management at AXA Winterthur: *"Our commitment to Kickstart Accelerator gives us an opportunity to learn about innovative start-ups and emerging technologies, which in turn spark ideas around how to expand our core business. At the same time, working with us allows the entrepreneurs parting in the program to benefit from our comprehensive product expertise and AXA's vast customer network."*

The partnership comes at a time, when the insurance industry is undergoing a digital transformation. New technologies offer a variety of possibilities, with open data gathered by governmental bodies, search engines and companies bringing digitisation to the forefront of many businesses. Businesses are no longer satisfied with solely collecting data, but are increasingly looking to better understand the data and make data-driven decisions that are applicable to their company and the broader insurance industry.

About Kickstart Accelerator

Kickstart Accelerator invests in solutions that work for problems that matter. The program, an initiative of digitalswitzerland and operated by Impact Hub Zurich, is one of Europe's largest zero equity, multi-corporate accelerators with the aim of putting the Swiss innovation ecosystem on the global map of entrepreneurship.
For 11 weeks from September to November 2017, 50 startups come to Switzerland where they are provided with seed funding as well as direct access to leading corporate partners, investors, mentors and experts. The program is open to the best international startups within the following six verticals: FinTech, Food, Smart Cities, Robotics & Intelligent Systems, EdTech and Healthcare. EdTech vertical

is in partnership with [EPFL](#) and operated by [venturelab](#). To offer the healthcare-specific vertical, Kickstart Accelerator has entered into a partnership with [BaseLaunch](#) (operated by [BaselArea.swiss](#)).

Kickstart Accelerator's corporate partners are AXA Winterthur, Coop, Credit Suisse, EY, Gebert-Rüf-Stiftung, Migros, PwC Switzerland, Raiffeisen Switzerland, Swisscom and UBS. The program is also supported by ABB, Accenture, Empa, ETH, Global Fintech Association, Helbling, Helsana, Hilti, Maxon Motor, Metall Zug, Stäubli, Swiss Life as well as the city of Zurich, city of Bern and city of St. Gallen.

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