

And the Iris Capital Challenge winner is... Faveeo

Viva Technology's very first challenge was held by Iris Capital who announced its winner: Faveeo (B2B content marketing automation tool).



Iris Capital organized the **Predictive Innovation Machine** challenge: *An innovation detection tool based on machine learning and SaaS technologies.*

6 start-ups were selected for the finals pitching on June 30th within Viva Technology in front of the Honorary Chairman, Didier Lombard, and an experienced jury panel composed of Big Data specialists from Orange, Publicis, Polytechnique, Capnamic and Iris Capital.



The start-ups came from all over the world to pitch how their technology could answer the challenge: Nextérité (France), Awake (France), Yatrus Analytics (Bulgaria), Conatix (Germany), Brand Pit (Japan and Faveeo (Switzerland)).



As winner, Faveeo will receive a dedicated support from Iris Capital, similar to the one provided to companies it invested in and is a board member of (introduction facilitation, coaching, mentoring, access to privileged deals on cloud storage, etc...).

We hope the best to Faveeo and we look forward to seeing you next year at Viva Technology.