



Sector

Deal Type

Investment Date

Technology

Equity Investment

March 2019



Deep tech firm, AMPLYFI, secures \$5 million growth round with the support of Sunnybarn Investments Ltd.

AMPLYFI is on a mission to transform business intelligence and research. AMPLYFI's core product, DataVoyant™, harvests millions of documents from the surface and the deep web (industry reports, academic papers, government documents etc.) on any subject of interest in any modern language. DataVoyant™ then reads, analyses and interprets the full text to identify key topics, organisations, people, locations and trends. The data is then organised and presented in such a way that allows an organisation full and complete visibility. Put simply, AMPLYFI empowers organisations to make data-driven decisions based on knowledge, not subjective opinion.

Deployed across multiple industry vertices such as Defence, Finance and Pharma, DataVoyant™ is leading AI-transformation agendas around the world. The company's client base spans the UK, Europe, North America and Asia.

Founded in 2015, the company now has offices in Cardiff, London and San Francisco.

AMPLYFI has been featured on the front page of the Washington Post and in the NY Times for its ground-breaking research. They are a multi award-winning firm on the topics of innovation and technology, and most recently were awarded "The Spectator Economic Disruptor Award." In February 2019, AMPLYFI was the only start-up selected by the UK Government (alongside companies such as Google DeepMind, McKinsey's Quantum Black and BAE Systems) for a central role in the UK's landmark AI Masters programme.

Chris Ganje CEO of AMPLYFI said "We are literally transforming the world of business intelligence and deep research allowing major corporations, institutions, and governments to make their strategic and capital deployment decisions based on all of the globally available information, without any bias that might come from internal preconceptions, or from the opinions of external consultants. We are delighted to welcome a

hugely experienced investor group to our recently completed “Series A” round, and we look forward to their involvement in what is going to be a hugely exciting journey”

Phil Buck Chairman of Sunnybarn Investments said “When I first saw the AMPLYFI technology in action, I quickly appreciated the massive global potential to service a huge corporate client base. The Founders have assembled a truly impressive team of some of the brightest minds in the field of Artificial intelligence and Machine Learning. The global and financial scale potential of AMPLYFI is massive, and we at Sunnybarn are delighted to join the “Series A” round and look forward to contributing to the future growth of the organisation.

www.amplyfi.com