

PRESS RELEASE

JUNE 2019

AI-Powered Sales Productivity Company Cien Completes New Financing Round Led by Elaia



Dallas, TX and Paris, France, June 4th, 2019 - [Cien Inc.](#), a fast-growing provider of AI-powered sales productivity solutions, today announced the completion of a seed round totaling \$3.5M, \$1.2 million of which was provided by Elaia, with follow on from the founders and private investors.

The new round provides Cien with additional resources to continue building its market presence in North America.

In partnership with Salesforce.com, Cien helps B2B companies improve the effectiveness of their sales teams by applying artificial intelligence to their CRM data, without the need for building and hiring dedicated data-science teams.

Based in Dallas, TX, the company operates a Center of Excellence for data science and artificial intelligence in Barcelona, Spain. Cien's plug and play software calculates over 100 million predictions per day and uncovers tens of millions of dollars in lost sales opportunities.

A market with a compound annual growth rate of over 50%

[IDC](#) expects AI-powered CRM activities to boost business revenue by \$1.1 trillion by 2021.

The market intelligence firm also estimates that spending on AI-powered sales process recommendation and automation solutions will grow at a compounded annual rate of 54.1%.

Cien is Elaia's latest investment in deep tech

The investment in Cien mark's Elaia's latest investment in deep tech. Elaia has a proven track record with helping companies expanding internationally such as *Criteo*, *Mirakl* and *Sigfox*. Xavier Lazarus, Partner at Elaia, is joining Cien's board of directors.

Rob Käll, Co-Founder and CEO at Cien: *"Elaia brings deep expertise and a network that will help an AI-First company like Cien grow even faster. With this funding, Cien is looking to expand its sales and marketing activities in North America."*

Xavier Lazarus, Partner at Elaia: *"The timing for investing in an AI-first startup like Cien could not be better. Deep tech startups are enjoying a powerful momentum as the best data scientists and software engineers seize the opportunity to transform their knowledge into fantastic products, while benefiting from the great level of maturity reached by the entrepreneurial ecosystem. We were drawn by Cien's founders' impressive track record and the company's built-in global distribution."*

Team

Cien's founding team includes serial entrepreneurs who have enjoyed multiple successful SaaS exists.



- Rob Kall (Co-Founder and CEO): 3 previous entrepreneurial successes totaling \$100M
- Ben Strum (Co-Founder and CTO): former CTO at \$1B Booking Platform Bookt, acquired by RealPage, Inc (NASDAQ:RP)
- Margot Carter (Co-Founder): President of Living Mountain Capital and passionate business builder in the fields of technology, real estate and construction, Director at (NYSE:IBP), (NYSE:EXP) and Freeman.

About Elaia

Elaia is an independent Paris-based venture capital firm managing over €350m focused on European digital & deep tech startups, from early stage to growth development. Elaia invests in high potential disruptive startups in seed and Series A and sticks with the companies as they grow. Elaia backs tech disruptors such as Criteo (IPO), Orchestra Networks (sold to Tibco), Sigfox, Teads (sold to Altice), Mirakl, tinyclues, Shift Technology etc.

Learn more <http://www.elaia.com> • @Elaia_Partners

About Cien

Cien gives B2B companies the power of artificial intelligence to increase the productivity and effectiveness of their sales teams. Available on the Salesforce AppExchange, Cien's app takes into account human and behavioral elements to measure performance, detect sales problems and uncover new revenue generation opportunities. For more information, visit www.cien.ai / download media kit.

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