

## Press Release

### SMARTLY.AI RAISES €400,000 FROM FA DIÈSE, BNP PARIBAS DÉVELOPPEMENT AND JMYX HOLDING



Paris, 26 September 2016

Smartly.ai, an artificial intelligence platform that allows users to create chatbots and voice interfaces for connected devices, has recently completed its first round of fund-raising from Fa Dièse, BNP Paribas Développement and JMYX Holding.

Jean Losco, President of JMYX Holding and FA DIESE Representative declared: "With the advent of connected objects, smart interaction with, and control of, these devices is bringing about a revolution in our habits, requiring something other than screens and keyboards. With its voice apps technology and know-how, Smartly.ai provides a complete solution that brings artificial intelligence to the control of objects with ease and speed, simplifying voice control and making bots more efficient. There's enormous potential here."

Nowadays we are seeing widespread development of chatbots and voice interfaces, but designing them nevertheless remains a complex task for developers.

The founders of Smartly.ai are well aware of the issues, and have built a disruptive solution which enables the rapid creation of voice apps for use with connected objects and chatbots in 12 languages, without the need for any specific linguistic expertise.

Explains Smartly.ai co-founder and CEO Hicham Tahiri: "At Smartly.ai our aim is to popularise the use of bots as interfaces. Now that the number of mobile apps, websites and complex remote controls in use is increasing rapidly, bots are fast becoming the ultimate interface."

Chatbots developed on Smartly.ai can be deployed with all the most widely-used messaging apps, including SMS, Facebook Messenger, Skype, Slack et al, and also with voice command platforms such as Alexa, Cortana and Siri.

Smartly.ai is already being used by over 500 developers worldwide, including building voice apps for major corporations such as PSA, Continental and SEB, and chatbots for Orange and Neopost.

Nicolas Tymen, Head of Venture Participation at BNP Paribas Développement, stated: "We're delighted to support the Smartly.ai founders during this new phase of their development. The role of voice command apps in our daily lives looks set to grow fast, and we believe the Smartly.ai team has what it takes to be a significant player in this major evolution."

This funding round, coupled with the consequent support of new board members, means that Smartly.ai will be able to speed up development by expanding its technical and sales teams, with a view to becoming the benchmark platform for the design of chatbots and voice applications.

Smartly.ai co-founder and CEO Hicham Tahiri explained: "In the long term, Smartly.ai plans to make it feasible for conversational intelligence to become part of everyone's lives."

Contact:

Hicham Tahiri, CEO, Smartly.ai: [hicham@smartly.ai](mailto:hicham@smartly.ai)

<https://smartly.ai>



Smartly.ai is a young startup created in 2012 by Hicham TAHIRI and Karim LOURCI, specialized in the development of human-machine interfaces based on conversations in natural language.

In 2013, Smartly.ai allows adding vocal conversation to any connected device, robot or vehicle.

In 2015, Smartly.ai is accelerated by Numa and integrates Alexa – Amazon's vocal assistant, thus allowing developers to create new conversational services.

In 2016, Smartly.ai partners with SMS operators, Facebook Messenger, Skype and Slack to offer its technology to a larger audience.

#### **About Fa Dièse**



Fa Dièse is a €30M Paris-based micro VC fund which invests in startups with high growth potential from the seed stage.

The funds' investors are experienced entrepreneurs who contribute to selecting and supporting portfolio companies, and institutional investors.

The success of Fa Dièse is based on an original approach combining the philosophy of business angels and the demands of venture capital. Since its incorporation in 2001, Fa Dièse has invested in 43 companies in the digital, hardware and life sciences fields. ([www.en.fadiese.fr](http://www.en.fadiese.fr))

## About BNP Paribas Développement



BNP Paribas Développement SA, a subsidiary of the BNP Paribas Group, is a limited liability company which was set up in 1988. It invests its own capital in order to support the growth of SMEs and high-performance midcaps and, as a minority shareholder, works to ensure their long-term future by assisting with ownership transition. In addition to providing funds in order to ensure that a company enjoys stable resources, BNP Paribas Développement also sees its mission as helping the management team to achieve their medium-term strategic goals. As a minority shareholder we provide our partners with appropriate governance without interfering in the day-to-day running of the company, while at the same time they benefit from the backing of a leading financial group and the experience of a partner with a portfolio of over 300 participations. The fact that we are investing our own funds ensures that we are well-placed to support our partners for the long term, in a manner appropriate to their business, including acting as intermediaries in such operations as capital restructuring, external acquisitions, etc. In 2016 BNP Paribas Développement set up a unit to work specifically on funding innovation; it invests in seed funding and subsequent rounds so as to support the growth of startups with high potential.

Press contact : Marion Saraf : [marion.saraf@bnpparibas.com](mailto:marion.saraf@bnpparibas.com)

## A propos de JMYX Holding



Created and privately funded by Jean LOSCO, formerly CEO of FircoSoft Group, JMYX Holding is a VC and holding structure to finance companies growth, with a main focus on fintech and market leaders. While the initial investments were achieved in France, JMYX is looking for investments in the US, the UK and other EU countries.

On top of this, JMYX is investing in startups through FA DIESE, a French micro VC fund, whose investors are mainly experienced entrepreneurs.

Contact : [info@jmyx-holding.com](mailto:info@jmyx-holding.com)