

# Cannes Lions Start-Up Academy talent announced

Following a global search, Cannes Lions and R/GA have announced the 10 companies participating in this year's Start-Up Academy which will take place during Lions Innovation.



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Represented in the group are a diverse range of technologies impacting branded communications, including natural language processing, artificial intelligence and virtual reality, as well as tech that advances consumer engagement and the craft of storytelling.

## The 10 companies chosen are:

1. **Clarif.ai** (United States): an artificial intelligence company that excels in visual recognition, solving real-world problems for businesses and developers.
2. **Codec** (UK): empowering marketers and creatives with the empirical evidence needed to make better decisions through AI and machine learning.
3. **CrowdAnalyzer** (UAE): uses groundbreaking technologies such as proprietary machine learning, artificial intelligence and natural language processing to make computers as linguistically proficient as humans in Arabic.
4. **Journy** (United States): creating tailor-made travel plans with recommendations from top chefs, sommeliers, and local experts.
5. **Klickly** (United States): the data-driven impulse payment solution for social streams and mobile experiences.
6. **Mush** (UK): the simple, free way to meet local, like-minded mums.
7. **Relative Insights** (UK): objectively and comparatively analyses how brands, competitors and consumers use language, delivering the results as data that illustrates how language resonates with and/or is perceived by audiences.
8. **StriVR** (United States): connects brands and sports organisations with powerful VR activations, delivering custom 360° experiences, interactive VR storytelling, and branded spherical content to engage fans and consumers.
9. **Twyla** (Germany): an artificial intelligence messaging platform that puts a smart chatbot in your live chat channels, to answer questions, deflect tickets and free up your agents.
10. **Wanderbrief** (Netherlands): a global community where people can exchange their creative skills for meaningful work-life experiences abroad.

The companies will undertake a special programme during the festival to sharpen their identity, focus business development plans, and market themselves to international brands and advertisers more effectively. Led by R/GA and Google Zoo CCO,

Patrick Collister, the Start-up Academy programme features mentoring, insights and inspiration from speakers including IPG chairman and CEO Michael Roth, former P&G CMO Jim Stengel, AOL digital prophet David Shing, R/GA founder Bob Greenberg and more.

At the culmination of the programme, participants will have the opportunity to pitch their products and services to key brand and agency decision-makers at a showcase on Friday, 24 June on the YouTube Beach.

For more, visit: <https://www.bizcommunity.com>