

Augmented Data Discovery and Analytics software provider DataStories raises a €2.2M Series A round led by Newion Investments.

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[DataStories](#)[™], the Augmented Data Discovery and Analytics platform for domain experts in R&D, manufacturing and market research, today announced its **series A funding**. The investment round is led by Dutch based [Newion Investments](#) with full participation of the existing seed round investors and the leadership team.

Newion Investments focuses on business-to-business software companies with a global ambition and is well known for its investments in the data sector including Collibra, Mirror42 (acquired by ServiceNow) and iWelcome.

[CEO Katya Vladislavleva](#) founded DataStories[™] with the mission to put the domain experts central again and assist them in translating experimental and production data into insightful data stories one can immediately act on. The funding will be used to further develop its analytical and data interpretation platform and expand marketing & sales.

DataStories[™] wants to change the way corporates innovate and make product design decisions. Today companies seem to have all the data in the world, but not knowing what to do, and not knowing what is even possible. Corporates with even the best analytics tools money can buy still struggle to translate the output of these tools to actionable items.

Predictive analytics solutions are only useful when they are understood and internalized by domain experts and decision makers. The DataStories[™] analytical platform brings advanced predictive analytics and data interpretation tools directly into the hands of domain experts and decision makers.

The founders have a collective experience of multiple decades in solving design and optimisation problems in an industrial context and see the new area of augmented analytics as one that will offer a great opportunity for companies to redesign the way they do R&D.

Luc De Vos, Chairman of the Board, is very proud of the accomplishments of the team so far, he says: *“I have rarely seen a team coming from such diverse backgrounds and nationalities so poised for success by its ability to timely deliver results under the visionary leadership of the founders.”*

“DataStories[™] is preferred partner of a number of top notch European or global enterprises such as: Atlas Copco[™], Dow[™], RecticeI[™], AVERIS[™]”, says Katya Vladislavleva. These clients validated our vision and enable DataStories[™] to grow from Thought Leader to Product Leader.

“Newion Investments is impressed by the DataStories Platform and its strong leadership team. Based on customer reviews and market studies we strongly believe in the market leadership.” says Frank Claassen who is joining the board of directors on behalf of Newion Investments.

About DataStories[™] | www.datastories.com

DataStories[™] is a Belgium (Turnhout) based Augmented Data Discovery and Analytics

company focusing on businesses with complex R&D or manufacturing processes generating lots of data. DataStories™ puts domain experts central and communicates the data analytics outcomes as actionable “Data Stories”. Currently most big data projects fail because there is no clear path from data to actions. Visit www.datastories.com for more information.

About Newion

Newion III is the third software fund of Newion, focused on business-to-business software companies in the Benelux. Since its incorporation in 2000, Newion is one of the most successful VC's in its segment. Newion has a reputation of being a committed investor and has experience in investing in start- and scale-ups. The fund is supported by InnovFin Equity, with the financial backing of the European Union under Horizon 2020 Financial Instruments and the European Fund for Strategic Investments ('EFSI') set up under the Investment Plan for Europe. The purpose of EFSI is to help support financing and implementing productive investments in the European Union and to ensure increased access to financing. Its previous funds successfully invested in Oxxio (exit), Mirror42 (exit), Q-go (exit), Collibra, iWelcome, 24iMedia, Synple, Swipeguide, Roadmap, CustomerGauge, Nallian, Instant Magazine, L1NDA, The Next Ad and Oxynade. Visit www.newion.com for more information.