

ANNOUNCING THE TOP PICKS FOR “WEB SUMMIT 2018”

**FIND CATEGORIES AND COMPANIES TO BE
YOUR POTENTIAL SOURCES**

TOP CATEGORIES OF WEB SUMMIT

- AI & machine learning
- eCommerce & retail
- Fintech
- Hardware & IoT
- Travel & hospitality
- Autotech

SparkAmplify has collected a list of the most media-worthy startups according to our SP Index.



TOP COMPANIES BY CATEGORY

WITH HIGHEST SP INDEX

AI & MACHINE LEARNING

Mobacar SP Index: 50~70

Mobacar is changing the world of mobility – powering intelligent mobility choices and solutions for customers & businesses mutual benefits.

textio SP Index: < 50

Textio is the augmented writing platform that tells you who will respond to anything you've written.

DigitalGenius SP Index: < 50

DigitalGenius is the AI platform that puts support on autopilot by understanding conversations, automating processes & delighting customers.

ECOMMERCE & RETAIL



SP Index: 50~70

4GIFTERS is the marketplace and white label tool that allows you to gift/group gift in a revolutionary way.



TUPUCA SP Index: <50
ENTREGAS ILIMITADAS

TUPUCA is Angola's first all-in-one delivery platform that allows users to order almost anything on-demand.

Glovo SP Index: <50

Glovo delivers the best products of your city in less than 1 hour.



FINTECH

 **VU** SP Index: <50

Vu security -Fraud prevention and identity protection to promote secure digital experiences.

 **SP Index: <50**

Exo Investing is the AI wealth manager. We create unique and intelligent portfolios that adapt to you and the markets.

 **SP Index: <50**

Paylater is a digital financial services platform providing financial access to the underbanked and unbanked in emerging markets.

HARDWARE & IOT .

SENSIBO SP Index: 50~70

Sensibo is building the world's first autonomous indoor climate service addressing 1 billion air conditioners and heaters.



Soundbrenner

SP Index: <50

Combining wearable tools with great software, to create the most addictive music-making experience.

TRAVEL & HOSPITALITY



HOSTMAKER

SP Index: <50

Hostmaker is a technology driven home rental management company, with the vision to unlock the potential of every home.



musement SP Index: <50

The best experiences all around the world on Musement.com! Priority Access. Best Tours & Experiences. 24/7 support.



SP Index: <50

Timeshifter is the most advanced jet lag tool in the world. It's based on the latest research in sleep and circadian neuroscience.

AUTOTECH

TURO SP Index: 50~70

Turo is a car sharing marketplace where travelers can book any car they want, wherever they want it, from a community of local car owners.

nekso SP Index: <50

E-Street Hailing: New cutting-edge technology to hail Taxi on the Street. Available in All countries in Latin America.

RIDECCELL SP Index: <50

Ridecell is the leading cloud platform for intelligent and profitable new mobility services.



TOP PLACEMENT BY CATEGORY

WITH HIGHEST SP INDEX

TOP PLACEMENT BY CATEGORY

Mobacar

- *Skift's Top Travel Startups to Watch 2018*

Textio

- *Four Proven Strategies To Help You Hire The Best People During The Worst Talent Crunch*
- *How AI Will Make Our Workplace Fair With Diversity Tech Stack*

DigitalGenius

- *DIGITALGENIUS: TRANSFORMING CUSTOMER SERVICE WITH CONVERSATIONAL PROCESS AUTOMATION*
- *How AI, Machine Learning And Other Disruptive Trends Are Defining The Future Of Customer Service*

TOP PLACEMENT BY CATEGORY

4GIFTERS

- *Le 4 startup della moda da tenere d'occhio secondo la prima banca italiana*

Tupuca

- *HOW 4 MILLENNIALS ESTABLISHED ANGOLA'S FIRST FOOD, GROCERY AND PHARMACEUTICAL DELIVERY STARTUP*
- *Here are the 10 startups pitching at Seedstars Angola*

Glovo

- *Glovo, la plataforma de delivery on demand, llega este mes a Arequipa*
- *Local Goods Platform Glovo Closes 115M Series C Funding Round*

TOP PLACEMENT BY CATEGORY

Vu security

- *Argentina tiene un nuevo Sistema de Identidad Digital, y funciona con selfies*

Exo Investing

- *Recent launch of Exo Investing - a unique AI powered wealth manager offering private investors access to exclusive quantitative investment technology*

Paylater

- *Nigerian Paylater Platform Gets a Good Reception from its Consumers*
- *Here are the 2018 AppsAfrica Innovation Awards finalists*

TOP PLACEMENT BY CATEGORY

Sensibo

- *Sensibo Sky review: A pricey but near-perfect smart controller for your air conditioner*
- *Give your old air conditioning a smart, connected upgrade with these devices*

Soundbrenner

- *The Soundbrenner Core might just be the ultimate watch for musicians*
- **SOUNDBRENNER LAUNCHES MUSICIAN'S WATCH ON KICKSTARTER, FULLY FUNDED AFTER 14 MINUTES**

TOP PLACEMENT BY CATEGORY

Hostmaker

- *Why hotels should take cues from home-sharing, stop "obsession with direct booking"*
- *Rental Management Firm Hostmaker Raises \$5 Million: Travel Startup Funding This Week*

Musement

- *Musement, la startup italiana dei viaggi, conquista il colosso tedesco Tui*
- *GetYourGuide Will Market Some Tours and Activities Under Its Own Brand*

Timeshifter Inc.

- *This Jet Lag App Will Help You Adjust to New Time Zones Quickly (Video)*
- *Montblanc Summit 2 smartwatch: first look*

TOP PLACEMENT BY CATEGORY

Turo

- *What you need to know about London's new car-sharing app Turo*
- *Turo is the Airbnb of Cars and Rental Companies Hate Them*
- *Car-sharing network Turo expands service in UK*

Nekso

- *Latin America is the next stage in the race for dominance in the ride-hailing market*

Ridecell

- *Ridecell: Delivering Revolutionary Intelligent Platform for New Mobility Services*
- *Ridecell Closes \$28.61M Series B Funding Round*



HOW DO WE ANALYZE THE TREND?

SOCIAL PROOF INDEX (SP INDEX)



Introduction

SparkAmplify's SP Index is generated by our algorithm and is given to each brand as a measurement of its overall media presence quality. Social Proof Index is an industry-first index that takes into account a brand's social proof based on social share, placement number, placement quality, impression and search ranking.

Social Proof Index is a score from 0 to 100. Every brand on SparkAmplify has its own Social Proof Index that is updated frequently to reflect the latest situation. Brands with Social Proof Index of 100 means it has better media exposure results than that with Social Proof Index of 50.

SOCIAL PROOF INDEX (SP INDEX)



Brand

Social Proof Index (SP Index) quantitatively measures a brand's press coverage in terms of social share, placement number, placements quality, impression and search ranking. With higher Social Proof Index, brand can stand out easily from other brands and focus on telling stories to the right influencers.

Media

Social Proof Index (SP Index) helps journalists filter out the noise and concentrate on media-worthy sources. By filtering brands with high Social Proof Index, journalists can quantitatively measure a brand's press coverage performance.

