

Starta graduates its second batch of pioneering tech startups from Eastern Europe in New York

Starta Capital's pioneering Euro-American startup accelerator successfully graduated yet another cohort of startups from across Eastern Europe and Russia earlier this month, with a demo day on December 1st. The accelerator's second batch of companies hit a variety of growth and funding milestones throughout the program, with all ten Starta companies graduating with term sheets in hand.

The Batch 2 Demo Day, held at Microsoft's New York headquarters in Times Square, hosted a bevy of investors and journalists, all seeking a glimpse of the latest technologies to emerge on Europe's eastern horizon. For many of the startups pitching, it was the culmination of many months of hard work on their products, their US go-to-market strategy, and their monetization plans. Read on to learn about the success of each member of the Batch 2 cohort in further detail below:

Insense: A tool converting influencers' reach on Instagram to actions and optimized Ad spending.

Since demo day, Insense has raised \$280k USD from from 2 angels. It has also signed \$20k USD in commitments for its first campaign, and has experienced a 2400% growth of its influencer database in the US.

bNesis: A Unified API service that saves up to 95% of the coding time for software companies.

Since demo day, bNesis has completed nine b2b sales, and has received 1400 API requests using their mobile version.

Aerostate: Worldwide air quality forecasts and analytics with a city block resolution.

AeroState, emerged from the program with a huge integration deal in hand from Zillow Group, America's largest property listings platform. Launched a website where every New Yorker can learn what air quality they breath: airnyc.online

FriendlyData: We make working with data as simple as messaging with a friend, by providing a natural language interface for databases.

FriendlyData, emerged from demo day with over 10,000 API requests from its users. It has acquired its first customer and has tested its technology against a database of 290,000 requests.

Reveal: The first AI-assistant that manages your ad campaigns for you.

Post-demo day, the Reveal team had 400+ clients, including Buffer, AdRoll, The Next Web and Gameloft – all while simultaneously managing \$20+ million of ad budgets. Reveal was featured by Buffer as one of its picks for “The 20 Best New Social Media Tools.”

SendPulse: A marketing automation platform focused on increasing email open rates automatically using AI.

SendPulse achieved 50% revenue growth within the acceleration program, and was able to gain a better product-market fit, thanks to the Starta Accelerator. Its founders continue to see sustained upward revenue growth.

E-Contenta: We make native ads more personalized.

By demo day, E-Contenta had made a successful pivot, which had better positioned itself for growth and further success. The company continues to see rapid growth in sales following its debut at Microsoft's Times Square HQ.

Hypervers: A "Full-Presence" VR Experience: No more sitting down for VR!
Hypervers had managed to raise \$400,000 USD by demo day, due to its innovative technology for movement in virtual reality environments. It has opened a demo location in New York, with a San Francisco location to follow next month.

Cardiomo: A consumer health monitoring device that continuously tracks vital signs with accuracy that doctors trust.

Prior to Cardiomo's acceptance to the Starta Accelerator, it was still working on refining its product, yet it emerged from the program with partnerships for distribution of its potentially life-saving wearable. It is expected to be on the shelves early next year.

Kidbee: Your child's "first job", allowing them to earn toys through learning.
During the accelerator program, Kidbee launched 3 mobile applications, developed an innovative monetization strategy, and experienced the "hockey stick growth" desired by founders and investors alike.

While Batch 2 continues to make its mark in America, Starta plans to keep chugging along as it brings the crème de la crème of Eastern European tech founders to the Big Apple. The Batch 3 selection process is already underway, and there is no sign of decreased interest in the US startup ecosystem, even with the new administration taking the reins.

More info about Starta Accelerator companies: startaaccelerator.com