

Black Swan Data tops league for the fastest growing startups

**Number 1 in The Sunday Times Sage Start-up Track 15
Record sales of £8.4m in 2015**

London, November 2015: Black Swan Data takes the top spot in a new league table, appearing at number one in The Sunday Times Sage Start-up Track 15. Black Swan's number-crunching algorithms analyse data – such as the weather, social media and consumer feedback – to create smart software solutions and predict sales and consumer activity for brands such as PepsiCo, Panasonic and Vodafone.

Founded in 2011 with just 3 employees and a handful of clients, co-founders Steve King and Hugo Amos went on to raise £2.5m from private equity firm Blackstone in 2012, and this year sales reached £8.4m with a 587% sales growth over the past 2 years. Black Swan creates better outcomes through technology and the power of prediction. Employing 200 people worldwide with offices in the UK, USA, Hong Kong, Hungary and South Africa it works with some of the world's leading consumer-focused brands.

Steve King, CEO Black Swan says: "When we started the business 4 years ago it was because we felt there had to be a better way for businesses and brands to make use of the mass of data available to them. Data is largely irrelevant unless you can harness its power effectively. So we are absolutely delighted to have been recognised at the top of this prestigious list; it's a great acknowledgement for all our people and all our clients who have seen such value in the way we work to transform the way data can be used.

"We have built our business on our robust and intelligent NEST platform that consolidates public and commercial data sources to allow our scientists to apply predictive forecasting for our clients – these help them make better business decisions."

Solutions built onto the NEST platform allows Black Swan to listen at scale and develop precision innovations for new products, to locate demand and inform supply chain and improve customer experience and ROI through short term trend analysis, right down to examining how social and web presence relates to share price.

Black Swan Data. Applied Prediction.

www.blackswan.com.

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