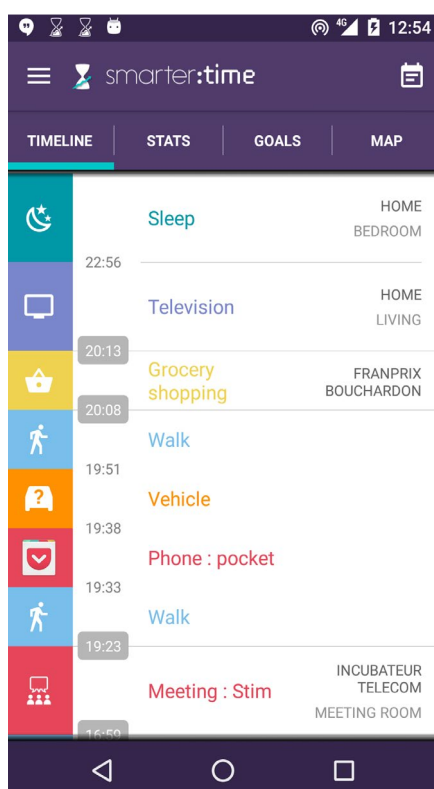


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## Smarter Time announces a first funding round of 150 000 euros to prepare for launch in fall 2016

Smarter Time, the new automated time-tracker for smartphones, has raised 150 000 euros from private investors, among which the Business Angel Laurent Lathieyre.



Smarter Time was founded in August 2014 by Emmanuel Pont, Anis Fehri and Anna Winterstein, in Paris and London, with the purpose of designing a smartphone app capable of automatically tracking the users' activities.

Time is a limited resource and time management is a core issue, in our professional as well as in our private lives - an issue we struggle to tackle. According to a poll led in France by IPSOS in 2010, "on average, French people would like for a day to last 27h and 48min if they are to accomplish all they need to do every day."

Thus Smarter Time has developed in-house location algorithms and an artificial intelligence that automatically guesses the users' activities and provides them with accurate analytics of their time use.

Smarter Time fits into the Quantified Self movement, which aims at improving happiness and wellbeing by a knowledge of the self. Quantified Self played a large part in the inception of wearable technology.

As such, Smarter Time puts a lot of emphasis on privacy, with a promise not to resell or retransmit individual data.

The Android app has been open for Beta testing since January 2016 and will be officially launched next fall. An iOS version is currently being developed.

### Emmanuel Pont, co-founder and CEO

"With Smarter Time we want to offer the tool that we are currently lacking to optimise our time use, improve our personal productivity and simply be happier. This funding will allow us to keep our research and innovation work going, in particular in the field of contextual intelligence, to launch the B2C app and to start considering the needs of B2B time tracking."



### Laurent Lathieyre, Business Angel, founder of Capptain

"Time management and personal productivity are among the most interesting challenges of today. Smarter Time has the right skills and the passion to rise up to the occasion."