Aureus Analytics is an IBM Smartcamp2015 Regional Finals Winner

IBM Global Entrepreneurship Program (IBM GEP) recently concluded its regional finals for Western India in Mumbai. Aureus Analytics made it to the list of top 15 winners of the regional final. In an intense face off that lasted over a few weeks, Aureus Analytics beat hundreds of startups to make the final cut.

The product nominated was AUPERA which solves a real problem of predicting and managing churn for insurers by identifying *most likely to lapse customers*.

Anurag Shah, CEO, Aureus Analytics, presenting at the IBM GEP SmartCamp Regional Finals.

The finals were judged by a jury which comprised of Sanjay Mehta (CIO Angel Network at IAN), Padmaja Ruparel (President at Indian Angel Network), Dr. Srikanth Sundarajan (Helion Ventures), Dulles Krishnan, (Executive Director- IBM Industry Cloud Solutions), Sandy Carter (General Manager, IBM), Vivek Malhotra (Director - IBM Cloud), Pradeep Tagare (Intel Capital India), Anil Joshi (Managing Partner - Unicorn India Ventures), Ravi Kiran (Co-founder of VentureNursery), Rema Subramanian (Co-founder and Managing Director at Ankur Capital) and Raj Pai (Managing Director at GEF Advisors India).

Aureus Analytics also won the audience poll of the most interesting startup at the event.

You can read more about the event at http://inc42.com/buzz/ibm-smartcamp-mumbai-regional-finals/