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## McRock Backs IoT Data Analytics Company mnuo



**Toronto, Ontario--(May 14, 2015)** - McRock iFund LP, an Industrial Internet of Things (IIoT) venture capital fund managed by McRock Capital, announced today its participation in the \$6 million Series A financing of mnuo, the Internet of Things (IoT) Data Analytics Startup, alongside of White Star Capital.

Over the past year, mnuo has seen an increase of over 400% in the number of connected objects on its platform, and now counts customers across North America, Europe and Asia. These manufacturers are using the SmartObjects™ service to ingest, organize, clean and enrich their sensor data, and integrate the real-time insights and predictions into applications and business processes.

“Back in 2012, mnuo was a precursor in Data Analytics built specifically for the IoT. Nowadays, it has become clear to the entire industry that the real business value from the IoT is about transforming the raw sensor data into actionable insights”, said Frederic Bastien, co-founder and CEO at mnuo. “We are extremely pleased to welcome McRock Capital as a strategic partner. With their vast experience in the Industrial IoT markets and their global networks, mnuo is now ideally positioned to grab an impressive share of both the Consumer and Industrial IoT Analytics markets”.

“mnuo has developed a scalable IoT analytics service that is suitable for industrial devices and machines. The unique ability to identify patterns and extract intelligence from equipment’s data is a breakthrough and will drive significant cost savings and operational efficiency”, stated Whitney Rockley, co-founder and Managing Partner at McRock. “Their sophisticated data science will have a profound impact on industrial markets as companies learn from sensor data, understand business outcomes better and ultimately gain huge competitive advantages”.

As part of this financing, Whitney Rockley, Co-founder of McRock Capital, will join the mnuvo Board of Directors.

**About mnuvo** – mnuvo makes the IoT smarter. mnuvo provides Big Data and Analytics for the IoT - transforming 'connected things' into 'smart objects'. Its focus is to help extract true value from sensor data by delivering advanced real-time analytics, strategic insights, predictions and enabling richer applications. mnuvo offers a SaaS solution to connected object manufacturers and other IoT players to ingest, enrich and analyze their object data. mnuvo's services benefit customers in wearables, home, automotive and industrial environments. For more, visit [www.mnuvo.com](http://www.mnuvo.com) or follow us on twitter @mnuvo

**About McRock Capital** – McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors & software in large industrial markets. The McRock Team has a unique background of building high-growth venture-backed IIoT companies while also having worked in the power, water and oil & gas industries. The fund is backed by large institutional investors and Cisco Systems. McRock invests across Canada and the US in grid automation, digital oilfield, advanced manufacturing and smart city markets. For more, visit [www.mcrockcapital.com](http://www.mcrockcapital.com) or follow us on twitter @McRockCapital