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McRock Leads Series A Round in Prescriptive Analytics Company Praemo



Toronto, Ontario--(August 22, 2019) - McRock iFund LP, an Industrial Internet of Things (IIoT) venture capital fund managed by McRock Capital, announced today it has led the \$3.5 million Series A financing in Kitchener-based Praemo, an innovative prescriptive analytics company with deep industry domain expertise in industrial asset performance optimization.

Praemo launched its Razor solution less than a year ago and has already secured large blue-chip customers across Canada and the US. The company has harnessed the power of machine learning to provide prescriptive insights to corporate executives, plant managers and plant operators that are easy and fast to action. Praemo's prescriptive analytics software dramatically improves its customers' productivity, safety and quality. Praemo has been able to do this by combining its unique industry expertise in industrial asset performance management with data science to strike the optimum balance between risk, throughput and cost.

"We have spent our careers in asset performance management and have worked with countless plant managers, operators and executives to optimize their facilities to maximize throughput, quality and availability. Praemo addresses a huge unmet need by providing simple and accurate prescriptions at the right time to operators that are passionate about their facilities", said Michael Martinez, co-founder and CEO at Praemo. "After interacting with McRock and experiencing their vast corporate relationships, especially during their 2019 McRock Industrial IoT Symposium, we could not be more pleased to welcome them as a strategic partner and investor."

“Rarely do we see an analytics company that has deep industry domain expertise combined with a laser focus on a key vertical market that they intimately understand”, said Whitney Rockley, co-founder and Managing Partner at McRock. “Praemo is throwing out the guardrails in algorithmic thinking and providing a tool that does not have artificial bias embedded in it. This improves accuracy and is able to identify patterns and anomalies that drive quality and throughput in ways we have never seen”.

As part of this financing, Whitney Rockley, Co-founder of McRock Capital, will join Praemo’s Board of Directors.

About Praemo – Praemo is creating a future without disruptions by extracting the power of your data and turning it into actionable insights. Founded by industry people, Razor™ was developed utilizing real world experiences and problems leveraging Artificial Intelligence/Machine Learning to provide a non-intrusive solution for our customers. For more information, please visit www.praemo.ai or follow us on twitter [@PraemoAI](https://twitter.com/PraemoAI)

About McRock Capital – McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors and 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, oil and gas industries. McRock is backed by several leading institutional investors as well as Cisco Systems, Caterpillar and Électricité de France (EDF). Visit www.mcrockcapital.com and follow on Twitter [@McRockCapital](https://twitter.com/McRockCapital).