



Press release

AUM BIOSYNC, deeptech start-up based in Mâcon, completes its first funding round and raises 3 million euros

Committed to its contribution to the dynamic region of Bourgogne-Franche-Comté, the deeptech firm plans to accelerate its technological development and expand its workforce.

Paris, 14 June 2021 - [AUM BIOSYNC](#) is a pioneer in artificial intelligence (AI) solutions dedicated to monitoring and optimising work-life balance, particularly for jobs where workers are on-call, doing shift work or work at night. Today, the organisation has raised **3 million euros from leading investors**, including [STEVA Investissement](#), an investment company committed to ethical and responsible projects, [BFC \(Bourgogne Franche-Comté\) Angels](#), and [Mandalore Partners](#), an investment fund dedicated to innovation and BPI France. AUM BIOSYNC is also supported by INOBYZ MACON, a programme by the [Mission Economique et de l'Innovation de l'Agglomération Mâconnais – Beaujolais](#), whose ecosystem includes flourishing start-ups like UBI TRANSPORTS (French Tech Next40/120), ITELIOS, and KINETI Technologies.

With these funds, AUM BIOSYNC's goal is to innovate and grow its team both in France and internationally to help more workers better manage work-life balance and create an optimal working pattern.

“We're honoured by the trust our partners have placed in us. It was particularly important for us to work with fantastic organisations, who, like us, are dedicated to the region of Mâcon,” said **Marc Riedel, President at AUM BIOSYNC**.

*“For STEVA Investment, supporting AUM BIOSYNC's mission was a no-brainer. Our committee of experts are very selective when it comes to choosing who to support. We value both the potential of an organisation, as well as the impact on our daily lives. Protecting the workers in professions where you need to be on-call, do shift work and work at night are often professionals who are key to keeping the economy running. Helping and protecting them has an impact on us all,” added **Jean-Philippe Girard, President at STEVA Investissement**.*

Based in Mâcon, AUM BIOSYNC has won a place in the **APICIL PREVENTION SANTE BY H7** programme, as well as **FRENCH IOT of LA POSTE GROUP** award and has won the **10,000 Start-ups that will change the world BNP/LA TRIBUNE** challenge (previous winners include Blablacar, Doctolib, Devialet and ManoMano).

The societal impact

In this digital, ‘always on’ world, companies fight for snippets of our attention and free time. For AUM BIOSYNC, a fundamental societal change has begun, where resting, sleeping or sparing one's free time are becoming a fundamental right.

This need for a better work-life balance is beneficial to all workers and is of particular importance to those working in industries that do not stop, such as the emergency services (ambulance, fire and rescue, police), urgent healthcare, security, transport and logistics, continuous process

manufacturing, and construction, among others. These working conditions, if not carefully managed, can cause burn out, health problems and family life difficulties.

“This solution helps organisations find the correct rhythm of work and life. As a sponsor of the APICIL PREVENTION SANTE BY H7 programme, I immediately saw the advantages for our customers, particularly those working in temp work and in healthcare,” explains **Thomas Perrin, Associate Director General Delegate, APICIL Group.**

“With AUM BIOSYNC, Marc Riedel demonstrated the power of AI solutions in improving services to citizens. The business model is sustainable, and it’s a real win-win all around,” added **Dominique Melet at BFC Angels.**

“Innovation is not limited to cities, and we’re committed to championing start-ups who chose to locate in our region, with personalised help and financial support through the INOBYZ programme. We are proud to have AUM BIOSYNC as one of our thriving tech start-ups here,” said **Anthony Joubert-Laurencin of the Mission Economique et de l’Innovation de L’Agglomération Mâconnais – Beaujolais.**

An ambitious and responsible strategy

After successfully working with fire services, AUM BIOSYNC plans to expand its solutions to professionals in public and private hospitals, transport and logistics, distribution, continuous process manufacturing and others where work cannot stop.

AUM BIOSYNC’s algorithms and AI expertise has recently been applied in top schools and universities, to process some of their scientific datasets. More recently, road transport companies have spotted the potential of their technology.

The deeptech start-up anticipates growing its workforce by 50% by the end of the year, as well as completing the development of its application ecosystem.

In addition to protecting the privacy of its users, AUM BIOSYNC is fully aligned with the European guidelines on ethical use of AI, ensuring data anonymisation, transparency, accountability, and technical robustness. AUM BIOSYNC plans to go further in improving its green credentials by developing its data processing capabilities to eliminate ‘digital fat’ and consume less energy.

“Providing reliable, secure and easy-to-use tools to our customers is our priority. The users of our applications must feel confident and focussed on business impact through efficient and effective decision-making,” adds **Marc Riedel.**

Since its launch in 2019, AUM BIOSYNC applications effectively integrated free time and rest into the management and daily organisation of work. For example:

- Ring-fencing free time – for family time, sleep, leisure – during on-call duty
- Supporting recruitment of people adapting to working in certain conditions – on call, night work, shift work etc
- Creating equality between men and women when it comes to work-life balance
- Preventing risks, illness and accidents linked to 24-hour work

About AUM BIOSYNC

AUM stands for “Useful and Mastered Algorithms”, and BIOSYNC “Biological Synchronisation”.

AUM BIOSYNC is an organisation that creates solutions that help and assist workers in professions that do not have a typical working pattern: fire and rescue services, urgent healthcare, hospitals, transport and logistics, continuous process manufacturing and construction, among others. Designed by experts in biological rhythms, complex systems, high performing algorithms and AI, AUM BIOSYNC’s mission is to improve the lives of people working 27/4. This improvement has a knock-on impact to the lives of their managers and relatives, due to this technology based on scientifically proven, robust and reliable algorithms, and international scientific expertise in biological rhythms and data processing.

For more information, go to: <https://aum.bio/>

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