



Most promising start-up of 2016

Congratulations to Malgosia Ratajska, co-founder and CEO of Yagram

1st Most promising start-up of the year

Arthur D. Little proudly announces **Yagram** as winner of MyMicroinvest's Bamboo Growth event, recognizing the **most promising start-ups of 2016**! Yagram was part of the 10 finalists pitching their project to a jury consisting of MyMicroInvest, Arthur D. Little, Partena, and Koan Lorenz. The event on June 29th took place at the exclusive premises of Europe's first BMW Brand Store in Brussels.

The jury valued Malgosia's innovative idea for building an application targeted toward pregnant women and hospital maternities. Malgosia elevated Yagram from an academic research project towards a technology start-up. It uses intelligent communication systems for perinatal care as well as personalized professional advices from the care team (thereby ensuring validated therapeutic content) to provide personalized services to pregnant woman, taking into account the psychology and lifestyle of the mum-to-be and providing an answer to currently unmet needs.

It was a great pleasure for Arthur D. Little to be involved as partner in this great event promoting innovation and entrepreneurship in Belgium. We will provide targeted coaching and support to Yagram in the coming year, enabling Bamboo Growth going forward!