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PRESS RELEASE
For Immediate Release

Benshi.ai to Participate in Web Summit 2021, Labelled "(One) of the World's Most Exciting Early-Stage Startups"

- **Benshi.ai's CEO, Dr. África Periáñez, selected to present twice. One is a center stage session on opening night, spotlighting what Web Summit calls "*some of the world's most exciting early-stage startups*".**
- **Benshi.ai to have booth demonstrating its machine learning platform.**
- **Benshi.ai chosen as Impact Startup for its pursuit of UN's SDGs.**

Barcelona, 25 October 2021 – benshi.ai announced today that it will be physically participating in Web Summit 2021, one of the world's largest and most influential technology conferences, happening from November 1 – 4 this year in Lisbon, Portugal.

benshi.ai – a start-up funded by the Bill & Melinda Gates Foundation that uses AI for global health – will participate in a wide range of activities at the Web Summit, including the following (accurate as of press release publication):

- **Nov 1, Mon: CEO Presentation** (17:45pm Lisbon Time / Centre Stage)
  On the opening night, benshi.ai's CEO, Dr. África Periáñez*, will be presenting live on the topic "benshi.ai: The Data & AI Platform To Fast-Forward Global Health". She will be among the eight speakers representing "some of the world's most exciting early-stage startups" that "everyone will be talking about in 2021", according to Web Summit.

- **Nov 3, Wed: Booth Exhibition** (Whole Day / Stand G 112, Pavilion 3, GROWTH Area)
  benshi.ai will have a booth to demonstrate its behavioral machine learning platform. This cutting-edge platform provides real-time and just-in-time personalized incentives and recommendations, to nudge behaviors of frontline health workers and patients towards better health outcomes.

  benshi.ai's members at the booth will be ready to discuss different topics, including: *its machine learning techniques; its platform's features, infrastructure, and design; as well as partnerships to integrate its platform to health apps, conduct research, etc.*

- **Nov 4, Wed: CEO Presentation** (11:49am Lisbon Time / Growth Summit Stage)
  benshi.ai's CEO, Dr. África Periáñez, will conduct her second live presentation entitled "AI + Data = A Healthier, Fairer World".

  *For a **detailed profile of benshi.ai's CEO**, see **Appendix**.

For its work in using the latest AI and behavioral machine learning technologies to improve global health inequality, benshi.ai has also been designated as an **Impact Start-Up for Web Summit 2021**. Such start-ups are selected by Web Summit for their innovation to create a better world by following the United Nation's Sustainable Development Goals (SDG). More info: https://websummit.com/impact-startups.

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For media, partnerships, and other queries, please contact:

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About benshi.ai

benshi.ai is a non-profit funded by the Bill & Melinda Gates Foundation that aims to improve the health of individuals and populations in resource-poor countries through advanced artificial intelligence products. For that purpose, benshi.ai provides powerful, personalized, data-driven insights to medical care teams and individual patients, and focuses on four main areas of research:

a. Reinforcement learning
b. Causal inference
c. Experimental design
d. Dynamic predictive modeling

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b.

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APPENDIX

Dr. África Periáñez: Profile

Dr. África Periáñez is the **CEO and Founder of benshi.ai**, a non-profit funded by the Bill & Melinda Gates Foundation that aims to improve the health of individuals and populations in resource-poor countries through advanced artificial intelligence applications.

Before founding benshi.ai, África was the **chief analytics officer at Inditex**, the world's largest fashion retailer, which manages brands such as Zara. She led the research, application, and strategic development of data science across the organization.

In 2015, África founded **Yokozuna Data**, an AI company based in Tokyo that built a machine learning platform to predict the individual behavior of video game players. Besides leading the development of the platform, she was also hands-on in building data science components from scratch. In 2018, África led Yokozuna Data's acquisition by Keywords Studios, and remained as its CEO until mid-2019.

África holds a **PhD in Mathematics from the University of Reading**, and **MSc's in String Theory and Theoretical Physics** from CERN and the Autonomous University of Madrid. She was also the **Marie Curie EU research fellow at CERN**, and a scientist at RIKEN in Japan (using one of the fastest computers in the world, the K-computer) as well as the German Weather Service (working on satellite data assimilation and conducting ensemble Kalman filter research). In addition, she has solid industry experiences at SPSS Inc., IBM and Silicon Studio.

África has co-authored over 20 peer-reviewed articles and a book chapter, and participated in numerous international conferences as an invited speaker (MWC 2019, GDC 2019, Strange Loop 2019, etc.). Her work has been featured in media such as Bloomberg, Quartz, Nikkei, El País, SINC, The Economic Times, and The Japan Times.

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Selected Media Appearances

- https://www.agenciasinc.es/en/Interview/To-combat-bias-in-artificial-intelligence-we-seek-talents-from-different-continents-genders-and-sexual-orientations
  "To combat bias in artificial intelligence, we seek talents from different continents, genders and sexual orientations": Article by SINC Agency

- https://databricks.com/session_na21/towards-personalization-in-global-digital-health
  "Towards Personalization in Global Digital Health": Speech at Data + AI Summit 2021

- https://www.gdcvault.com/play/1026139/Creating-Customized-Game-Events-with
  "Creating Custom-Made Games with Machine Learning and Big Data": Speech at San Francisco's Games Developers Conference, one of world's largest videogame conference, under the invitation of Amazon

- https://www.youtube.com/watch?v=-jWfpmi53aY
  "Mobile Games and Big Data: A Primer": Speech at Shanghai's Mobile World Congress

- https://www.youtube.com/watch?v=VFofnju3V8I
  "The Future of Gaming: Your data, Your wallet": Interview by Quartz

- https://qz.com/1433038/the-next-generation-of-video-games-will-use-ai-to-personalize-your-experience/
  "The next generation of video games will use AI to personalize your experience": Article authored for Quartz

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