

The Acerta logo features the word "Acerta" in a white, sans-serif font. A green circular graphic element, consisting of two concentric circles, is positioned behind the letter 'a'.

Improving vehicle part quality in precision manufacturing

About Acerta

Acerta Analytics Solutions Inc. (Acerta) develops machine learning and artificial intelligence (ML/AI) solutions for precision manufacturers of parts for automotive and off-highway vehicles.

Our domain-specific ML/AI solutions provide actionable insights that help automakers and Tier-1s become more data-driven. We help them make the right decisions fast, optimize production, and improve product quality.

Fast facts

Company name	Acerta Analytics Solutions Inc.
Industry	Automotive, transportation, mobility
Year established	2017
Headcount	35 (2022/Q3)
Customers	<p>Precision manufacturers of parts for automotive and off-highway vehicles</p> <ul style="list-style-type: none">• Automotive vehicles = light, commercial, and electric vehicles• Off-highway vehicles = construction, agricultural, and power sports equipment
Co-founders	<ul style="list-style-type: none">• Greta Cutulenco, CEO• Sebastian Fischmeister, Professor in the Department of Electrical and Computer Engineering, and Computer Science, at the University of Waterloo• Jean-Christophe (JC) Petkovich, Former CTO

Investors

Seed funding, 2017

\$1.75M from OMERS Ventures

Series A, 2020

\$7M USD led by OMERS Ventures with participation from M12, Radical Ventures, Standup Ventures, and Economic Development Canada (EDC)

Series B, 2022

\$8M USD led by BDC Capital Industrial Innovation and Thrive Venture Funds with participation from OMERS Ventures and StandUp Ventures

“Artificial intelligence has already played a huge role in stimulating innovation in the automotive industry, and it will continue to do so for many years to come.

We’ve entered a new phase in the world of transportation, and Acerta is in a unique position to empower automakers around the world by enabling them to harness the power of their data to deliver valuable insights, drive ROI, and ultimately make better decisions for their business and customers.”

– Brian Kobus, Partner, OMERS Ventures

“Partnering with Acerta supports Microsoft’s vision for the future of mobility, enhancing the automotive supply chain with advanced analytics for new insights.”

– Darren Coil, Director of Business Strategy, Microsoft

Company information

About Acerta

Forged from industrial experience and driven by data science, Acerta assists precision manufacturers to take their digital transformation beyond manually crunching sensor data. Our ML/AI-powered software services enable companies to make the right decisions fast, optimize production, and improve product quality. We translate complex product data into actionable insights.

Mission statement

To translate complex product data into actionable insights.

Vision statement

Enabling understanding of the digital thread of data for every vehicle.

Name/logo origin

We chose the name Acerta as a play on the concept of a certifier in computer programming and the idea of accelerated certification. The green rings in our logo depict a stamp of approval.

Key customers

Ballard	GM
Borg Warner	Nissan
BMW	Volvo
Dana	ZF

Awards

[Vivatech Top 30 Female Founded Startup](#) - Acerta Analytics - 2022

[Automotive News Canada: Top Canadians to Watch](#) - Greta Cutulenco - 2019

[Forbes 30 Under 30](#) - Greta Cutulenco - 2019

LinePulse product

LinePulse uses machine learning and artificial intelligence (ML/AI) to analyze the data generated during precision manufacturing. It provides actionable insights that engineering and quality teams can use on the production line. LinePulse helps them enable data understanding across the manufacturing line to accelerate root cause analysis and improve first time through.

Leadership team



Greta Cutulenco
CEO and Co-Founder



Alan Tan
CTO



David Vuong
Senior Director of
Product

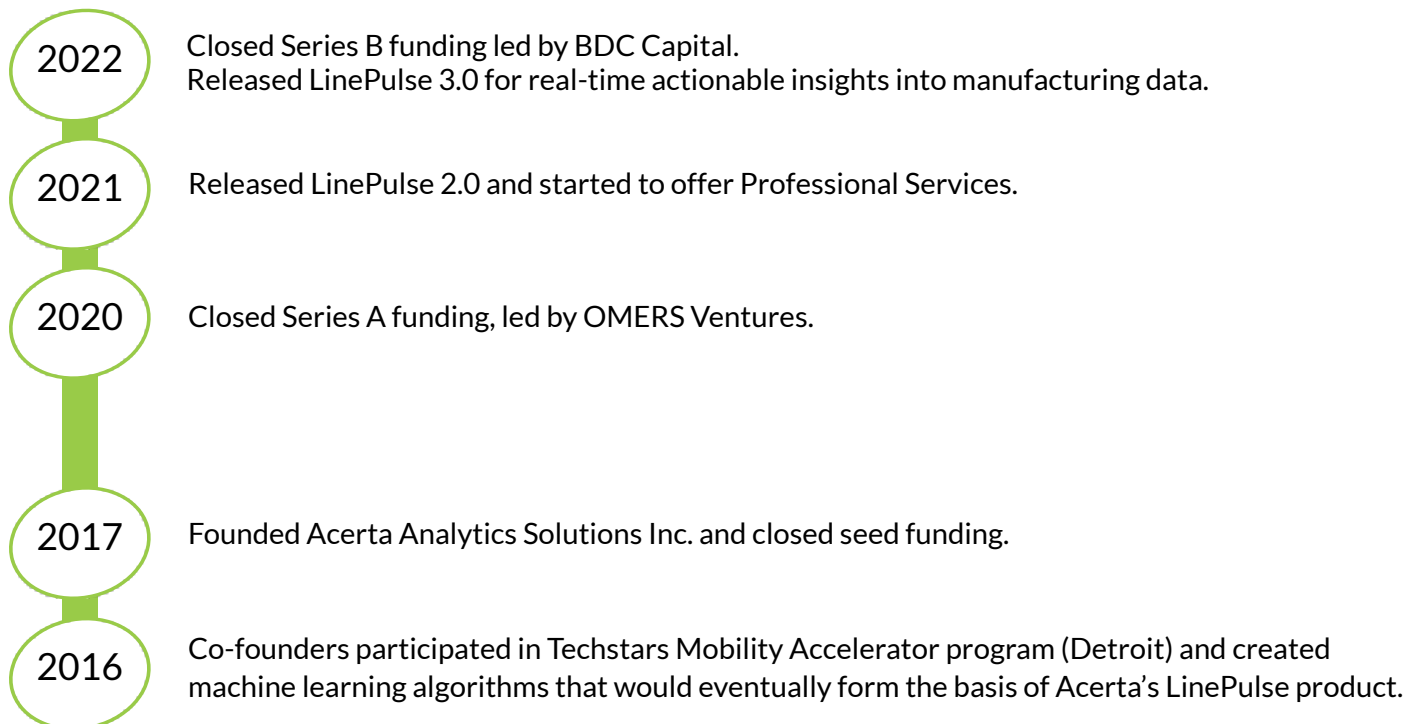


Heidi Marr
Senior Director of
Marketing



Xiudong Xe
Financial Controller

Major milestones



Media collateral and downloads

Gallery

[Headshots](#) | [Logos](#) | [Company photos](#)

Documents

[Acerta Analytics overview](#)
[LinePulse sell sheet](#)
[Acerta Professional Services sell sheet](#)

Company spokesperson

Greta Cutulenco, CEO and Co-founder
gcutulenco@acerta.ai | [LinkedIn](#) | Twitter: [@gretenok](#)
Expert commentary / interviews available on request

Media contact

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Social channels

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Website

<https://acerta.ai>

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