



# 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.

Acerta's solutions provide actionable insights that help automakers and Tier-1s get the most from their manufacturing data. Acerta helps its customers make the right decisions fast, optimize production, and improve product quality.

## Fast facts

<b>Company name</b>	Acerta Analytics Solutions Inc.
<b>Industry</b>	Automotive, transportation, mobility
<b>Year established</b>	2017
<b>Headcount</b>	35 (2023/Q1)
<b>Customers</b>	<p>Precision manufacturers of parts for automotive and off-highway vehicles</p> <ul style="list-style-type: none"><li>• Automotive vehicles = light, commercial, and electric vehicles</li><li>• Off-highway vehicles = construction, agricultural, and power sports equipment</li></ul>
<b>Co-founders</b>	<ul style="list-style-type: none"><li>• Greta Cutulenco, CEO</li><li>• Sebastian Fischmeister, Professor in the Department of Electrical and Computer Engineering, and Computer Science, at the University of Waterloo</li><li>• Jean-Christophe (JC) Petkovich, Former CTO</li></ul>



# 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

*“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

*“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

# Company information

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<b>Mission statement</b>	To translate complex product data into actionable insights.								
<b>Vision statement</b>	Enabling understanding of the digital thread of data for every vehicle.								
<b>Name/logo origin</b>	The name Acerta is 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.								
<b>Key customers</b>	<table><tr><td>Ballard</td><td>GM</td></tr><tr><td>Borg Warner</td><td>Nissan</td></tr><tr><td>BMW</td><td>Volvo</td></tr><tr><td>Dana</td><td>ZF</td></tr></table>	Ballard	GM	Borg Warner	Nissan	BMW	Volvo	Dana	ZF
Ballard	GM								
Borg Warner	Nissan								
BMW	Volvo								
Dana	ZF								
<b>Awards</b>	<p><a href="#"><u>Automotive News Canada: 2022 All Stars</u></a> - Greta Cutulenco - 2023 <a href="#"><u>Vivatech Top 30 Female Founded Startup</u></a> - Acerta Analytics - 2022 <a href="#"><u>Automotive News Canada: Top Canadians to Watch</u></a> - Greta Cutulenco - 2019 <a href="#"><u>Forbes 30 Under 30</u></a> - Greta Cutulenco - 2019</p>								
<b>LinePulse product</b>	<p>LinePulse is a predictive quality software solution for precision automotive manufacturers.</p> <p>LinePulse uses machine learning and artificial intelligence to analyze manufacturing data. It provides actionable insights that engineering and quality teams can use on the manufacturing floor to reduce scrap and rework and improve operational efficiency.</p>								
<b>Acerta Professional Services</b>	Acerta's experts in automotive engineering, data science, and ML/AI develop custom solutions to help automakers and tier-1 suppliers solve issues previously thought too challenging to solve.								

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# Leadership team



Greta Cutulenco  
CEO and Co-Founder



Alan Tan  
CTO

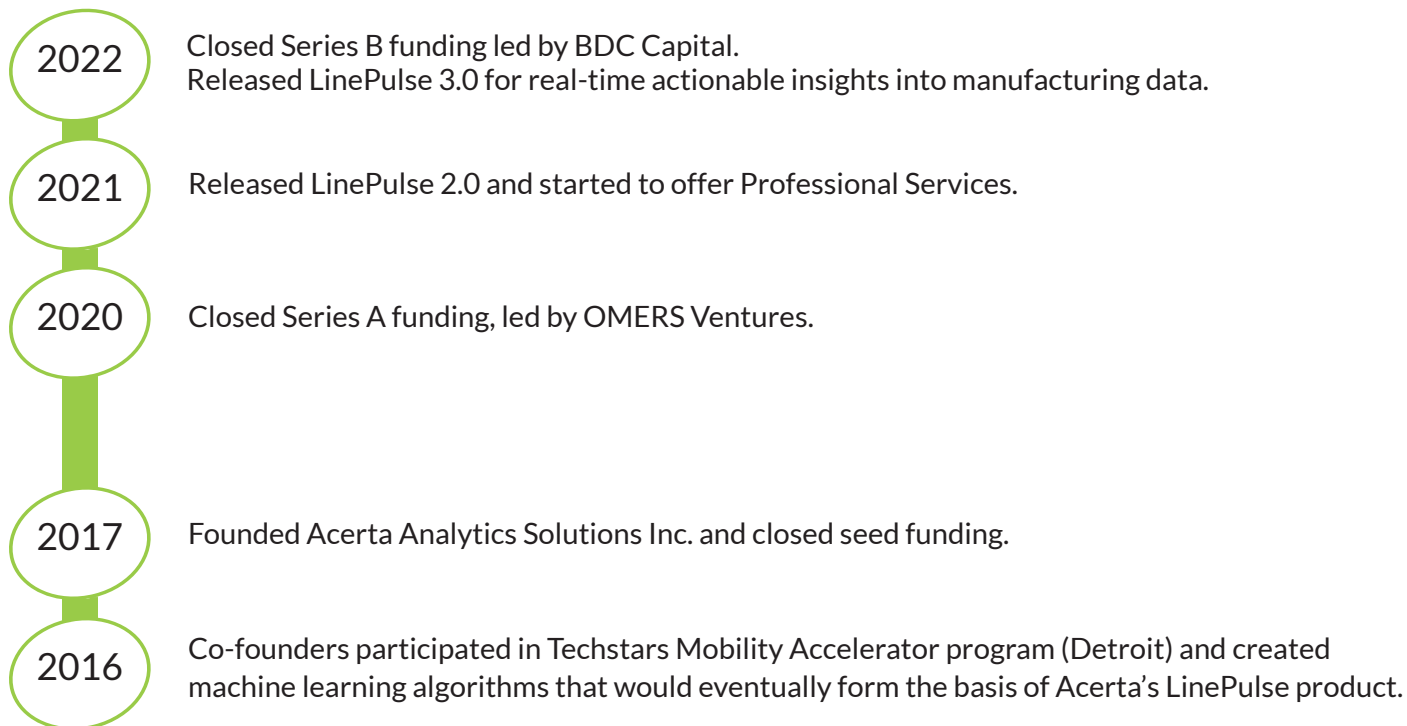


Heidi Marr  
Senior Director of  
Marketing



Xiudong Xe  
Financial Controller

# Major milestones



# Media collateral and downloads

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## Gallery

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

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## Documents

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

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## Company spokesperson

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

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## Media contact

Heidi Marr, Senior Director of Marketing  
[hmarr@acerta.ai](mailto:hmarr@acerta.ai) | +1 (519) 341-6080

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## Social channels

[LinkedIn](#) | Twitter: [@acertaanalytics](#)

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## Website

<https://acerta.ai>

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## Headquarters

30 Duke St. West, Suite 605, Kitchener Ontario, Canada, N2H 3W5

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