



Aston law firm assists innovative companies

Aston advised Visibrain in its first Venture Operation

Visibrain, a French company specializing in processing Twitter data, finalized its first fundraising with Bouygues Telecom Initiatives and 3T Capital.

Founded in July 2011 by three French engineers, then incubated at the joint Télécom SudParis and Télécom Ecole de Management incubator, Visibrain has developed a software platform for analyzing Twitter that is both complete and easy to use.

Analyzing tweets provides a real-time picture of the expectations and reactions of the target public and thus the ability to develop and refocus a communication campaign, to adapt a badly perceived message, to react in crisis communication, to adjust an offer, and so on. Many large French groups, institutions and communication agencies already task the Visibrain platform with providing them with a relevant and reliable reading of this source.

The fundraising operation will consolidate Visibrain's position on the French market and allow the company to pursue its commercial efforts.

Aston advised Visibrain on this fundraising, with Olivier Sanviti, partner, and Christelle Le Naour, associate, for Venture Capital aspects. Intellectual property and employment departments have also contributed to the success of this operation.

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