



Interview with Aiforia

Shortlisted company in the International Star category

What are the key qualities your company has?

- Aiforia offers exceptional talent in deep-learning AI technology, alongside the development of cloud-native software and AI-driven products for the automated analysis of images of tissue samples. This ideal nexus of technical and biomedical expertise has been the leading factor in the success of our business.

What prompted your company to go public?

- Setting aside the obvious benefit of increased publicity for our firm, and general awareness for the industry, we also found it to be a preferable alternative to private (C-round) funding.

What were the main challenges along the road to becoming public?

- The unstable current condition of the market was certainly a concern, and an obstacle to overcome as we prepared for our IPO.

What have been the key benefits (for your company) of going public?

- Aiforia saw a great benefit in increased general awareness, as well as a solid cash position. Additionally, from the perspective of our customers and partners, a public listing signals a boost in credibility and accountability.

After going public, what reactions have you had from investors, customers, employees, etc.?

- Reactions from stakeholders have been nothing but positive and supportive.

What experience/advice would you want to share with companies that are thinking of going public?

- We'd like to let them know that becoming a publicly traded company requires a high degree of transparency, and a readiness to maintain consistent, constructive dialogue with shareholders and media outlets. This aspect required very careful consideration as our company deliberated going public.

Where do you see yourselves in 5 years?

- In five years, Aiforia aims to be the global leader in AI-assisted tissue sample analytics. Simple as that.

Have you had any assistance from the European Union, e.g. funding projects, etc.

- Certainly - our firm was fortunate enough to qualify for funding under the EU Commission's Horizon 2020 SME programme.

In your view, what should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

- The various types of funding available under EU mechanisms would certainly also present an interest for listed companies - an EU review into the availability and suitability of different types of funding instruments for listed companies would be welcome.
- In addition, we're convinced that raising public awareness and putting a spotlight on IPOs as a promising funding mechanism for start-up and scale-up firms would be greatly beneficial to the market itself. The EU Commission would do well to invest additional resources into fostering this awareness.