

## Aureus Makes it to the prestigious Microsoft Accelerator's Summer 2016 Cohort

Aureus Analytics is now part of the Microsoft Accelerator's Summer 2016 Cohort. The shortlisting for the 'Scale up' program stretched for over 4 months and covered everything right from the team, business models and future growth plans.

Aureus was one of the 2100 companies that had applied for a place in the Microsoft Accelerator program for 2016. The assessment for shortlist was for nearly 4 months.

As part of the Accelerator program, the management team from Aureus will have to spend 6 weeks in Bangalore with the Microsoft team to go over the product roadmap, market entry strategies, etc... Microsoft Accelerator has brought together a very strong group of mentors who will guide the startups for their next phase of growth.

Ashish Tanna, COO and Co-Founder of Aureus Analytics attended the first 2 weeks of the 6 month long program and had this to say about it - " The Microsoft Accelerator Program is a great shot in the arm for early growth stage startups. By this stage, we have our products somewhat sorted, we know the markets we have to go to and we have a strong team in place. The folks at the accelerator help us with fine tuning our strategies and tactics on various fronts such as the GTM, technology, mentoring reaching out etc... Sometimes, we are so busy in the day to day running of the business, that we miss out on finer details that make all the difference. This where the mentoring support from the accelerator comes in handy."

For more details on the other shortlisted startups, please visit

<https://www.microsoftventures.com/blog/entry/HittingtheAcceleratorattheRightTimeTheSummer2016CohortinBangalore%7C6156>