

C5, Amazon Web Services, and PeaceTech Lab welcome startups to PeaceTech Accelerator

Startups will work with the three partner companies and mentors to reach the next stage of development

Washington D.C. April 27, 2017 – [C5](#), the investment specialist firm focused on cloud computing, cyber security and big data analytics, announces today that five startups have entered its PeaceTech Accelerator, housed at the iconic United States Institute of Peace building on the National Mall. C5 is the lead investor and is working with [Amazon Web Services](#) (“AWS”) and [PeaceTech Lab](#).

Peacetechnology is recognized as the application of technology to assist civilians living in conflict and crisis zones. The startups were selected based on their ability to produce innovative technologies that manage, mitigate, predict, or prevent conflict and promote sustainable peace. They have already developed prototypes for further development.

The first group is a combination of for-profit and not-for-profit companies. In many cases the for-profit companies are already revenue generating. Examples of their work include: technology to increase security for women in crowded spaces; online gaming to promote empathy; and interactive applications that provide a platform for children in conflict zones to tell their stories.

Ron Moultrie, Chairman of C5, U.S., said, “We are pleased to welcome the participants of our first cohort to Washington, DC. Everyone involved will be participating in a unique collaboration of entrepreneurs, corporate social good partners and technologically cutting edge programs. We look forward to scalable outcomes that will make a difference in the world.”

Sheldon Himelfarb, CEO and President of PeaceTech Lab, said, “This first cohort is the embodiment of our mantra ‘Everyone has the power of peacetechnology.’ We’re proud to welcome these entrepreneurs, whose companies and products represent a concrete way for civilians to be empowered to make their lives and that of their communities better, even amidst the most difficult of circumstances.”

Teresa Carlson, Vice President, Worldwide Public Sector, Amazon Web Services, said, “With millions of customers in over 190 countries around the world, we’ve witnessed first-hand how technology has become an enabler of innovation. One of the remarkable aspects of the cloud is that it gives individual developers and startups the power to innovate on a massive scale and turn a big idea into a reality. We are pleased to be working with the startups in the PeaceTech Accelerator, and excited at the opportunity to help them take their ideas to the next level, and make the world a better place.”

Admiral Mike Mullen, Strategic Partner, C5, said, “Innovation often flourishes in hard times. There are an ever-growing number of crisis points around the world and we need to constantly assess and create new methods to meet these challenges. The PeaceTech Accelerator has been formed with the purpose of providing ways for communities and civilians to work alongside military support and the two methods should complement each other. That’s why these companies and their work is so important.”

The PeaceTech Accelerator will leverage the expertise of all three partner organizations, as well as the experts in conflict prevention and management at the U.S. Institute of Peace, which created the PeaceTech Lab as a separate organization in 2015. The program was officially announced in December 2016, and encompasses eight weeks of rigorous mentorship, with the opportunity to pitch investors

in a culminating event.

The PeaceTech Accelerator covers all aspects of scaling-up and was developed by C5, AWS and PeaceTech Lab networks. The startup companies are supported by a highly-experienced group of prominent international technology entrepreneurs, business leaders, investors and peace innovators. Best-in-class technical training is delivered by AWS solutions architects.

Further details of the cohort companies are available below.

The next cohort of startups will enter the PeaceTech Accelerator in June.

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For press enquiries contact:

Dimitra Hatzudis at: dimitra.hatzudis@c5capital.com

or

John Merva and Jasper Bartlett at jmerva@hudsonsandler.com and jbartlett@hudsonsandler.com

Cohort Companies:

- Crowdtechno: Develops and maintains the [CrowdGuard](#) technology — a human tracker & communication platform to prevent sexual violence and respond in other emergencies.
- [Junub Games](#): A non-profit organization using games for peace building focusing on rising South Sudan Gaming industry.
- [Global Sleepover](#): A multi-media and interactive storytelling platform to improve literacy and global citizenship for young children.
- [Wistla](#): The go-to app for gathering a crowd and sharing the experience.
- [NicheStreem](#): Profitable music streams for emerging markets.

About C5

C5 Capital Limited (“C5”) is a family capital-backed technology investment firm focused on innovating security. C5 is a specialist investor in private businesses in technology, global security and data sectors, and niche sectors such as cyber security, biometrics, detection, and communications companies based in Europe. C5 Capital Limited is a venture capital firm specializing in providing growth and equity capital.

The investment team is led by experienced executives who are known for their performance, resilience, agility, discretion and integrity. Their work is enhanced by a unique network of strategic partners known for their leadership in the fields of technology, industry, geopolitics, academia and government.

C5 builds long-term partnerships with committed investors who share a passion for creating value by investing in security; innovative founder teams who want to grow their businesses to their full potential and global companies who want to maintain an edge with innovation. C5 tailors its investment approach to the unique needs of each situation, and we are comfortable investing across

the life-cycle of our target sectors.

C5 Cyber Partners is a specialist investment team dedicated to private equity investment in EMEA-based cyber security companies and venture capital investment in data analytics companies.

C5 Cloud Partners is an investment vehicle focused on cloud computing-focused companies in Europe, the Middle East and Africa.

C5 Accelerate has developed a Cloud Accelerator Cluster in Europe, the Middle East, and Africa alongside Amazon Web Services. Its mission is to accelerate best-of-breed startups throughout EMEA to meet the growth opportunity being created by the geographic expansion of AWS, the world's leading cloud computing platform.

Headquartered in London, C5 also has offices in Washington D.C., Bahrain Luxembourg.

For more information on C5 Capital, please visit: www.c5capital.com

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