**ForMotiv Voted Best Tech Startup at Tech in Motion’s 2019 Timmy Awards**

*Announced Live: Best in Tech Places to Work in North America, Celebrated at the Timmys*

**Philadelphia, PA (October 20, 2019)** – Tech in Motion awarded ForMotiv the title of 2019 Best Tech Startup live at the annual [Timmy Awards](https://hubs.ly/H0l7JmL0) ceremony in front of hundreds of the local tech community. Winning the “Community Favorite” award, ForMotiv came out on top for its region after more than 40,000 votes were tallied in the Timmy Awards, which recognizes the top tech companies in ten cities across North America.

“Through the Timmy Awards, we’re thrilled to recognize the startups cultivating innovation not just through their product or service, but in their everyday work environment and culture,” says Mandy Walker, Director of Marketing at Motion Recruitment, creator of [Tech in Motion.](https://hubs.ly/H0kGQ5c0) “Creating an attractive place to work while continually driving growth is a challenge not every startup has conquered.”

**The selection criteria for the Best Tech Startup is based on the following:**

* Exemplifies the entrepreneurial spirit and identifies as a startup
* Takes pleasure and care in creating a great work environment
* Employs forward-thinking leaders
* Produces an innovative product that aims to disrupt the market

[ForMotiv](http://formotiv.com/) is an AI-powered predictive behavioral analytics company on the cutting-edge of a new, but rapidly evolving “Behavioral Intelligence” category. ForMotiv’s patent-pending “Digital Polygraph” is changing the way companies like banks, insurance carriers, even on-demand delivery companies predict customer ‘intent’. By analyzing a user’s digital body language, such as hesitancy, copy/paste, typing speed, etc., ForMotiv’s machine learning algorithms are able to predict outcomes such as profitability, risk, and fraud.

“Most companies are flying blind and don’t even realize it. Think about it this way, would your math teacher ever have allowed you to submit X = 7 without showing any work? Of course not, because *how* you arrive at an answer is far more important than the answer itself. If you’re an insurance carrier and someone is copying and pasting their zip code, editing their income questions, and correcting their smoking history on a life insurance application, wouldn’t you want to know?” says Woody Klemmer, Head of Growth. “Seeing the level of detail our data provides is sort of like seeing HD TV for the first time, you probably didn’t know you needed it, but once you see it, it’s nearly impossible to go back to what you had before.”

ForMotiv is currently working with leading insurance carriers, banks, FinTech, and on-demand economy companies

Throughout October, Tech in Motion is hosting Timmy Award ceremonies across 10 tech hubs in North America this month to celebrate the best tech companies and workplaces. A list of local 2019 winners and finalists is available [here](https://hubs.ly/H0l7JmL0). Previous winners include Audible, Jet.com, Venmo, TripAdvisor, SAP, Salesforce, Casper and Asana. Visit [timmyawards.techinmotionevents.com](https://hubs.ly/H0d-00_0) for more information on the Timmys.

**About ForMotiv:**

ForMotiv is the first Digital Behavioral Intelligence (DBI) platform on the market. Using advanced, explanation-based predictive behavioral analytics, ForMotiv gives organizations unprecedented levels of insight into their users, leading to increased conversions, better digital experiences, and reduced risk and fraud. ForMotiv’s patent-pending “Digital Polygraph” provides real-time analysis of user behavior, helping organizations predict user outcomes such as risk and fraud. By analyzing a user’s digital body language, such as their hesitancy, indecision or answer correcting, copy/paste actions, and thousands of other metrics collected as a user interacts with a form or application, ForMotiv calculates “Intent Scores” to help predict user outcomes. Departments from Marketing to Risk, Data Science to Fraud, Underwriting to Digital Strategy are utilizing ForMotiv’s platform.

**About Tech in Motion Events & The Timmy Awards**

Tech in Motion is a North American event series that brings local tech community professionals together to connect, learn, and innovate. What started as a collaborative project in 2011 between IT recruiting firms Jobspring Partners and Workbridge Associates, part of the [Motion Recruitment](https://hubs.ly/H0l4HgP0) network, grew into an organization of over 190,000 members across 12 chapters in North America including Atlanta, Boston, Dallas, New York, Philadelphia, DC, Chicago, San Francisco, Silicon Valley, LA, Orange County and Toronto. Please visit [techinmotionevents.com](https://hubs.ly/H0f0ddz0) for more information about notable speakers, sponsors and events.

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