

# YUKKA Lab AG

YUKKA Lab AG is a technology leader in augmented language intelligence and context-based text analysis for the financial industry.

A conversation with **Oliver Berchtold** Co-Founder YUKKA Lab AG

## Describe your business concept

With our augmented language intelligence technology, we measure what topics are driving the markets and alert of sentiment shifts, augmenting the human capabilities and empowering finance professionals to perform better in their jobs. Our technology is available as SaaS-Cockpit and via API.

## What is your goal within the financial sector?

Our vision is to empower investment managers to make better-informed decisions and establish sentiment as a third pillar alongside technical and fundamental indicators.



Andreas Pusch and Oliver Berchtold

## QUICK FACTS

**TEAM SIZE:** 17

**FOUNDERS:** Andreas Pusch  
Christian Richter  
Oliver Berchtold

**FOUNDED IN:** 2014

**BASED IN:** Berlin, Germany

**WEBSITE:** [www.yukkalab.com](http://www.yukkalab.com)

## Tell us more about augmented language intelligence.

Augmented language intelligence sums up what we are doing from a technology standpoint. We work with artificial intelligence, natural language processing, opinion mining, deep and machine learning. But for us, it is all about enhancing the human decision making by offering an intuitive tool that analyzes masses of financial news for you every day and delivers to you actionable insights that are easy to execute.

## What parts of your business do you consider successful?

Over the last year, while developing the News and Trend Lab as SaaS, we focused on running successful PoCs. Now that this system is ready for the market, we are able to discover together with clients how our technology and data adds value in different use cases and we get outstanding feedback from the market. Additionally, we have a strong track record with our investment signals being live for over three years and together with a client we have launched the first European Equity Fund that is solely based on sentiment and has now been live for over a year, which is quite a big achievement.

## What advice would you give to someone considering investing in the financial sector?

The advice to investors is to start explore new data points. The time when you could fly by sight is over. The data and instruments are there. So, start using them and exploring in what conditions and situations you have to combine them to get the best results.

## How has technology affected the financial sector?

Thanks to regulations, compliance and legacy IT infrastructure, the impact on the sector so far has not been so severe as in other industries. But this is about to change. Customers today expect new and digital solutions that make the interaction with their bank more convenient and personalized to their



lifestyle. And the customers are generally very well-informed about their investment, creating a challenge for the client relationship managers to keep up with them.

## What skills are needed for someone to be successful?

As an entrepreneur you need the drive to stand up when you fall and to keep on moving forward. You need to embrace the ups and push through hard times and never lose faith in your team and yourself.

## What factors did you take into consideration when you decided to join Kickstart Accelerator?

We are as much a Swiss start-up as we are a German one. In Zürich we have the finance hub and expertise and in Berlin we have the start-up hub and a city that draws in a global talent pool.

The combination of motivated representatives from the corporate partners, government bodies, investors, mentors and the amazing Kickstart team is what makes it so special and invaluable to becoming a successful business.