



## Press Release

### AIBA AS SELECTED AS FINALIST FOR 2023 SXSW PITCH

*Aiba to showcase AI powered safety platform in Artificial Intelligence, Robotics & Voice category!*

Gjøvik, Norway — January 18, 2023 — Aiba AS, an AI company predicting cyber grooming, fake profiles and unwanted behavior in digital communities, was selected as a finalist in the Artificial Intelligence, Robotics & Voice category for the 15th annual [SXSW Pitch](#) (formerly SXSW Accelerator).

SXSW Pitch is the marquee event of South by Southwest® (SXSW®) Conference & Festivals (March 10 - 19, 2023), where leading startups from around the world showcase some of the most impressive technology innovations to a panel of hand-picked judges and a live audience. Out of the 731 companies that applied to present at SXSW Pitch 2023, Aiba was selected among the 40 finalists spanning eight separate categories.

The two-day event will be held the first weekend of SXSW Conference & Festivals, Saturday, March 11 and Sunday, March 12, on the fourth floor of the Downtown Hilton Austin, Salon D/E. The event will then culminate with the 2023 SXSW Pitch Awards Ceremony on Sunday evening, March 12, where winning startups from each category and a Best in Show winner will be announced and honored in Salon H on the sixth floor of the Hilton Hotel.

SXSW Pitch will feature finalists across the following 8 categories: Artificial Intelligence, Robotics & Voice, Enterprise & Smart Data, Entertainment, Media & Content, Food, Nutrition & Health, Future of Work, Innovative World Technologies, Metaverse & Web3, and Smart Cities, Transportation & Logistics.

Aiba AS will present among four other companies in the Artificial Intelligence, Robotics & Voice category on Saturday March 11.

“We are thrilled to take part as one of the top 5 finalists in the SXSW Pitch 2023 in Austin! We believe taking part in this event will give us new input and connections that can help us succeed. It’s a unique opportunity to meet the talents, customers, partners and investors we need on our journey towards making the internet a better place for children,” Hege Tokerud says, CEO and cofounder of Aiba.



Aiba is a gamechanger in chatroom moderation, with the mission to deliver safe digital lives for kids and teenagers by detecting cyber grooming and unwanted behavior like toxicity and harassment. We deliver an AI powered moderation platform for online communities where children come to play.

“Since its beginning in 2009, SXSW Pitch has significantly helped shape the early-stage venture ecosystem and connected promising companies with the resources they need to thrive, giving promising companies the resources they need to succeed when it matters most,” said SXSW Pitch Event Producer Chris Valentine. “Of the 613 companies who have been selected as finalists since the competition’s inception, over 93 percent have gone on to secure funding and numerous have been acquired by the likes Google, British Telecom, Huffington Post, Apple, Live Nation, OpenTable, Meta, Michelin, Constant Contact, and Harmon. We’re excited to see this year’s impressive group of startups take to the stage and show us how their innovations will change the world.”

For more information about SXSW Pitch and to view the complete list of finalists, visit:

<https://www.sxsw.com/pitch>.

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#### **About Aiba AS**

Aiba is a gamechanger in chatroom moderation, with the mission to deliver safe digital lives for kids and teenagers by detecting cyber grooming and unwanted behavior like toxicity and harassment.

They deliver an AI powered moderation platform for online communities where children come to play.

Based on analysis of behavioral biometrics and machine learning, their system can do profiling of users with high accuracy (age groups and gender) and predict unwanted behavior in chatrooms. The system predicts unwanted conversations in real-time to prevent grooming, harassment, and other toxic behavior early - before harm can be done. Initial results show that they can predict grooming conversations in less than 20 messages.

The company was founded in 2022 after several years of research at Department of Information Security and Communications technology at the Norwegian University of Science and Technology (NTNU). The company is based in Gjøvik/Norway.

#### **About SXSW**

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features



sessions, music and comedy showcases, film screenings, exhibitions, professional development, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2023 will take place March 10 - 19, 2023 in Austin. For more information, please visit [sxsw.com](https://sxsw.com). To register for the event, please visit [sxsw.com/attend](https://sxsw.com/attend).

SXSW 2023 is sponsored by White Claw, Volkswagen, Porsche, Itaú Bank, and *The Austin Chronicle*.

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