

## RedOwl Wins Top Start Up Prize at Phorum 2016

*Phorum 2016: Systems of Insight educated conference attendees about mitigating insider threats*

**Philadelphia, April 15, 2016** – [PACT](#), the Philadelphia Alliance for Capital and Technologies, today announced [RedOwl](#) has won “Best in Show” in the annual Demo Pit competition at Phorum 2016, its annual enterprise technology strategy conference. Nine startup companies from the Mid-Atlantic region took to the stage to discuss their cutting-edge technologies and answer questions from the judging panel.

The Phorum 2016 Demo Pit was sponsored by Osage Venture Partners and Comcast Business. This year’s judges were Nate Lentz, Osage Venture Partners; Ian Gallagher, Comcast Business; and Brock Weatherup, Managing Partner, Atai Ventures and President, Philly Startup Leaders.

“We’re proud to announce that RedOwl has been named Best in Show at Phorum 2016,” said Lentz. “This is a proven technology, that’s already delivering real-world results. Not only did they do a phenomenal job demonstrating their product, but they simplified an extremely complex issue. The judges were unanimous in this decision.”

RedOwl provides enterprises with a single platform to proactively monitor insider risk across the enterprise. RedOwl analyzes all observable interactions between employees, contractors, devices, and applications within an organization. Only RedOwl analyzes structured and unstructured data to provide immediate and unparalleled visibility into human risk to combat intellectual property loss, detect compromised accounts, monitor privileged users and enhance forensics.

“This is a great recognition and honor for RedOwl and I’m proud to accept the Best in Show award on behalf of our company,” said Guy Filippelli, CEO of RedOwl Analytics. “Phorum 2016 has been a great experience for our team, allowing us to share our story with so many other technology companies, vendors and service providers. We got our start in Baltimore and like Philadelphia, it is a city full of energy and passion for what we do and we’re thrilled to be a part of it,” he added.

Phorum 2016 brought together great minds from a variety of backgrounds and industries including Brian Hopkins of Forrester Research who is a respected expert around Systems of Insight. Paul DePodesta, noted analytics expert and a focal point of the best-seller Moneyball and current Chief Strategy Officer of the Cleveland Browns served as the keynote speaker of Phorum 2016.

The panels revolved around predictive analytics, data-driven engagement and how to deliver business value from existing data. Alex Robertson from Comcast conveyed humanity to the world of data through some of the most timeless childhood stories.

Information about Phorum 2017 will be available later this year.

### **About Phorum**

Phorum is an annual technology strategy conference that gathers the Nation’s leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation’s most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on

what is new. For more on Phorum or to purchase tickets for Phorum 2016, visit [www.phorumphilly.com](http://www.phorumphilly.com).

**About PACT**

The Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company's life cycle – from early stage through growth – by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit [www.philadelphiapact.com](http://www.philadelphiapact.com).

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