



FOR IMMEDIATE RELEASE



LABORHÊTO NAMED GLOBAL FINALIST FOR "START-UP OF THE YEAR" AT THE PRESTIGIOUS AMBA AWARDS 2026

LONDON, January 26, 2026

French-based startup Laborhêto was celebrated on friday night in London as a global finalist for the "Start-up of the Year 2026" award at the AMBA & BGA Excellence Awards.

The ceremony, held in the heart of London, recognizes the world's most innovative and impactful ventures emerging from the global network of accredited business schools. The two founders of the company are graduates of **Audencia Business School in Nantes**, which submitted their application to the jury of this prestigious competition.

Selected from a highly competitive international field, Laborhêto was honored for its breakthrough in **Qualitative Decision Intelligence**. The jury highlighted the company's unique ability to transform strategic uncertainty into actionable insights through its proprietary synthetic data modeling. Its flagship SaaS product, **whoismyclient.tech**, was praised for its speed, accuracy, and ease of use.

*"Being a finalist for this global award is a victory in itself and a strategic validation of our vision by our peers, said **Aurélié Pécaud, CEO of Laborhêto**. The quality of the networking and discussions here in London confirms the disruptive potential of our solution. We return to France more determined than ever to help leaders move from reaction to anticipation."*

Following this international exposure, Laborhêto is moving forward with its 2026 roadmap, aiming to become a leader in synthetic data for strategic decision-making while expanding its footprint across the European tech ecosystem.

Media Contact:

Aurélié Pécaud – CEO
apecaud@laborheto.fr
41 rue Paul Courboulay, 72000 Le Mans
www.laborheto.fr
www.whoismyclient.tech

About Laborhêto:

Laborhêto SAS is developing a SaaS co-pilot based on AI and Humanities to model business strategies and reduce decision-making risk. Based in Le Mans, France, the company launched **quiestmonclient.tech** in 2025 (french version) and **whoismyclient.tech** in january 2026 (international version), an AI tool generating instant psychological and behavioral customer personas.