



FOR IMMEDIATE RELEASE



LABORHÊTO COMPLETES ITS FIRST FUNDRAISING ROUND AND BRINGS TOGETHER 16 LEADING PARTNERS TO REVOLUTIONIZE DECISION INTELLIGENCE

Le Mans, May 28, 2026

Just a few months after being named a global finalist for the "Start-up of the Year 2026" award at the prestigious AMBA & BGA Excellence Awards in London, the young startup Laborhêto, has reached a major new strategic milestone. The company announces the successful closing of its first fundraising round, surrounding itself with a collective of leading partners to revolutionize the qualitative market of Decision Intelligence.

An Ultra-Qualified Shareholding and Expert Governance

Closed on May 20, 2026, this first funding round was executed. More than just a financial operation, this seed package validates Laborhêto's strategic vision by bringing together a collective of expert partners to propel the company to the next level.

Laborhêto has made the strategic choice to bring major figures from industry, finance, high technology, and academia around the table to structure its strategic committee and scientific committee.

Among the 16 engaged partners, there are expertise profiles:

- Executives from major industrial and technological groups
- A strong scientific and academic foundation
- Specialized sector experts: R&D directors, international sales directors, industrial site managers, lead designers as well as financial executives.

"The initial goal of this funding round is to secure our first reference customers and transition to a commercial acceleration phase, » emphasizes Aurélie Pécaud, CEO of Laborhêto. « The caliber of the partners joining us provides us with immediate credibility and robustness. »

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About Laborhêto:

Laborhêto is an economic intelligence laboratory specializing in prospective modeling through synthetic data. Through its qualitative Decision Intelligence approach, the start-up helps executives simulate the impact of their decisions in the face of market uncertainty.

Its flagship solution, whoismyclient.tech, was a finalist for the Startup of the Year 2026 award in London.

A First Concrete Application: whoismyclient.tech

The first commercial application on the market, the SaaS software whoismyclient.tech, already allows decision-makers in SMEs and key accounts to break through strategic uncertainty.

By combining linguistics, human sciences, and synthetic data, the tool instantly generates highly realistic psychological and behavioral profiles of target customers (Silicon Sampling).

Companies can thus query these synthetic clients to test messages, packaging, or innovations before their launch, drastically reducing costs and strategic risks. Major market leaders have already tested and approved the solution.

Thanks to this financial and human foundation, Laborhêto is now ready to embark on its 4-year growth plan and establish itself as the co-pilot of strategic foresight.

Laborhêto will be attending VivaTech in Paris from June 17 to 19.

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