



PRESS RELEASE

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Nebuli joins Yocova as a member of the Partnership Programme

We are delighted to announce that Nebuli has joined Yocova. Nebuli is the world's first human-centric augmented intelligence studio that uses robotic and digital transformation ecosystems to help people thrive, businesses grow, and teams succeed.

The independent, employee-owned deep technology company of scientists, designers, engineers and psychologists is on a mission to improve people's lives through innovation and digital experiences. It is now helping the aviation industry as it embraces the next stages of digital transformation.

Nebuli has quickly seen the benefits Yocova has provided, enabling it to connect with the aviation sector. The company is providing its dedicated R&D service, ClientLab through the Yocova platform. Combining Nebuli's human-centric augmented intelligence solutions, driven by a forward-thinking innovation strategy and backed by a panel of specialists, the ClientLab service will now be available to Yocova members via the Yocova Marketplace.

ClientLab provides customers with the innovation support needed to create technologies that shift the mindset of entire verticals, powered by its key augmented intelligence frameworks. Nebuli's BehaviourLink™ uses a psychographics and psychometrics framework to identify behavioural trends and help businesses inform strategies and business models. Its Datastack® service helps Nebuli's clients unlock the power of data and innovate through their digital transformation journeys.

Nebuli's recently announced Space service combines space innovations, digital twins and virtual spaces, and applies human-centric augmented intelligence models in modern design engineering.

Nebuli comment

"2022 was an exciting and busy year for Nebuli. As our work continues to extend across multiple industries, two particular sectors have been a key focus for the company since the pandemic: aerospace and space tech. To achieve the first step toward our ambitions, our team worked hard with Yocova throughout 2022 to establish a strategy for expanding our augmented intelligence solutions to serve these two challenging sectors. I'm grateful to the Yocova team for supporting our innovation strategy in aerospace in such a short period, and I look forward to working with them for many years ahead."

Tim El-Sheikh, Co-founder and CEO of Nebuli.



Yocova comment

“Nebuli’s desire to understand the human element behind data is the key reason that Yocova has selected Nebuli to join our Yocova Partner Programme and work with us in our ambition, which is to democratise data across the aviation value chain and to accelerate innovation within our highly protective and siloed sector.”

“The Yocova team has been impressed with Nebuli’s enthusiasm to share experience, knowledge and demonstrated a readiness to flex their approach. They have been an enthusiastic supporter of the Yocova ambition and provided generous feedback along our journey,”

Andrew Hutson-Smith, CEO, Yocova

About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It’s an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation. The platform is structured around the pillars of Community, Data Rooms, and Marketplace:

Community: the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups

Data collaboration: a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives

Marketplace: a trusted ‘go to’ aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API’s solutions and services, or sell and manage your own through a global route-to-market

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 5,000 aviation professional members from across 420+ airlines and 790+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

About Nebuli

Nebuli was founded in 2019 and is an independent company with an expert team of over 30 years experience in human-machine interactions and human-centred design. While the team at Nebuli strives to drive innovation and transformation, they work on the basis of putting people first. That is, understanding people in order to drive digital success. Nebuli works across a range of industries but has now joined Yocova to support and promote transformation in the aviation sector. The company currently provides four of its



services to Yocova members via the Yocova Marketplace – ClientLab, Datastack, BehaviourLink™ and Space.

Yocova Contact details

To find out about Yocova membership, join conversations, groups, collaborate, and access the latest aviation insights and digital solutions, email members@yocova.com

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