

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Hybrid generative AI company Elemental Cognition announces partnership with digital product and venture studio Runyon

Design-driven partnership opens up new tech-powered consumer experience opportunities for Fortune 500s and ventures alike

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NEW YORK CITY—May 24, 2023—[Elemental Cognition](#) (EC), the Bridgewater-backed hybrid generative AI company founded by the creator of IBM Watson, Dr. David Ferrucci, and [Runyon](#), a human-centered product design and venture studio, announced today a services alliance that formalizes the two companies' years-long working relationship.

The partnership builds on the growth strategy and design work that EC began with Runyon in 2016 as a means of identifying use cases for generative AI across industries. Today, Runyon and EC continue to work with companies to design AI-powered applications that lead the market.

According to EC founder and CEO Dr. Ferrucci, "We value Runyon's ability to identify user needs that can benefit from EC's technology. Our partnership increases our distribution into business applications that need to improve speed, cost, and effectiveness at scale. EC's AI has the advantage of precise reasoning and explainable results, making it a perfect fit for companies that require the highest compliance and regulatory standards."

"At Runyon, we use a research-led approach to design digital products and ventures, giving us a keen sense of the needs and behaviors of real people. By bringing that human context and business foresight to the partnership, we're able to pinpoint very real, practical applications for EC's technology while helping our client partners to deliver value-accretive digital experiences," said Runyon founder and partner Anthony D'Avella.

Most recently, EC collaborated on the digitally native claims processing system for [Reserv](#), a venture-backed third-party administrator (TPA) for property and casualty insurance incubated by Runyon. The tech-enabled TPA uses EC's Cora platform to optimize claims processing via complex data ingestion and automated coverage decisioning, empowering a new generation of adjusters and claims leaders through hybrid generative AI capabilities.

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About **Elemental Cognition**



Elemental Cognition (EC)'s Generative AI reliably delivers correct solutions to your hardest problems. Our mission at EC is to accelerate and improve critical decision making for complex, high-value problems where trust, accuracy, and transparency matter. EC applies Large Language Models (LLMs) in combination with structured knowledge and logical reasoning to improve LLM's accuracy and ensure evidence-based results.

EC was founded in 2015 by Dr. David Ferrucci, the renowned AI researcher and inventor of IBM's breakthrough Watson technology, to create the next wave of AI that accelerates and improves critical decision making across industries and use cases. Visit us at <https://www.ec.ai>.

About **Runyon**



Runyon (runyon.io) is a NY-based product design and venture studio that helps companies grow. Runyon partners with leaders across industries including Financial Services, Insurance, Media & Entertainment, Technology, and E-commerce.

Media Contacts

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