

PRESS RELEASE

11 December 2025

Trendtracker secures \$7 million in Series A funding to scale its AI-powered strategic intelligence platform for global enterprises

- *Belgium-based scale-up Trendtracker, a fast-growing leader in AI-powered strategic intelligence, has raised \$7 million in Series A funding.*
- *Trendtracker supports a broad range of clients, from the Forbes Global 2000 list such as Siemens, P&G, Ageas and PepsiCo, to governmental organizations in different regions in the world.*
- *Investors in the new round include Armilar and Capricorn Partners.*
- *The investment will accelerate Trendtracker's global expansion with focus on the US and the Middle East markets, and support the next phase of AI and product development.*

The Ghent-based tech scale-up Trendtracker, the fast-growing leader in AI-powered strategic intelligence, today announced the closing of its \$7 million Series A funding round. The investment accelerates Trendtracker's mission to deliver an autonomous AI strategy and foresight analyst that helps organizations streamline strategic research, planning, and support decision-making.

The round was led by Armilar, with participation from existing investor Capricorn Partners, further validating strong market demand for AI that transforms how organizations anticipate change and make strategic decisions.

Pedro Ribeiro Santos, Managing Partner at Armilar:

- “ Trendtracker is bringing much-needed clarity to a world where decision-makers are overwhelmed by noise. Their AI-powered approach to strategic intelligence is already resonating with global enterprises, and we're excited to support Vincent and Mathias as the first investment of our new Fund IV, focused on exceptional European teams building products with global reach.”

Strategy built for the AI era

In a world of constant change and growing data overload, traditional strategy cycles are no longer sufficient. Leaders need continuous visibility into emerging trends that pose risks and opportunities across the global political, economic, social, technological, legal, and environmental landscape.

Trendtracker provides an always-on, AI-powered strategic intelligence engine that continuously monitors global signals, understands context, and links change directly to strategic impact. This enables organizations and governments to move faster, make better decisions, and stay ahead of disruption.

Marc Lambrechts, Investment Director at Capricorn Partners:

- “ We are a proud seed investor in Trendtracker and appreciate how the team converted the initial offering into a scalable SaaS solution for worldwide top-tier clients.”

AI that thinks in context and elevates executive decision-making

Vincent Defour, CEO of Trendtracker:

- “ Our vision is to redefine how strategy, risk, insights, innovation and foresight teams operate. AI that quantifies change in-depth, understands context, adapts continuously, and reasons causally. The AI doesn't just look at the past, but actively models strategic recommendations, predicting the future for businesses. Our technology functions as a strategic sparring partner, enhancing leadership judgment without supplanting it.”

Used by some of the world's largest enterprises

Founded in 2019, Trendtracker has grown from a local AI startup into a globally active tech scale-up, trusted by

PRESS RELEASE

11 December 2025

leading international companies, government agencies, and consulting firms to strengthen strategic agility. The award-winning AI serves teams from organizations such as Siemens, PepsiCo, P&G, PwC, Arthur D. Little, and Ageas.

Hans De Cuyper, CEO of Ageas:

“ Trendtracker helps us set the right strategic priorities, drive innovation, and prepare for future scenarios, allowing us to remain relevant to our stakeholders in a complex and ever-changing world.”

Explainable and transparent intelligence built for strategy

At the heart of Trendtracker's platform is a foundational predictive architecture and a coordinated system of AI agents that continuously detect, score, forecast, and interpret emerging trends by quantifying and explaining different impact KPIs. With deep contextual understanding, these agents provide leaders with deterministic, explainable, and transparent strategic intelligence, available 24/7.

Fueling US and the Middle East expansion, and the next phase of AI and product development

With customers across the globe, Trendtracker will use the new capital to:

- Advance its AI Analyst architecture, expanding multi-agent orchestration systems that automatically map organizational environments, analyze uncertainty drivers, generate scenario-based forecasts, and recommend prescriptive strategic actions with clear rationale.
- Accelerate its expansion in the US and Middle East markets, supported by new strategic partnerships and on-the-ground presence.
- Strengthen integrations and alliances with consulting firms, strategy and innovation platforms, global data providers, enterprise partners, and government organizations.
- Scale its hybrid team, adding senior talent in AI, foresight, engineering, and commercial leadership.

About Trendtracker

Founded in 2019 in Ghent, Belgium, Trendtracker is a leading AI-powered strategic and foresight intelligence platform. Trusted by global enterprises, governments, and top consulting firms, Trendtracker combines advanced AI with deep foresight expertise to help organizations continuously monitor their environment, identify emerging trends, and design forward-looking strategies. Trendtracker's mission is to supercharge leading international organizations, consultants and governments with an autonomous AI strategy and foresight analyst acting as an AI knowledge partner that helps organizations see the future earlier, understand it deeper, and move forward with clarity. www.trendtracker.ai

About Armilar

Founded in 2000, Armilar is a Venture Capital firm based in Lisbon, Portugal, currently managing over €600 million in assets, that has built a strong reputation by investing in groundbreaking companies with a strong technological differentiation, supporting them to become 'global winners' in their categories. With a high-performance track record and an international footprint, Armilar focuses on early-stage technology-based companies across Portugal, Spain, Europe and USA. www.armilar.com

About Capricorn Partners

Capricorn Partners is an independent European manager of venture capital and equity funds, investing in innovative European companies with technology as competitive advantage. The investment team of Capricorn is composed of experienced investment managers with deep technology expertise and a broad industrial experience. Capricorn Partners is managing the venture capital funds Capricorn Sustainable Chemistry Fund, Capricorn Digital Growth Fund, Capricorn ICT Arkiv, Capricorn Health-tech Fund, Capricorn Healthtech Fund II and Capricorn Fusion Fund. In addition it is the management company of Quest for Growth, quoted on Euronext Brussels. www.capricorn.be

