

About Nitesh Banta:

Nitesh is a serial entrepreneur who champions other entrepreneurs. Currently, he is CEO and co-founder of B12, back in the startup world after a successful stint as a VC at General Catalyst, where he focused on investments in early-stage technology businesses.

A true vanguard and supporter of first-time entrepreneurs, Nitesh co-founded Rough Draft Ventures, a student-run venture initiative where student entrepreneurs can receive up to \$25k to fund their new startup. Rough Draft Ventures has backed over 75 companies, including Beepi, Mark43, and Workflow.

At General Catalyst, Nitesh focused on investments in SMB software and online marketplaces. His investments include: Boxed, BigCommerce, Brainly, Handy, Locu (acquired by GoDaddy), and Mark43.

Prior to General Catalyst, he was on the founding team of Getaround, a peer-to-peer carsharing company. After a summer internship with the Customer Insights and Business Analytics team at Google, Nitesh became obsessed with technology as a force of good. He started his first business in college to help teachers gain access to summer internships and has not looked back ever since.

Nitesh is a graduate of Harvard University, where he was a John Harvard Scholar and was an inaugural member of the Singularity University graduate studies program. He was recognized in the Forbes 30 under 30 list for his work as a VC. Nitesh has been friends with B12 co-founder Adam Marcus since middle school.

About Adam Marcus:

Adam is CTO and co-founder of B12 and has been the driving force behind the creation and development of B12's open-source human-assisted AI engine, Orchestra. Previously, he was Director of Data at Locu, a startup that GoDaddy acquired, where he led the data team whose human-in-the-loop machine learning effort determined what every restaurant in the English-speaking world charged for food.

Adam has written widely on Human-assisted AI, crowdsourcing, and databases, including co-authoring a book, "Crowdsourced Data Management: Industry and Academic Perspectives," as well as a number of peer-reviewed papers, book chapters, and theses on the topic. Along with other B12ers, Adam has co-authored two papers on how B12's unique approach to empowering experts with machine automation makes B12's delivery process much more effective.

Prior to Locu, Adam completed his Ph.D. in Computer Science at MIT's CSAIL with a dissertation on database systems and human computation. While at MIT, he combined his loves of teaching and technology, participating in a program called Middle East Education through Technology (MEET) that brings Israeli and Palestinian high school students together to learn programming and entrepreneurship.

A recipient of NSF and NDSEG fellowships, Adam has previously worked at ITA, Google, IBM, and FactSet. In his free time, he builds course content to get people excited about data and programming. Adam has been friends with B12 co-founder Nitesh Banta since middle school.