Taking a Venture Capitalist Perspective on People Analytics

New technologies are radically changing what we can know about how people engage with their work and each other. Assessment in many forms generate data from which a broad range of analytics are emerging that offer promise for generating new insights; these insights, in turn, may help organizations gain advantages. Many of these technologies are supported via a venture ecosystem. How are VCs and accelerators evaluating the potential of these technologies and making their decisions? What can this tell us about the future focus of people analytics? In the fight of usability vs effectiveness, or science vs belief, who wins?