# Artificial Societies secures $5.35 million to simulate social dynamics for business and policy



Artificial Societies, a London-based startup emerging from Y Combinator's Winter 2025 cohort, has secured $5.35 million in seed funding to advance its innovative AI-driven platform designed to simulate human social dynamics. Founded in 2024 by James He, a computational social scientist from Cambridge, and Patrick Sharpe, an applied behavioural scientist experienced with large-scale business experiments, the company aims to revolutionise how businesses test products, marketing strategies, and branding before real-world deployment.

The core of Artificial Societies' technology lies in generating AI personas that mimic real human interactions. These AI agents engage with each other in simulated environments to reflect how social influence and group dynamics unfold in response to marketing messages or product propositions. This enables their customers to gain predictive insights into how their content will be perceived and interact within target audiences, thus refining strategies and reducing risks associated with real-world launches. James He explained to Business Insider that the platform captures “that artificial society, and how it will respond to any input,” providing valuable analytic feedback to clients.

One of the company’s first products, Reach, specifically simulates a user’s LinkedIn audience, allowing the testing of content virality within a professional network. This concept attracted attention during Y Combinator’s Winter 2025 Demo Day, where Artificial Societies stood out among 160 startups, particularly for its predictive capabilities in simulating the spread and impact of LinkedIn posts. This approach aligns with a growing trend among startups focusing on AI tools that optimise performance and audience engagement, rather than developing the underlying AI agents themselves.

The recent seed round, which raised $3.35 million led by Point72 Ventures, alongside $2 million from angel investors linked to Google DeepMind, Strava, and Sequoia Scouts, will be directed towards expanding Artificial Societies' research talent pool and enhancing their simulation engine. The company also plans to intensify its distribution efforts to reach wider markets. He noted how their own AI-powered simulation tools aided in navigating a challenging fundraising environment as first-time founders, helping them strategically position the startup to venture capitalists.

Looking beyond commercial applications, Artificial Societies envisions their technology playing a significant role in policymaking. By creating simulated societies, the platform could evaluate policy proposals before committing resources to implementation or public consultation, potentially shaping more informed decision-making processes in government and public sectors.

In sum, Artificial Societies is poised at the intersection of AI, behavioural science, and market research, leveraging sophisticated simulations to empower businesses and policymakers alike with data-driven foresight into human social behaviour and content reception.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625), [[2]](https://www.ycombinator.com/companies/artificial-societies), [[4]](https://www.indexbox.io/blog/artificial-societies-raises-535m-for-ai-powered-market-research/), [[5]](https://www.extruct.ai/ycombinator-companies/w25/)
* Paragraph 2 – [[1]](https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625), [[4]](https://www.indexbox.io/blog/artificial-societies-raises-535m-for-ai-powered-market-research/), [[2]](https://www.ycombinator.com/companies/artificial-societies)
* Paragraph 3 – [[3]](https://www.founders-journal.com/emea-usa/the-next-wave-10-startups-to-watch-from-y-combinators-winter-2025-demo-day), [[6]](https://www.businessnoon.com/ai-innovation-spotlight-top-y-combinator-startups-from-w25/), [[5]](https://www.extruct.ai/ycombinator-companies/w25/)
* Paragraph 4 – [[1]](https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625), [[4]](https://www.indexbox.io/blog/artificial-societies-raises-535m-for-ai-powered-market-research/), [[7]](https://www.crunchbase.com/funding_round/artificial-societies-pre-seed--34f97ff4)
* Paragraph 5 – [[1]](https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625)
* Paragraph 6 – [[1]](https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625), [[2]](https://www.ycombinator.com/companies/artificial-societies), [[4]](https://www.indexbox.io/blog/artificial-societies-raises-535m-for-ai-powered-market-research/)

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## Bibliography

1. <https://www.aol.com/y-combinator-startup-using-ai-080002699.html?guce_referrer=aHR0cHM6Ly9uZXdzLmdvb2dsZS5jb20v&guce_referrer_sig=AQAAADaxorwgyzDYNDBf0ImWTeBMfCKt4jq3i-JiVnoBEQevVgMlaa9NrWjJ0SQeexqfBOkGi_YERQ-taBAmIkXZfsXfxzHBWZ9QiWP9xB62zNnYml6g0ZksLl4R7EByLTqZdIIuqxb_NIxTZkhqGF-6ovK88q41-DPddAGXhPiKcYCe&_guc_consent_skip=1756431625> - Please view link - unable to able to access data
2. <https://www.ycombinator.com/companies/artificial-societies> - Artificial Societies is a London-based startup that uses AI to simulate large groups of people and their interactions. Their platform, Reach, allows businesses to test how their marketing and content will perform within a simulated audience before launching in the real world. The company was part of Y Combinator's Winter 2025 batch and was founded in 2024. The team comprises James He, a computational social scientist from Cambridge, and Patrick Sharpe, an applied behavioural scientist with experience in large-scale experiments for businesses, including Fortune 500 companies.
3. <https://www.founders-journal.com/emea-usa/the-next-wave-10-startups-to-watch-from-y-combinators-winter-2025-demo-day> - Y Combinator's Winter 2025 Demo Day showcased 160 startups, with a notable focus on AI infrastructure. Among them, Artificial Societies stood out for its innovative approach to simulating the virality of LinkedIn posts. The startup's platform enables businesses to predict how their content will perform within a simulated professional network, providing valuable insights before actual deployment. This approach reflects a broader trend of startups creating tools to optimise AI performance, rather than building AI agents themselves.
4. <https://www.indexbox.io/blog/artificial-societies-raises-535m-for-ai-powered-market-research/> - Artificial Societies, a London-based startup from Y Combinator's Winter 2025 cohort, has raised $5.35 million in a seed funding round. The company has developed a platform that creates AI personas to help businesses test consumer perception of products, marketing, and other content. Founded in 2024, the company utilises AI agents that interact with one another to simulate human social dynamics and predict group responses to various stimuli. This technology provides analytical feedback for clients' marketing messages and product propositions.
5. <https://www.extruct.ai/ycombinator-companies/w25/> - Artificial Societies is part of Y Combinator's Winter 2025 batch. The startup focuses on simulating entire human societies using AI, enabling businesses to test and improve their content before launching. Their first product, Reach, is a simulation of a user's actual LinkedIn audience, allowing them to see if their posts will go viral before publishing. The company was founded by James He and Patrick Sharpe, both behavioural scientists with backgrounds in computational social science and applied behavioural science, respectively.
6. <https://www.businessnoon.com/ai-innovation-spotlight-top-y-combinator-startups-from-w25/> - Y Combinator's Winter 2025 Demo Day unveiled 160 startups, many focusing on AI innovations. Artificial Societies emerged as a standout by simulating the virality of LinkedIn posts. Their platform allows businesses to predict how their content will perform within a simulated professional network, providing valuable insights before actual deployment. This approach reflects a broader trend of startups creating tools to optimise AI performance, rather than building AI agents themselves.
7. <https://www.crunchbase.com/funding_round/artificial-societies-pre-seed--34f97ff4> - Artificial Societies, a London-based startup, announced a pre-seed funding round on March 12, 2025. The funding was led by Y Combinator, with Jared Friedman as the partner. The company focuses on simulating entire human societies using AI, enabling businesses to test and improve their content before launching. Their first product, Reach, is a simulation of a user's actual LinkedIn audience, allowing them to see if their posts will go viral before publishing.