



For Immediate Release

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Twin Cities' The Jenny Project Raises \$650K to deliver insights from synthetic consumer personas

St. Paul, MN –

[The Jenny Project](#), a software company that allows brands to generate insights from synthetic consumer personas, raised \$650,000 in venture capital funding from the [Idea Fund of La Crosse](#). The investment will enable the company to launch its next generation product and accelerate its sales efforts.

The Jenny Project's founder and CEO Matthew Walz, PhD, led the Predictive Intelligence team at General Mills as a Data Science Manager. With The Jenny Project, Walz is leveraging the latest in generative AI to make understanding human behavior more precise, accessible and impactful.



Matthew Walz, founder and CEO

“With this funding, we’re not just advancing our technology—we’re redefining what’s possible in consumer behavior analytics,” said Walz. “Removing the burden of cumbersome human panels, our technology simulates market research empowering businesses to make smarter, faster decisions, and this investment will allow us to scale these innovations.”

Traditional methods of gathering consumer insights are expensive, time consuming and too often shaped by human bias, costing hundreds of thousands of dollars and months of investment to generate questionable predictions. The result: 87% of marketers cite converting data into meaningful actions as their biggest challenge,¹ and 80% of new products fail due to a lack of robust consumer insights.²

In contrast, The Jenny Project simulates market research to generate new insights without the need for extensive data inputs. To do this, The Jenny Project leverages generative AI to create “synthetic” research subjects who can be tailored to reflect desired sociodemographic profiles and can be queried at scale.

Concurrent with the funding, The Jenny Project is announcing Rich Wagner and Jonathon Horne have joined the company's Board of Directors.



Wagner was founder and CEO of Prevedere, a pioneer in predictive AI planning solutions and the world's leading provider of global data sets. Wagner guided Prevedere from its founding through its [successful exit to Board](#) in November 2024, where he currently serves as the company's Field Chief Technology Officer.

"I am thrilled to join The Jenny Project at such a pivotal moment in its journey," said Rich Wagner, the newest board member of The Jenny Project. "The company is addressing one of the most pressing challenges for businesses today in turning complex data into actionable insights. With its innovative use of AI, The Jenny Project has the potential to revolutionize decision-making for companies across industries, and I'm excited to contribute my experience to help accelerate its growth and impact."

Jonathon Horne, Managing Director of the Idea Fund of La Crosse remarked: "We are proud to support The Jenny Project as it sets a new standard for the value emerging AI technology can deliver in consumer behavior analytics. AI itself is nothing more than a tool. We believe Matt is in the small class of entrepreneur with technical capabilities, industry expertise and vision to truly deliver on the 1000x improvement in value that AI has promised."

With its innovative technology, experienced leadership, and the support of strategic investors and advisors, The Jenny Project is well-equipped to lead the transformation of consumer behavior analytics. By bridging the gap between raw data and actionable insights, the company is empowering businesses to make smarter decisions and achieve greater success. The Jenny Project remains committed to advancing the ethical use of AI while driving innovation in predictive intelligence, setting a new standard for the future of consumer research.

About The Jenny Project:

The Jenny Project generates affordable, rapid consumer feedback to help businesses replace guesswork with confident, data-driven decisions. Their AI Insights Agent, Jenny, produces consumer insights by simulating the interactions of large numbers of AI look-alikes behaving as humans. No panels. No guesswork. Just on-demand, market research that's ready when you are.

About the Idea Fund of La Crosse:

The Idea Fund of La Crosse is a venture capital firm based in La Crosse, WI, dedicated to investing in and supporting the growth of pre-revenue and early-stage revenue technology companies in Minnesota, Wisconsin and Iowa. The firm focuses on software startups in diversified end markets, reflecting Upper Midwest's employment base, aiming to transform innovative ideas into successful businesses. It has invested in 21 portfolio companies and currently manages \$45mm on behalf of its limited partners.

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¹[Rogers, D., & Sexton, D. \(2012\). *Marketing ROI in the era of big data: The 2012 BRITE/NYAMA Marketing in Transition Study*. Columbia Business School Center on Global Brand Leadership.](#)

²[Andersen, G., & MoldStud Research Team. \(2025, January 7\). *Exploring the unseen factors contributing to product failures through in-depth case study analysis*. MoldStud.](#)