

# Wylei: What's in a Name?

**Founded:** 2013

**Headquarters:** Jersey City, NJ

**Number of employees:** 21

**Specializes in:** Predictive artificial intelligence (AI) cloud-based machine learning and marketing automation. Designed to enable the creation and delivery of real-time, personalized content to engage 50 percent more buyers per marketing campaign. Works across channels including email, video, social, Facebook and the web.

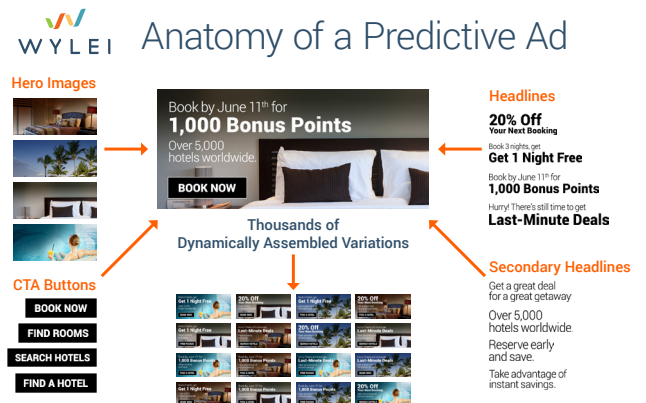
**Was this the original name?** Yes.

**Who named the company?** The name Wylei came from a collective brainstorming of the company founders. Our founders were from MIT and Harvard, and the company was born out of incubation by Aspire Ventures.

**How and why did the company take on this name?** Wylei means "When You Least Expect It" which describes how Wylei's technology will wow you when you least expect it.

**What names did you consider before this name and why were they not chosen?** Other names were not considered

**What tech company names do you envy and why?** Envy? Not really. We feel our name is unique, and it speaks to who we are. We strive to always be the best in what we do.



*By Dom Nicastro  
Jul 25, 2017*

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