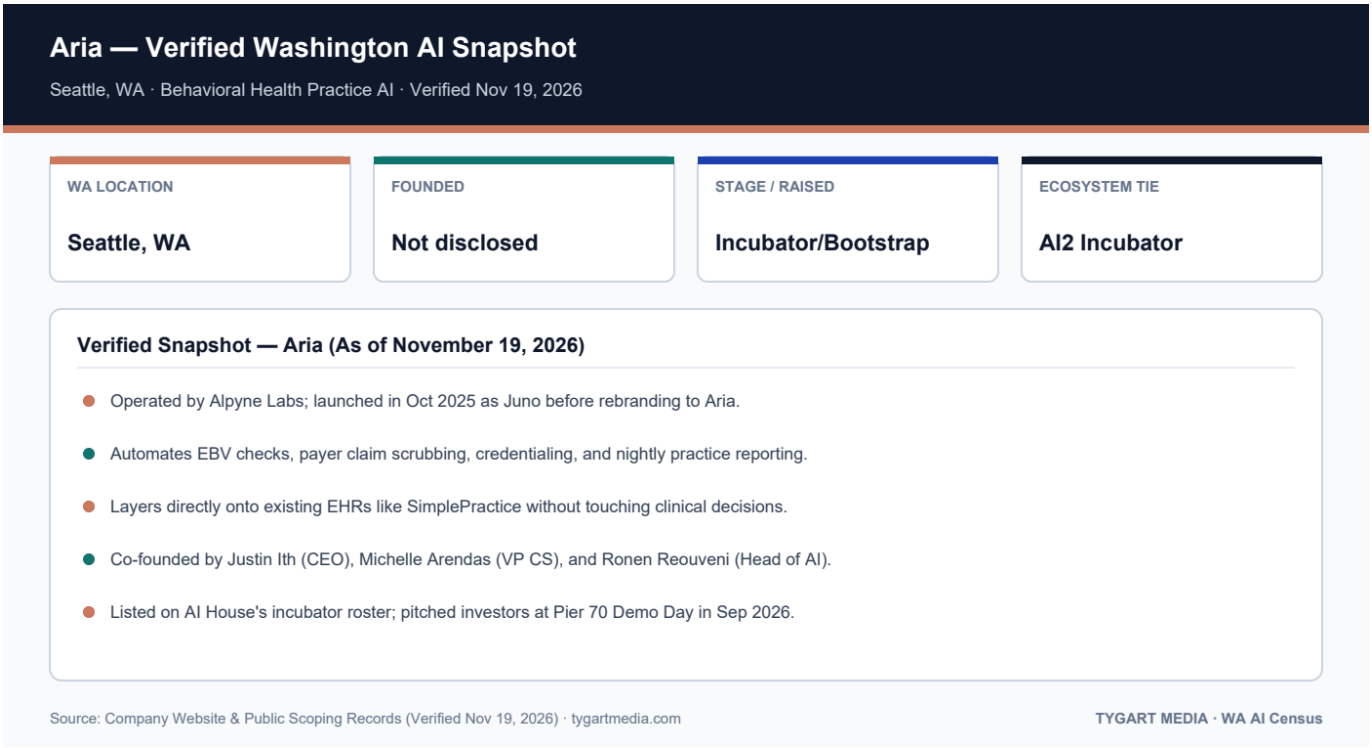
Aria: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/aria-seattle-wa-ai-profile/

Verified Record Summary: Aria (operated by Alpyne Labs at heyaria.com) is an active, revenue-generating Seattle behavioral health practice automation startup listed in Seattle's AI2 Incubator / AI House portfolio. Originally launched in October 2025 as a bootstrapped startup under the product name Juno, the company automates insurance billing workflows for mental health and ABA group practices and pitched venture investors at AI House Demo Day in September 2026.



Field	Verified Record (As of Nov 19, 2026)
Company	Aria (Alpyne Labs; formerly launched under product name Juno)
Official Website	heyaria.com
Washington HQ	Seattle, WA (per GeekWire and AI House; heyaria.com/about also notes a distributed U.S. team)
Other WA Footprint	AI House / AI2 Incubator at Pier 70, Seattle
Founded	Not publicly disclosed (public product launch as Alpyne Labs / Juno reported Oct 2, 2025)
Founders / Leadership	Justin Ith (Co-founder & CEO), Michelle Arendas (Co-founder & VP of Customer Success), Ronen Reouveni (Co-founder & Head of AI)
Stage	Incubator / Bootstrapped
Announced Funding	Not publicly disclosed (bootstrapped at Oct 2025 launch per GeekWire)
Team Size	Not publicly disclosed
Primary Ecosystem Ties	AI2 Incubator / AI House (Pier 70 Demo Day, Sep 2026); UW and Madrona Venture Labs alumni roots

What Aria Builds

Aria (built by Alpyne Labs) develops a HIPAA-compliant practice automation platform for insurance-based behavioral health, mental health therapy, and Applied Behavior Analysis (ABA) group practices. When GeekWire covered the startup's debut on October 2, 2025, Alpyne Labs introduced its first product as Juno, a Chrome-extension digital assistant floating over electronic health records (EHRs) such as TherapyNotes, SimplePractice, and TheraNest to handle benefits checks, billing, payment posting, and scheduling.

Under its current brand at heyaria.com, the company focuses squarely on four recurring back-office workflows that bottleneck growing group practices: Eligibility and Benefits Verification (EBV), claim scrubbing, provider credentialing and roster management, and nightly practice performance reporting. As detailed on its Technology page, Aria layers directly onto a practice's existing EHR (including SimplePractice) with no migration required, routing verification checks through clearinghouses or automated payer portal logins and writing admin notes and benefits PDFs straight back into client charts. Aria explicitly limits automation to administrative operations without touching clinical judgment, halting and flagging exceptions—such as lapsed coverage or mismatched member IDs—for human staff.

Washington Footprint and Leadership

Aria originated in Seattle and maintains active ties to Seattle's core startup institutions. GeekWire profiled Alpyne Labs as a Seattle health tech startup working with design-partner practices mostly in the Seattle area, and Seattle's AI House / AI2 Incubator companies directory lists Aria as an active incubator company. On September 25, 2026, GeekWire reported that Aria (formerly Alpyne Labs) was among 25 startups pitching national investors at AI House's inaugural Demo Day on Pier 70. While its incubator and launch record are rooted in Seattle, Aria's About page notes that the company operates with a distributed U.S. team and does not list a public street office.

Aria's three co-founders combine local venture-studio and revenue-cycle backgrounds. Co-founder and CEO Justin Ith is a University of Washington graduate who began his career at Madrona Venture Labs, launched a medical device startup during the COVID-19 pandemic, and returned to Madrona to co-found healthcare billing and claims automation spinout Outbound AI in 2023. Co-founder and VP of Customer Success Michelle Arendas brings roughly 20 years of healthcare administration and automation experience, and Co-founder Ronen Reouveni serves as Head of AI (per heyaria.com/about).

Products, Users, and Public Traction

Aria sells on a predictable flat monthly pricing model positioned against traditional percentage-of-collections billing services, alongside free lead-generation tools on heyaria.com including a three-minute practice audit and local ZIP-code Area Insights market benchmarks. At its October 2025 launch under the Juno name, GeekWire reported that Alpyne Labs was already generating revenue from mental health practices and had opened a public waitlist after beta testing with Seattle-area design partners.

On its live site, Aria claims adoption across more than 1,000 clinicians nationwide and publishes named testimonials from four behavioral health practices: Talk. Heal. Thrive., reVIBE Mental Health, KZTA Behavioral Health Agency, and Malaya Counseling Mind. In its published Talk. Heal. Thrive. case study—profiling a Washington statewide telehealth therapy group with 30+ clinicians using SimplePractice—Aria reports 2,021 verified appointments, approximately $4,920 in protected revenue, and 339% month-one ROI after replacing manual Medicaid and coordination-of-benefits portal lookups. CEO Justin Ith has also discussed practice revenue leakage on the Wise Practice Podcast (Episode 201).

Funding, Stage, and Place in Washington's AI Landscape

Public financial disclosures remain intentionally minimal. GeekWire reported in October 2025 that Alpyne Labs was bootstrapped and generating revenue, and neither Aria nor AI House has publicly announced a formal venture financing dollar amount, investor list beyond incubator participation, incorporation date, or current team headcount as of November 19, 2026. Participating in AI House Demo Day at Pier 70 in September 2026 positioned the company directly in front of visiting and local institutional investors.

Inside Seattle's applied AI ecosystem, Aria sits within a growing cluster of AI2 Incubator companies tackling U.S. healthcare insurance friction from complementary angles. Where fellow incubator startup Decipher focuses on employee-facing benefits navigation and Seattle peer MediScan AI addresses med-legal record review, Aria concentrates specifically on the revenue-cycle operations of outpatient behavioral health and ABA practices—a fragmented segment where payer rules and credentialing delays directly cap clinical capacity.

Verified Primary Sources & Official References

• Aria Official Website: https://www.heyaria.com/

• Aria About & Leadership: https://www.heyaria.com/about

• Aria Case Study — Talk. Heal. Thrive.: https://www.heyaria.com/case-study/talk-heal-thrive

• AI House / AI2 Incubator Companies Directory: https://aihouse.vc/incubator/companies

• GeekWire — Alpyne Labs / Juno Launch (Oct 2, 2025): https://www.geekwire.com/2025/seattle-startup-introduces-juno-a-digital-assistant-to-handle-admin-tasks-for-mental-health-clinicians/

• GeekWire — AI House Demo Day (Sep 25, 2026): https://www.geekwire.com/2026/seattles-answer-to-yc-demo-day-25-startups-pitch-investors-from-across-the-country-at-ai-house/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/aria-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/aria-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.