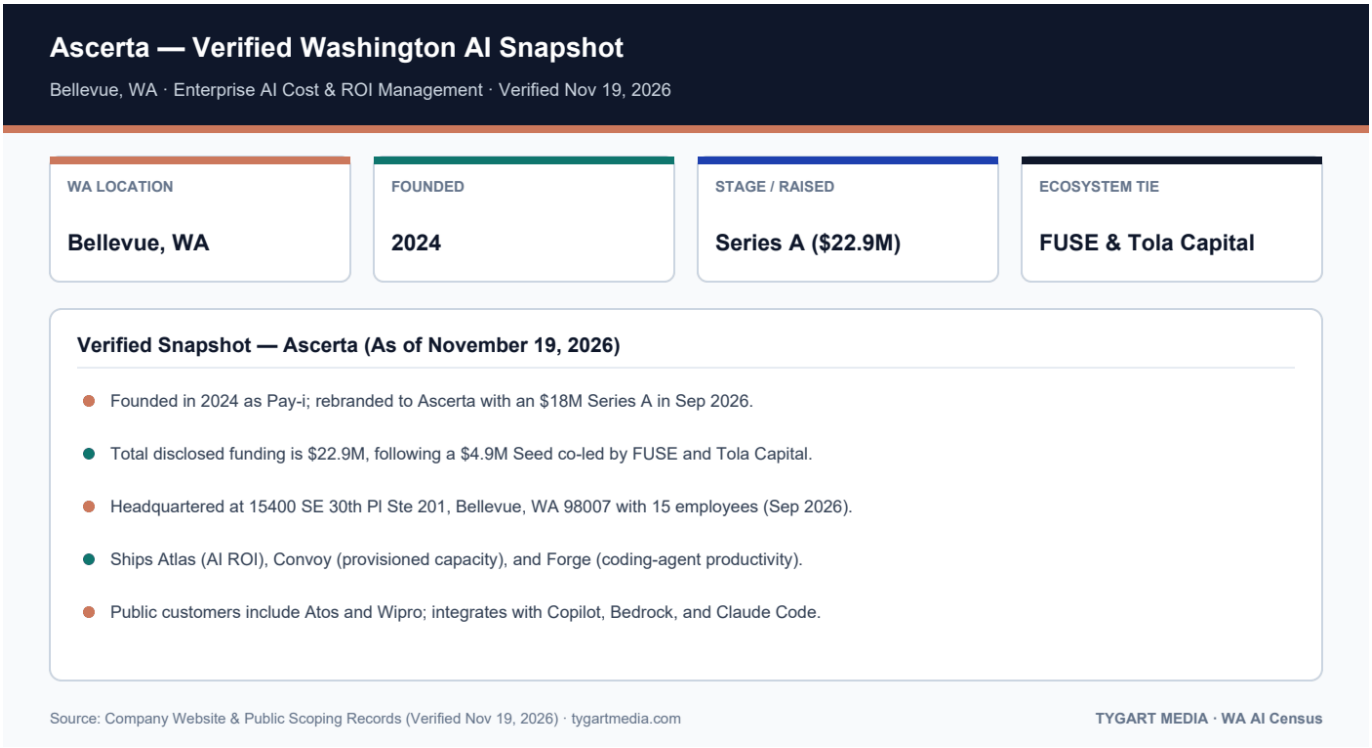
Ascerta: Bellevue AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Ascerta (formerly Pay-i) operates independently from Bellevue, Washington, delivering its Atlas, Convoy, and Forge enterprise AI management products at ascerta.com. Following its September 30, 2026 rebrand and $18M Series A led by Dell Technologies Capital, the company has raised $22.9M in disclosed venture funding and employed 15 people with plans to expand toward roughly 40 by the end of 2027.



Field	Verified Record (As of Nov 19, 2026)
Company	Ascerta (formerly Pay-i)
Official Website	https://ascerta.com/
Washington HQ	Bellevue, WA (15400 SE 30th Pl Ste 201, Bellevue, WA 98007)
Other WA Footprint	Microsoft alumni co-founders; May 2025 seed round co-led by Seattle-area firms FUSE and Tola Capital
Founded	2024 (emerged from stealth as Pay-i in May 2025; rebranded to Ascerta in Sep 2026)
Founders / Leadership	David Tepper (Co-Founder & CEO), Doron Holan (Co-Founder & CTO), Erik Winters (Co-Founder & COO)
Stage	Series A
Announced Funding	$22.9M total ($4.9M Seed in May 2025 + $18M Series A in Sep 2026)
Team Size	15 (as of Sep 30, 2026 GeekWire report; targeting ~40 by end of 2027)
Primary Ecosystem Ties	Bellevue enterprise corridor, Microsoft alumni leadership, FUSE, Tola Capital, GeekWire coverage (2025–2026)

What Ascerta Builds

Ascerta develops an enterprise AI management platform that tracks adoption, token and capacity spend, and business return on investment across internal AI tools, coding assistants, and autonomous agents. Founded in 2024 and initially launched from stealth in May 2025 under the name Pay-i with a narrower focus on AI cost tracking, the company rebranded to Ascerta in September 2026 to reflect broader executive demand for measuring which AI workflows justify production scale.

On ascerta.com, the platform is organized into three products—Atlas, Convoy, and Forge—that connect directly to major enterprise AI stacks including Microsoft Copilot, Amazon Bedrock AgentCore, Salesforce Agentforce, GitHub Copilot, and Claude Code. Rather than reporting aggregate cloud invoices alone, the system monitors adoption by person, team, and tool to flag hidden cost spikes and underused provisioned capacity.

Washington Footprint and Leadership

Ascerta is headquartered in Bellevue, Washington, listing its physical corporate address at 15400 SE 30th Pl Ste 201, Bellevue, WA 98007 in the footer of its live website (with ascerta.ai redirecting to ascerta.com). In September 30, 2026 GeekWire coverage, the company reported a team of 15 employees and stated plans to grow to roughly 40 people by the end of 2027 across engineering and go-to-market functions.

Two of Ascerta's three co-founders spent decades inside Microsoft's Redmond and Bellevue engineering organizations before launching the company. While GeekWire's September 2026 recap broadly referred to all three co-founders as Microsoft veterans, Ascerta's About Us page distinguishes COO Erik Winters' background as an early-stage startup growth, go-to-market, forecasting, and analytics operator.

Products, Users, and Public Traction

Ascerta sells primarily to Fortune 500 technology and finance executives—including CFOs, CTOs, Chief AI Officers, and engineering leaders—who need financial accountability as agentic deployments move out of pilot phases. GeekWire reported that disclosed enterprise customers include global IT services firms Atos and Wipro as well as several global financial institutions.

In its September 2026 announcement, Ascerta highlighted concrete operational findings from customer deployments alongside partner endorsements from the AWS GenAI Innovation Center, Xogito Group Inc., and Trace3, plus executive quotes from former Microsoft CFO John Connors, Atos Group CTO Florin Rotar, and McKinsey Senior Partner Lari Hämäläinen. Specific revenue figures remain undisclosed.

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

Ascerta has raised $22.9M in total disclosed venture financing across two rounds. The startup initially came out of stealth as Pay-i in May 2025 with a $4.9M Seed round co-led by Seattle-area venture firms FUSE and Tola Capital. On September 30, 2026, it closed an $18M Series A led by Dell Technologies Capital, joined by Hitachi Ventures, BGV (Benhamou Global Ventures), Wipro Ventures, and returning backers.

Because the September 2026 rebrand coincided with the $18M Series A, some headline summaries cite $18M for the Series A round while cumulative funding stands at $22.9M. Within Washington's AI ecosystem, Ascerta anchors Bellevue's enterprise AI governance and FinOps segment alongside Seattle peers such as StitcherAI, reflecting Eastside founders translating hyperscale Microsoft infrastructure experience into enterprise AI financial controls.

Verified Primary Sources & Official References

• Ascerta Official Website: https://ascerta.com/
• Ascerta About Us: https://ascerta.com/about
• Ascerta Series A Announcement Blog: https://ascerta.com/resources/blogs/the-journey-to-series-a
• Ascerta Press Page: https://ascerta.com/resources/press
• GeekWire — Pay-i Rebrands as Ascerta & Raises $18M (Sep 30, 2026): https://www.geekwire.com/2026/pay-i-rebrands-as-ascerta-and-raises-18m-to-help-enterprises-track-ai-business-value/
• GeekWire — Pay-i $4.9M Seed Launch (May 21, 2025): https://www.geekwire.com/2025/roi-on-generative-ai-microsoft-vets-raise-4-9m-to-quantify-business-value-of-ai-investments/

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