



PRESS RELEASE

Lafayette Plug and Play innovation platform launches its second programme

Paris, March 13th, 2017

The Lafayette Plug and Play innovation platform - an accelerator dedicated to retail, fashion and commerce created in partnership between the Galeries Lafayette Group and Silicon Valley Plug and Play Tech Center - announced the selected startups that will take part in its second three-month programme beginning on March 27th.

For this new session, over 200 projects were submitted in response to the call for applications which ran from December 1st to February 2nd 2017. Out of the 14 selected startups, nine are French and five are International (from China, Denmark, India and the United-Kingdom).

The selected profiles perfectly match Lafayette Plug and Play's ambition: to support the development of startups disrupting retail and fashion. For this new promotion, the 14 startups are particularly interested in robotics, artificial intelligence, customer experience in-store and on internet, mobile payment, predictive and advertising marketing issues.

Based in a 1,000sqm dedicated space located at the heart of Paris, these startups will benefit from curated support, including: weekly meetings with corporate partners to help them grow their business and customer portfolios; appointments with investors to fundraise; mentoring sessions with industry experts; exchanges with Plug and Play Tech Center to develop their business abroad, and especially in the United States.

A "demo day" will conclude this ambitious programme on June 20th in presence of European investors and executives from major French and international companies.

This second promotion follows the ambitions of the first programme, which ended in December 2016 and drew a very positive report for the ten participating startups:

- Collaborations have been set up between Galeries Lafayette and three startups: Igloo (a mobile app which allows users to try on clothes at home), Smatzer (interactive and clickable videos for



additional information or direct purchase) and Alcméon (an intelligent SaaS tool for customer care and social selling on social and mobile networks)

- Many executives from the retail and fashion industries came to meet the startups, including experts from Bulgari, Carrefour Celio, Fnac-Darty, Lacoste and Leroy Merlin
- A partnership was signed with the Swiss group Maus Frères to support its brands (Lacoste, Gant, Aigle, Manor...) in their digital transformation and to connect them with the best startups in retail and fashion
- As part of the partnership with Plug and Play Tech Center, three startups (Alcméon, Primo 1D and ShopRunBack) benefit from a new programme in California in order to develop their business on the American market

The selected applicants of this second promotion include:

Angus.ai (angus.ai) - FRANCE

Angus.ai is a solution ensuring in-store customer behaviour monitoring.

Clustaar (clustaar.com) - FRANCE

Clustaar develops an AI-powered platform which automates customer relation interactions through chatbots and other conversational agents.

Cypheme (cypheme.com) - FRANCE/CHINA

Cypheme is an AI-solution enabling to detect counterfeit products by analyzing the product's packaging microstructure and using only a cellphone camera.

Daco (daco.io) - FRANCE

Daco provides retailers with a refined understanding of competitors' strategy all year long, through dashboards on offer, price, discount and store network.

Dream Agility (dreamagility.com) - UNITED-KINGDOM

Dream Agility offers state of the art technology to automate & streamline online advertising on the likes of Google and social media, reducing costs and increasing profit in record time.

Europass (europass.paris) - FRANCE

EuroPass is an emerging player in the Chinese outbound travel industry, developing WechatPay, leading Chinese mobile payment solution, in the European retail and touristic organizations.

Euveka (euveka.com) - FRANCE

Thanks to a dedicated software solution called *Smart Morphosizing*, Euveka develops smart connected dummies to create, produce and sale garments at the exact size.



Guesswork (guesswork.co) - INDIA

Guesswork is a product recommendation engine, helping e-commerce sites to recommend items for their new users.

Heuritech (heuritech.com) - FRANCE

Heuritech develops AI-solutions to detect trends online for luxury, fashion and beauty actors.

Qopius (quopius.com) - FRANCE

Qopius is an AI-solution offering on-demand image recognition and analysis for retail businesses.

Merito (merito.fr) - FRANCE

Merito enables retailers to recruit instantly qualified staff on the platform. Thanks to managers' recommendations and community evaluations, the Merito's network finds the right candidates for retailers.

MishiPay (mishipay.com) - UNITED-KINGDOM

MishiPay is a smart-shopping solution providing retailers with a mobile self-checkout, that allows shoppers to use their phone to just scan, pay and leave, so they never have to wait in a queue again, while security is ensured through RFID that is automatically disabled.

Snaplytics (shipup.co) - DENMARK

Snaplytics enables brands to use new social platforms better and faster by providing tools, insights, and knowledge.

Spoon (spoon.ai) - FRANCE

Spoon develops new autonomous and intuitive « artificial creatures », intended to be at the centre of human interactions.

More information on www.lafayetteplugandplay.com



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About Lafayette Plug and Play

As the first innovative platform fully dedicated to retail and fashion industries, Lafayette Plug and Play is a startups accelerator created by the Galeries Lafayette group in partnership with Plug and Play Tech Center. Located at the heart of Paris, Lafayette Plug and Play aims to support the development of French and international startups disrupting retail and fashion, by creating an innovative ecosystem around these industries. As part of its two annual classes, Lafayette Plug and Play offers entrepreneurs a tailored and supervised three-month programme. More information on lafayetteplugandplay.com