



## PRESS RELEASE

### **Lafayette Plug and Play unveils the 15 start-ups selected for its third acceleration programme**

- The accelerator presents the new start-ups that will take part in the three month acceleration programme launched yesterday
- This programme follows the previous and second group which ended last June and was extremely beneficial to the start-ups that were selected to take part in it

**Paris, September 12<sup>th</sup>, 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 15 selected start-ups that will take part in its third three-month programme which started yesterday.

#### ***A promising third programme***

This new session demonstrates continued interest in the platform: more than 200 projects were submitted in response to the call for applications held last spring. Out of the 15 selected companies, ten are French and five are International (from Estonia, Italy, the United-States and the United-Kingdom).

The selected profiles for this new group are interested in-store data analysis, cyber security, 3D modelization, stock management, blockchain, virtual reality and client experience issues. These cutting edge and promising topics perfectly match Lafayette Plug and Play's ambition, aiming to support the development of start-ups disrupting retail and fashion and create an innovation ecosystem around these industries.

Based at the accelerator's premises located at the heart of Paris, these start-ups will benefit from curated support including: weekly meetings with major companies to help them grow their customer portfolios; appointments with investors to fundraise; mentoring sessions with industry experts to enhance their offer; synergies and sharing of "best practices" with Lafayette Plug and Play's corporate partners to enlarge their network and develop their business in France and abroad.

A "Demo Day" will conclude this programme on December 6<sup>th</sup> in presence of European investors and executives from major French and international companies.



### ***A second session with a very positive report***

This new promotion comes after the group of 14 start-ups which were accelerated between March and June 2017 (*Angus.ai, Clustaar, Cypheme, Daco, Dream Agility, Europass, Euveka, Guesswork, Heuritech, Qopius, Merito, MishiPay, Snaplytics and Spoon*) and benefited from the following assets:

- Four pilots have been set up with the Galeries Lafayette Group's brands:
  - o **Europass** will support Galeries Lafayette, Louis Pion and RQZ-Royal Quartz Paris in the creation of their social networks dedicated to Asian clients
  - o **Daco** will also work with Galeries Lafayette to set-up a strategic and competitive benchmarking tool for its gallerieslafayette.com e-commerce site in order to optimize product offering and promotional operations
  - o **Merito** enables Louis Pion to instantly recruit online salespeople based on store managers' needs
  - o **Guesswork** helps InstantLuxe.com e-commerce website maximize the items' recommendation for its new visitors
- 20 other collaborations have been initiated between Lafayette Plug and Play start-ups and partner companies
- Many executives from 70 retail, luxury and fashion groups came to meet the start-ups during one of the 44 events organized by the accelerator
- Five start-ups raised 6.4 million euros during the session
- Eight start-ups were rewarded by major companies: DreamAgility obtained the Google Premier Partner label, while Heuritech, MishiPay and Angus respectively received the LVMH, Cisco and Carrefour Innovation Award at Viva Technology 2017
- Three corporate partnerships were signed with Carrefour France, the C&A Group and Moët-Hennessy to accelerate open innovation and support brands in their digital transformation by connecting them with the best start-ups in their sector

Commenting on this launch, Matthieu Caloni, Director of Strategy and Transformation of the Galeries Lafayette Group, declared: *"This third promotion confirms the success of Lafayette Plug and Play and the relevance of its vocation to support start-ups disrupting fashion and retail. The partnerships which have been set up in the last few months contribute to consolidate our model based on open innovation and sharing of best practices, to serve our entrepreneurs. We are pleased to enrich this ecosystem again by hosting a team of 15 start-ups that we will accompany in this new stage of their development."*

### **The selected applicants of this third promotion include:**

**Braineet** ([www.braineet.com](http://www.braineet.com)) - FRANCE

Braineet enables anyone to share their best ideas for their favorite brands.

**Cappasity** ([cappasity.com](http://cappasity.com)) - UNITED-STATES

Cappasity brings an in-store browsing experience to online retail through interactive 3D images.



**Datadome** ([datadome.co](http://datadome.co)) - FRANCE

DataDome is a cybersecurity solution dedicated to bot detection and non human traffic management.

**Duel** ([duel.tech](http://duel.tech)) - UNITED-KINGDOM

Duel is an enterprise SaaS platform for brands and retailers to automate and manage customer content and engagement at scale.

**Gowento** ([www.gowento.com](http://www.gowento.com)) - FRANCE

Gowento leverages existing app (wallets, browsers, messaging apps) to increase retailers' sales.

**Grand Shooting** ([www.grand-shooting.com](http://www.grand-shooting.com)) - FRANCE

Grand Shooting digitalizes the production of media and increases the conversion rates by optimizing the images for every product category.

**Kairos Fire** ([www.kairosfire.com](http://www.kairosfire.com)) - FRANCE

Kairos Fire provides retailers with the weather of their physical stores in order to improve their brand contents on mobile.

**Kronos Care** ([kronoscare.fr](http://kronoscare.fr)) - FRANCE

Kronos Care creates the best post-purchase experience for online retailers by helping them increase customer loyalty.

**Ledgys** ([ledgys.io](http://ledgys.io)) - FRANCE

Ledgys provides traceability & certification in supply chain with its blockchain app *Ownest*.

**Mercaux** ([mercaux.com](http://mercaux.com)) - UNITED-STATES

Mercaux enables retailers to provide a digital in-store experience (delivering the speed, convenience, and personalization of online) into the hands of sales associates.

**ReStore** ([www.restore.eu](http://www.restore.eu)) - ITALY

ReStore is a customizable SaaS eCommerce platform that lets retailers sell online using their existing sales points as digital hubs.

**Scalia** ([getscaliam.com](http://getscaliam.com)) - FRANCE

Scalia is the first web platform which automatically structures and enriches product data of retailers making it directly accessible and usable by its stakeholders (brands, suppliers...).



**Seelk** ([www.seelk.co](http://www.seelk.co)) - FRANCE

Seelk is a full-service solution to operate and maximize the sales of global brands on the leading marketplaces in Europe.

**Selectively** ([www.selectively.co](http://www.selectively.co)) - FRANCE

Selectively is Human Resources solution, helping companies find highly qualified staff, for temporary or permanent positions.

**Sorry as a Service** ([sorryasaservice.com](http://sorryasaservice.com)) - ESTONIA

Sorry as a Service enables companies to retain clients by sending out personalized physical items.

More information on [www.lafayetteplugandplay.com](http://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 start-ups 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 start-ups 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](http://lafayetteplugandplay.com)