



PRESS RELEASE

Lafayette Plug and Play strengthens its model by developing two custom-made acceleration courses for its fifth start-up programme

Paris, September 4th, 2018

The Lafayette Plug and Play accelerator dedicated to retail and fashion, created in partnership between the Galeries Lafayette group and Plug and Play Tech Center, unveils the 17 start-ups selected for its fifth promotion.

Selected from 213 projects submitted in response to the call for applications, 12 of the start-ups are French and five are international, from the United States, the Netherlands and the United Kingdom. They are particularly focused on four key themes of the retail transformation: customer experience, logistics, predictive analytics and geo-localized services.

For this new batch, Lafayette Plug and Play strengthens its acceleration support by deploying for the first time two custom-made courses designed to meet each start-up's goals:

- An *Early Track* course for start-ups which have already deployed a first structured BtoB offering and experienced a "MVP" (Minimum Viable Product), with a main objective: increasing their client portfolio. This course will also allow these companies develop their network of retail partners, start pilots with them, and seek "pre-seed", "seed" or "series A" investors to ensure their development.
- A *Late Track* course created to support more advanced start-ups that mainly seek to optimize their business model and accelerate their traction by raising "series B+" funds. Mostly international, these companies are based part-time in the Parisian accelerator's premises to develop their activity on the French and/or European market thanks to the Lafayette Plug and Play network.

Start-ups will benefit from an exclusive three-month programme, punctuated by weekly meetings and mentoring sessions with industry experts, corporate partners and investors such as Serena Capital, Alven Capital or Elaia Partners. It will close with a "Winter Expo Day", the culmination of the acceleration programme, on November 22nd in the presence of European investors and senior executives from major partner companies.

Commenting on this announcement, Matthieu Caloni, Director of Strategy and Transformation of the Galeries Lafayette group, declared: "Since its launch more than two years ago, Lafayette Plug and Play



has been part of a continuous innovation approach to better serve its ecosystem. Promotion after promotion, our accelerator strives to refine its model to provide the most optimal answers to the needs of accelerated startups - whatever their degree of maturity -, as well as those of its investors and corporate partners, by connecting them with the most relevant companies to their issues. The creation of the two Early and Late Tracks is a concrete illustration of this ambition and reinforces the expertise of our innovation platform in the retail tech sector."

The selected applicants of this fifth promotion include:

Andjaro (<https://www.andjaro.com/>) - FRANCE

Andjaro is a SaaS staffing optimization solution, allowing large organizations to leverage their internal staff to temporarily work on understaffed sites.

Askhub (<https://www.askhub.io>) - FRANCE

Askhub is a SaaS solution providing marketers and developers actionable insights about their bot performance.

Beamy (<http://beamy.io>) - FRANCE

Beamy is a SaaS platform enabling retailers to better manage an increasing number of different technology solutions used within their different departments on one single interface.

Go in store (<http://www.goinstore.com>) - UNITED KINGDOM

Go in store is a platform connecting online visitors to in-store sales staff using immersive real-time HD video, and thus improving client experience.

Joko (<http://www.hellojoko.com>) - FRANCE

Joko is a millennial-focused mobile app rewarding its users when they shop at their favorite stores using their credit card. Joko uses transaction data to help retailers acquire and retain clients.

Nuggets (<https://www.nuggets.life>) - UNITED KINGDOM

Nuggets is a platform to store client's identity and payment information in the blockchain, allowing them to pay and identify securely on the web.

Omnia Retail (<https://www.omniaretail.com/>) - NETHERLANDS

Omnia Retail is a SaaS solution allowing constant automated pricing optimization and online marketing for e-retailers.



One Stock (<https://www.onestock-retail.com/fr/>) - FRANCE

One Stock is a SaaS solution reducing stock-outs both online and in-store by connecting online demand with store-side supply.

Oyst (<https://oyst.com/>) - FRANCE

Oyst is a one-click payment plug-in for e-retailers.

Paylead (<https://www.paylead.fr/>) - FRANCE

Paylead is a platform leveraging banking data for retailers, in order to understand better their clients.

Processout (<https://www.processout.com/>) - FRANCE

Processout is a SaaS solution for online retailers to monitor and optimize their payment system while lowering fees, and increase the number of successful transactions.

Slyce (<http://slyce.it>) - UNITED STATES

Slyce is a visual search and image recognition software in apps for retailers and brands, allowing customers to buy products they snap.

Toucan Toco (<https://toucantoco.com>) - FRANCE

Toucan Toco is a SaaS of data visualization allowing business to leverage their data.

Veesion (<http://veesion.io>) - FRANCE

Veesion is a software developed to understand real-time gesture using deep learning recognition algorithm, to automatically detect shoplifting behaviors.

Visualbot (<http://visualbot.ai>) - FRANCE

Visualbot is a Plug and Play conversational bot, trained on 30 different scenarios (including acquisition & retention, conversion, CRM process...).

yReceipts (<http://www.yreceipts.com>) - UNITED KINGDOM

yReceipts is a solution that links online marketing campaigns to in-store purchase (using cookies to link the mail at the cashier to buyer cookies).

Zen We Share (<http://www.zenweshare.com>) - FRANCE

Zen we Share is a SaaS solution to get personality insight about online customer, and trigger effective marketing campaign.

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 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