



PRESS RELEASE

Lafayette Plug and Play innovation platform unveils candidates for its first programme

Paris, October 3rd, 2016

Lafayette Plug and Play innovation platform - the first accelerator fully dedicated to retail, fashion and commerce, created in partnership between the Galeries Lafayette Group and Silicon Valley-based Plug and Play Tech Center - announced the ten selected startups part of its first promotion.

In total, over 200 projects, 55% French and 45% international, were submitted in response to the applications call which ran from June 1st to August 8th 2016. Out of the 10 selected startups, seven are French and three are International (from the United Kingdom, the United States and Denmark).

The high potential profiles of the ten selected companies perfectly match Lafayette Plug and Play's ambition, which aims to support the development of startups disrupting retail and fashion, by creating an innovation ecosystem around these industries.

The selected startups started a tailored three-month program on September 26th. Based in a 1,000sqm dedicated space located at the heart of Paris, startups will benefit from curated support, including: weekly meetings with corporate partners to help them grow their business and customer portfolio; appointments with investors to raise funds; mentoring sessions with industry experts.

This ambitious programme will end on December 22nd with a "demo day" in presence of European investors and executives from major French and international companies.

This first promotion will be followed by a new call for applications starting on December 1st for a second programme beginning March 2017.



The ten selected applicants of this first promotion include:

Affily One (www.affilyone.fr) – FRANCE

Affily One develops an integrated platform for local businesses. It provides a wide range of digital tools: loyalty, mobile payment, customers' data, click & collect... Affily One also has a consumer-facing dimension through mobile application.

Alcmeon (www.alcmeon.com) - FRANCE

Alcmeon is an intelligent SaaS tool for customer care and social selling on social and mobile networks.

Chute (www.getchute.com) – UNITED STATES

Chute is the first end-to-end user-generated content marketing solution that streamlines UGC search and discovery, curation, rights management, and publishing along with brand insights.

Early Birds (www.earlybirds.fr) - FRANCE

Early Birds edits a predictive recommendation engine to help e-commerce websites to personalize the user's experience and increase their key metrics. The technology analyses in real time each visitors behaviour in order to propose the right offer at the right time.

EASYSIZE (www.easysize.me) - DENMARK

EasySize analyses purchase behaviour of millions of online shoppers and predicts the correct clothing size. No measurements/photos are required. It helps to achieve higher conversion to sale (9.5% from a page view) and lower returns (9-10%).

IGLOO (www.IGLOO.paris) - FRANCE

IGLOO is a mobile app to try on clothes at home. IGLOO picks up products customers want in partner shops, deliver them to clients when they want, and return to store their unwanted items, offering on-demand e-commerce and delivery service.

Primo1D (www.primo1D.com) - FRANCE

Primo1D ushers textiles into the Internet of Things universe. Their E-Thread(R) is an miniaturized electronic component that it is invisibly integrated into garment and is the key to unrivaled interactivity.

SHOPRUNBACK (www.shoprunback.com/en) - FRANCE

ShopRunBack is a next-generation returns service for online retailers, physical stores and their customers who can easily return any product back to their favorite brands.

Our service is available through a return management API and a white label edition to enable our retailing partners to integrate our solution into their service offering the best customer experience.



SMARTZER (www.smartzer.com) – UNITED KINGDOM

Interactive video players with analytics. Items in a video can be clicked for additional information and to shop them, helping brands monetise their existing content and understand how consumers interact with video.

Transaction Connect (www.transactionconnect.com) - FRANCE

Transaction Connect transforms any credit card into a loyalty card. No hardware or point-of-sale integration needed, it leverages innovative banking technologies to identify customers, collect and analyze purchasing data when they pay with their usual credit card.

More information on www.lafayetteplugandplay.com

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About the Galeries Lafayette Group

A leading city-centre retailer with proven fashion expertise, Galeries Lafayette Group is a family-run and private group, with 120 years of history in commerce and retail. A key player committed to creation and a major private sector employer in France with 14,000 employees, the Group is actively engaged in promoting the French “Art of Living” and serving as a benchmark of fair trade. With retail sales of Euros 3.8 billion, the Group enjoys international recognition through its iconic brands: Galeries Lafayette, BHV Marais, Royal Quartz, Louis Pion, Guérin Joaillerie, InstantLuxe and BazarChic.

More information on groupegalerieslafayette.com

About Plug and Play

Plug and Play Tech Center is the world's largest global technology accelerator and venture fund. Since inception in 2006, our program has expanded worldwide to include entrepreneurs from 24 countries, providing necessary resources to succeed in Silicon Valley. With over 350 startups and 300 corporate partners, we have created the ultimate startup ecosystem. Plug and Play provides active investments with 180 leading Silicon Valley VCs, and more than 365 networking events per year. Companies in our community have raised over \$3.5 billion in funding, with successful portfolio exits including Danger, Dropbox, Lending Club, PayPal, SoundHound, and Zoosk.

More information on plugandplaytechcenter.com