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RELEASE

Lafayette Plug and Play introduces the eighth intake of start-ups to join its open-innovation platform

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Lafayette Plug and Play unveils its eighth cohort, with 16 start-ups and scale-ups joining the programme today. In the first half of 2020, the start-ups accelerated by Lafayette Plug and Play will focus on four key retail innovation issues: social and conversational selling, dynamic pricing, hyper-personalisation, and product traceability.

Facilitating business relations between large corporations and the 16 start-ups transforming the retail sector

The latest batch comprises eight French start-ups on the “Early track” and eight international scale-ups on the “Late track” – both courses give them access to French and European retail markets. All the participants intend to accelerate their business’ growth with pilots and contracts obtained as a result of tailor-made meetings over the next three months with Lafayette Plug and Play’s corporate partners. The batch ends with an Expo Day next May 28th.

Pieter Lammens, Director of Lafayette Plug and Play, comments: *“Our unique methodology achieves concrete business results by matching solutions offered by innovative start-ups with specific needs expressed by our partners. They cover various fields ranging from pre-sales to building client loyalty, the supply chain and the online and offline buying experience. The start-ups in our ecosystem are hyper-qualified, which saves both the entrepreneurs and our corporate partners a lot of time”*.



The applicants selected for this eighth intake are:

AutomationHero - USA - Late

Automation Hero goes beyond RPA by natively integrating AI to form an enterprise-ready intelligent process automation platform. By intelligently automating repetitive and time-consuming tasks, Automation Hero improves information worker productivity and drives optimized business outcomes.

Ayolab - France - Early

Ayolab provides brands and retailers with digital store checks to allow data-driven decisions on their online distribution strategy. For each marketplace x sellers, data includes assortment at SKU-level, price and discount level, for brands and their competitors.

Brigitte - France - Early

Brigitte is a live daily-show dedicated to new brand/product discovery. Its mission is to help brands create a strong and direct emotional link with their future clients. It offers brands a new way to promote their amazing labels & products.

Codec - United-Kingdom - Late

Codec helps brands capture growth by understanding culture, by combining AI & big data to provide a cultural view of the audiences brands want to grow within. Our insights power decisions across the marketing workflow from audience strategy & creative development right through to media activation.

Goodonyou - Australia - Late

Good On You is the go-to source for trusted brand ratings and leading sustainable fashion. They've rated over 2,500 brands and helped millions of shoppers to buy better. Their comprehensive rating system helps retailers know the impact of brands on the issues shoppers care about.

Heyday - Canada - Late

Heyday helps e-commerce merchants scale their business by automating marketing, sales and support conversations. Unlike traditional live chats, Heyday leverages Conversational AI to help retailers elevate the entire customer experience and enable personalization at scale via chat and messaging.

Mediar - United-Kingdom - Late

Mediar is a retail tech company delivering real-time shopper insights to continuously improve in-store performance. Their AI platform delivers advanced analytics to help retailers & brands maximize conversions by understanding how shoppers behave. They use store's existing hardware to do this.

Navee - France - Early

Navee helps luxury brands fight online counterfeiting through AI-based image filtering. Its idea is simple: scammers re-use the same pictures over and over again to create counterfeit listings, and Navee stops this from happening.

Pickme - France - Early

Pickme is a collaborative platform where your neighbor becomes your new parcel drop-off point: geo-located, paid, rated and available when you are. We believe that receiving parcels should be convenient, simple, and above all have a positive social impact.

PricingHub - France - Early

PricingHub's vision is to serve (e-)retailers with best-in-class pricing tools to increase their profitability by delivering Dynamic Pricing capabilities and leveraging on-line data to optimize their trading objectives. Our goal is to leverage the digitalization of the shopping experience in order to bring smart and dynamic pricing to the physical stores.

Prophet - France - Early

Prophet is a suite of interactive marketing modules powered by behavioral science and digital collectibles. Prophet modules are cloud-based, deployable across all channels and fully customizable.

Radius8 - USA - Late

Radius8 is a localization platform that creates brand new hyperlocal shopping experiences that leverage the context of "When and Where" which drive online engagement and in-store traffic. Every enterprise with physical locations needs Radius8.

Revenue Studio - France - Early

Revenue Studio replaces Excel to optimize markdowns during sales periods. It uses AI and advanced data-processing to collect and analyse billions of datapoints to accurately distribute markdowns among products.

Stairwage - France - Early

What if every day was payday? Thanks to StairWage, employees can now automatically request and receive payment of part of their wage at any time, rather than wait for payday at the end of the month.

Zeekit - Israel - Late

Zeekit's patented technology enables fashion brands to let their customers virtually try on their entire catalog, and show in one click how the catalog looks on someone that represents them well. In addition, personalized lookbooks and size & fit guidance are part of Zeekit's technology.

Zeotap - Germany - Late

Zeotap is the only global data & identity platform that offers a deterministic end2end solution to onboard, understand and activate 1st party customer data across Europe, North America, LATAM and India. They help brands achieve better Marketing ROI.

More information on <https://www.lafayetteplugandplay.com/>

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About Lafayette Plug and Play

As the first innovation platform fully dedicated to the transformation of the retail industry, Lafayette Plug and Play was born through a partnership between the Galeries Lafayette group and the Californian accelerator Plug and Play Tech Center. Since its creation, 16 other leading names in the retail industry have joined in order to boost their digital and cultural transformation. Lafayette Plug and Play, which occupies a 1,000 sq. metre innovation workspace in the heart of Paris, connects retail corporations with the best-suited French start-ups and international scale-ups so they can accelerate their digital transformation and optimise their results, with a view to creating a virtuous ecosystem in the French and European markets. Lafayette Plug and Play has two annual intakes, and offers entrepreneurs a tailored and supervised three-month programme.