

PRESS RELEASE

For its first batch of start-ups amid the “new normal”, Lafayette Plug and Play is reinventing its model and announcing the launch of a third, fully digital acceleration course

Paris, 31 August 2020

Lafayette Plug and Play is revealing the 19 start-ups and scale-ups joining its ninth batch today. This autumn, more phygital than ever, the intake accelerated by Lafayette Plug and Play will be focusing on five key retail innovation challenges: New Distribution Channels, Smart Content at Scale, Circularity and Ethical Commerce, E-commerce Boosters, Seamless Checkout

To cater for the urgency of digital transformation in the long run, Lafayette Plug and Play is turning its accelerator up a notch by opening up a third, custom-made track, the first one of its kind to be fully digital – the ‘International Early Track’.

Enabling retailers to roll out their new digital priorities straight away

This new entirely online pathway is aimed at young international start-ups whose disruptive technology can provide French and European retailers with fully functional solutions. Five start-ups from the US, Israel, Germany and the Netherlands are therefore joining Lafayette Plug and Play.

Meanwhile, this new batch comprises five French start-ups on the ‘Early Track’ course and nine international or French scale-ups on the ‘Late Track’ course, with both courses giving them access to French and European markets.

They all aim to accelerate their businesses’ growth by catering for the new phygital priorities of Lafayette Plug and Play’s 16 corporate partners, whose digital transformations are an immediate priority in the new normal. The batch ends with an Expo Day on 3 December.

Pieter Lammens, Director of Lafayette Plug and Play, said: *“The current health crisis has seen new consumer trends emerge at a faster pace and retailers have to adapt to as quickly as possible. Lafayette Plug and Play’s aim and relevance are now stronger than ever before. Additionally, we give our partners new opportunities for collaboration by opening up our platform to young disruptive international start-ups with our new, fully digital track.”*



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The applicants selected for this ninth intake are:

[Aive](#) - FRANCE - French Early Track

Aive is the first all-in-one AI video platform powered by an unique creative artificial intelligence for qualitative video post-production and distribution at scale.

[Booxi](#) - CANADA - Late Track

Booxi is an online appointment/event scheduling solution made for retailers to attract customers by offering value added services / VIP experiences in stores. Booxi allows retailers to set up a seamless omnichannel experience, improving online conversion with highly qualified customers (web-to-store).

[Branch Metrics](#) - UNITED STATES - Late Track

Branch is transforming how brands and users interact across digital platforms. Their mobile marketing and deep linking solutions are trusted to deliver seamless experiences that increase ROI, decrease wasted spend, and eliminate siloed attribution.

[Buywith](#) - ISRAEL & UNITED STATES - International Early Track

Buywith is a livestream shopping technology for brands and retailers to host virtual shopping events on the e-commerce site using influencers and experts who take their followers on a highly engaging journey through the brand's website, to drive sales and users' engagement.

[Contreeb](#) - FRANCE - French Early Track

Contreeb is the first data-driven B2B SaaS platform which helps businesses calculate & compensate the carbon footprint of any product. They enable brands and retailers to sell “carbon neutral” products to address consumers’ demand for sustainable goods.

[Element AI](#) - CANADA - Late Track

Element AI is an artificial intelligence solutions provider that gives organizations unparalleled access to cutting-edge technology. Bringing together the best in entrepreneurship, technology and academic ecosystems, Element AI is building an AI-First World to elevate our collective wisdom.

[Gocomo](#) - GERMANY - Late Track

Gocomo moves away from “gut feeling” in influencer marketing towards a long-term, data-driven approach. They combine social media, innovative tech and actionable data to create meaningful value for their partners. They bring together brands with their fans and their specific target group.

[Hipli](#) - FRANCE - French Early Track

Hipli provides and operates reusable packaging for e-commerce, as a Packaging As A Service company. They design mailers that can be reused up to a hundred times and a logistics to ensure that they are really returned and reused. Their clients are e-commerce clothing and cosmetics brands in France.

[Kleiderly](#) - GERMANY - International Early Track

Kleiderly solves two environmental problems. They recycle clothing into a material that replaces plastics from crude oil. They reinvent the supply chain, saving up to 85% of CO2e emissions. Textile waste is a global issue and they help to reduce the impact from the life cycle, creating a circular economy.

[LabSense](#) - FRANCE - Late Track

LabSense empowers brands & retailers' content with AI. Their unique multilingual solutions automates content generation & benefits from 8 years of R&D, embedded SEO duplicate analysis, in 14 languages. Their goal is to boost brands & retailers' SEO and CRO content efforts to attract and convert customers into clients!

[Paptic](#) - FINLAND - Late Track

Paptic produces a unique new PAPTIC® material, where the main raw material is sustainably sourced wood fibre. It is a renewable, reusable & recyclable flexible packaging material that enables the replacement of less environmentally friendly materials, e.g. plastic, with little effort.

[Paywax](#) - FRANCE - French Early Track

Paywax is a software company dedicated to making eCommerce checkout easier, faster, and more secure. It is a one-click checkout powered by all the largest wallets: Apple Pay, Google Pay, Paypal, etc.

[Presize](#) - GERMANY - International Early Track

Presize is a mobile body scanning software for fashion ecommerce. End-user turns around once in front of the smartphone and gets the perfect size recommendation right away. Reducing returns & increasing conversion rates.

[RevLifter](#) - UNITED KINGDOM - Late Track

RevLifter personalises deals for retailers across any marketing channel. The platform uses AI to understand real-time signals from users onsite behaviour to deliver the right deal to the right customer at the right time, to achieve the advertiser's goals.

[Riskified](#) - ISRAEL & UNITED STATES - Late Track

Riskified is an AI platform that enables eCommerce merchants to manage fraud risk, increase revenue, and enhance the customer experience at every stage of the purchase funnel.

[Spirable](#) - UNITED KINGDOM - Late Track

Spirable enables brands to create the optimal video for every person, every time, everywhere. The state-of-the-art platform brings data & modular assets together to create quality videos that are relevant for audiences based on location, behaviour, time, weather etc across all social & digital channels.

[Stocklear](#) - FRANCE - French Early Track

Stocklear is a B2B marketplace dedicated to overstocks and 2nd life products.

[The Fabricant](#) - NETHERLANDS - International Early Track

The Fabricant is the first digital-only fashion house. Their mission is to lead the fashion industry towards a new sector of digital-only clothing that wastes nothing but data and exploits nothing but imagination.

[WalkOut](#) - ISRAEL - International Early Track

WalkOut is transforming the physical store by replacing cashiers with a smart checkout system that mounts on existing carts and baskets. The solution uses machine vision to identify products and offers a screen to communicate with customer and offer real-time suggestions to increase the basket size

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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, 15 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 scaleups 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 business acceleration program. Learn more on lafayetteplugandplay.com.