



PRESS RELEASE

Launch of the sixth promotion of Lafayette Plug and Play: 16 new startups contributing to shape the future of retail

- **Personalized user journey, store of tomorrow, supply chain's automation and optimization and competitive intelligence are the main themes of this new programme**
- **Renewal of the two "Early Track" and "Late Track" custom-made acceleration courses to better meet each start-up's needs**

Paris, March 5th, 2019

Lafayette Plug and Play, an accelerator dedicated to retail, created in partnership with the Galeries Lafayette group and Plug and Play Tech Center, unveils the 16 startups selected for its sixth promotion. They are particularly focused on four key retail trends: personalized user journey, store of tomorrow, supply chain's automation and optimization and competitive intelligence.

This sixth promotion is composed in equal measure of eight French and eight international startups, from the United States, Belgium, Germany, Italy, Poland and Spain. This balance conveys the relevance of the two custom-made acceleration courses set up since September 2018: French startups looking for fundraising and trading partners can follow the "Early Track" course, while international startups seeking to develop their activity on French and European markets can follow the "Late Track". Every one of them can therefore access to an exclusive three-month programme, punctuated by weekly sessions with mentors, retail and e-commerce experts and investors, concluded by the Summer Expo Day which will take place on May the 23rd in Paris.

These 16 startups succeed to the previous promotion, whose results have been particularly positives. With almost 300 meetings and events organized, this programme resulted in 17 contracts or pilots signed up between the startups and the corporate partners, including five with the Galeries Lafayette and La Redoute. This number of collaborations is more than the double of the previous promotions results.

Commenting this announcement, Matthieu Caloni, Director of Strategy and Transformation of the Galeries Lafayette group, declared: *"Launched almost three years ago, the Lafayette Plug and Play accelerator has fulfilled its mission of supporting the set-up of the most innovative Retail Tech solutions and services and offering optimal conditions for the development of the startups. The creation of the Early and Late Track courses during the fifth promotion perfectly illustrates this ambition and allows us to answer the needs of every company with relevance, startups as corporate partners. The very satisfying results of this last promotion let us hope for equally promising achievements for the 16 new gems."*



The selected applicants of this sixth promotion include:

Afterdata (<https://www.afterdata.fr/>) - FRANCE

Afterdata is a customer behavior predictive platform (online or in-store behavior) aimed at marketing managers and which requires no prior technical knowledge.

Aifi (<http://aifi.io/>) – UNITED STATES

AiFi is creating a massively scalable autocheckout solution, so that retailers from proximity tiny mom-and-pop shops to the biggest retailers with 50,000 square foot-plus stores can innovate.

BlackSheep (<https://www.black-sheep.io/>) – FRANCE

BlackSheep offers takeaway restaurants a way to boost their sales during rush hours by allowing their customers to order and pay on their phones - via a webapp - rather than at the counter.

Clothparency (<http://www.clothparency.com/>) – FRANCE

Clothparency evaluates garments on environmental and social issues. Score and detail information per criteria are available on our app, to guide customers towards more judicious choices.

Flowlity (<https://www.flowlity.com/>) – FRANCE

Flowlity reduces manufacturers inventory shortages by building a Supply Chain network connecting to their data and automatically reordering their supplies.

Items (<https://www.items.rocks/>) – FRANCE

Items delivers receipts issued by retailers automatically in customers' banking app. This startup provides retailers with the world's most thorough omni-channel BI data and analytics tools.

Nextail (<http://nextail.co/>) – SPAIN

Nextail is an inventory optimization platform that uses artificial intelligence and prescriptive analytics for retailers to make better buying and distribution decisions.

Nomagic (<https://www.nomagic.ai/>) – POLAND

Nomagic is focused on teaching robots manipulation skills with software and artificial intelligence. Its first market is automation of pick and place in e-commerce warehouses and this startup offers Robot as a Service.

ParcelLab (<https://parcellab.com/>) – GERMANY

ParcelLab optimizes the customer communication for online retailers post-checkout to regain control over the entire customer experience.

Persado (<https://www.persado.com/>) – ITALY

Persado is reinventing marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment.

Retviews (<https://retviews.com/fr/>) – BELGIUM

Retviews is a company specialized in big data analytics, leveraging the power of Artificial Intelligence to support world's fashion retailers, brands, and suppliers in their competitive intelligence.

SmartKeyword (<https://smartkeyword.io/>) – FRANCE

SmartKeyword is a simple yet technologically powerful online Search Engine Optimization tool combined with support from their experts designed to give control back to digital marketers of their strategy

SnapCall (<https://www.snapcall.io/en/>) – FRANCE

SnapCall allows to receive qualified calls from digital platforms; simplify connection, improve sales and reduce customer service calls.

Spott.ai (<https://spott.ai/>) – BELGIUM

Spott.ai is a successful technological marketing & e-commerce company with clients around the world. Using Machine learning, Spott.ai makes any visual content (pictures and videos) enriched, interactive & shoppable.

StyleSage (<https://stylesage.co/>) – UNITED STATES

StyleSage is an artificial intelligence-powered retail analytics solution that enables retailers and brands to get products to their customers faster.

UntieNots (<http://www.untienots.com/>) – FRANCE

UntieNots disrupts Loyalty and Promotions in Retail thanks to artificial intelligence. This solution reaches millions of shoppers with digital 1to1 deals to increase frequency and baskets.

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



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About Lafayette Plug and Play

As the first innovative platform fully dedicated to the retail and fashion industries, Lafayette Plug and Play is a startup 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 startups disrupting retail, by creating an innovative ecosystem around these industries. As part of its two annual promotions, Lafayette Plug and Play offers entrepreneurs a tailored and supervised three-month programme. More information on lafayetteplugandplay.com.