

# FUTR

RETAIL · MARKETING · COMMERCE

IN PARTNERSHIP WITH:  Cognizant

## FUTR

EUROPEAN RETAILTECH

### TOP 50 LIST

## 2018

✉ [TEAM@FUTR.TODAY](mailto:TEAM@FUTR.TODAY)

🌐 [WWW.FUTR.TODAY](http://WWW.FUTR.TODAY)

# WELCOME

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Welcome to our European RetailTech Top 50 List. We are delighted to release the first European edition of our definitive guide of Europe's top 50 early-stage companies in RetailTech.

The way today's consumers shop and consume continues to evolve at a faster pace than ever before and brands and retailers continue to compete in an increasingly competitive environment.

Whether retailers are looking at new ways of customer engagement to today's applications of artificial intelligence or new ways to scale personalisation to innovative ways to bridging the gap between physical and digital, there are numerous innovative start-ups that are providing a variety of solutions for these needs.

The aim of this list was to identify the startups that have the potential to cause real disruption in the sector. From supply chain to product design and mobile to store experiences, our list provides an up-to-the-moment lens into the future of retail and the early stage start-ups that are shaping that future.

The list of companies have been categorised in the following areas:

- In-Store Experience**
- Commerce & Payments**
- Supply Chain, Fulfilment & Delivery**
- Product Design & Development**
- Mobile & Digital**

I would like to wish a big thank you to our partner Cognizant and our curated judging panel of retail and media leaders for their participation in selecting the final 50.

**Rupa Ganatra**

Founding Partner  
FUTR Group

**in / Rupa Ganatra**  
[Rupa@futr.today](mailto:Rupa@futr.today)

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# CATEGORIES

## IN-STORE EXPERIENCE

Technical innovations or novel digital approaches to improving in-store customer journeys and/or physical store operations.

## COMMERCE & PAYMENTS

Startups facilitating better payments, transactions in store or anywhere across the multichannel retail journey through digital innovation.

## SUPPLY CHAIN, FULFILMENT & DELIVERY

Startups creating faster, more efficient or simply better ways to get goods to consumers across all segments of the supply chain.

## PRODUCT DESIGN & DEVELOPMENT

Leveraging technology to produce goods or services in ways that break with traditional processes and models.

## MOBILE & DIGITAL

Platforms or services in the e-commerce/ m-commerce space, whether it's a direct to consumer initiative or a B2B service that's supporting the connected retail ecosystem.



**STEPHEN  
WELLBELOVE**  
SENIOR CLIENT PARTNER



**CAROLE  
PICOU-KATMANN**  
HEAD OF ECOMMERCE & DIGITAL



**CHRISTODOULOS  
CHAVIARAS**  
SENIOR RETAIL ANALYST



**PARMY  
OLSEN**  
STAFF WRITER



**NEIL  
ROBO**  
PRINCIPAL FOR GLOBAL RETAIL



**RUPA  
GANATRA**  
FOUNDER & CEO



**JENNIFER  
NORTH**  
HEAD OF VERTICAL CATEGORIES



**FAYE  
ROTH**  
HEAD OF TRANSFORMATION



**PAUL  
ARMSTRONG**  
CONTRIBUTOR, FORBES & FOUNDER



**RICHARD  
MOGENDORFF**  
FOUNDER & CEO



**PAUL  
HUNTER**  
DIRECTOR OF RETAIL EXPERIENCE



**SANDRA  
STEIVING**  
HEAD OF INNOVATION



GET AHEAD WITH

# FUTR

RETAIL · MARKETING · COMMERCE

## INSIGHT PAPERS

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Reach our highly engaged community with impactful and authentic content produced in collaboration with us. Educate the market on a topic which resonates with your business and aligns your brand with unique, credible and insightful content. Dedicated marketing to reach predetermined data requirements and digital and physical distribution at scale. Generate qualified and relevant leads for your sales teams.



Contact **+44 207 993 4676 / [team@futr.today](mailto:team@futr.today)**



# CATEGORIES & COMPANIES

## IN-STORE EXPERIENCE

appear [here]

### Appear Here

Appear Here is the leading online marketplace for short-term retail space. The mission: to create a world where anyone, anywhere can find space for their ideas.

Over 100,000 industry leading brands, designers and creative entrepreneurs are using Appear Here to find and book retail space. Appear Here lists space in top retail destinations, including London, Paris and New York.

[www.appearhere.co.uk](http://www.appearhere.co.uk)

Follow  
Inspiration

### Follow Inspiration

Follow Inspiration, S.A., is a technological company focused on software and hardware development. Our strong skills on navigation and mapping, image recognition and artificial intelligence as well as robotics led to the development of innovative solutions to our customers.

We have developed the wiiGO, an autonomous self-driven shopping cart, designed to help people carry their purchases. The latest technology in image recognition enables the wiiGO to follow anyone, with or without reduced mobility, improving the customer's in-store experience like never before.

[followinspiration.pt](http://followinspiration.pt)

Hero.

### Hero

Our team is on a mission to change the way the world shops, making it a whole lot more personal. We're only two years into our journey, but already 350m shoppers on websites like Harvey Nichols and Ted Baker can use Hero to connect live with an associate in their nearest store - perfect for when they need real-time advice from someone in the know.

[www.hero.cx](http://www.hero.cx)

|||  
MERCAUX

### Mercaux

Mercaux is the 'digital backbone' for offline retail. Our in-store mobile platform brings the benefits of digital into physical stores, improving retailers' sales and effectiveness, ensuring customers have a seamless shopping journey across both offline and online channels. On the store level, Mercaux provides Apps for Sales People and Customers that empowers them with all the information they need at their fingertips, such as real-time store and online inventory, product catalogue, recommendations and alternatives, looks and marketing content.

[mercaux.com](http://mercaux.com)

Modist

### Modist Ltd

Modist is a digital platform that helps fashion retailers better engage with customers in-person and in-store. The platform, accessible via an iPad application, gives sales teams one point of access to everything they need to better service customers: digital content, product details, inventory availability, and customer information. The platform is designed to be used by sales teams with customers and can be used in-store daily or for one-off events (e.g. trunk shows or private client shopping).

[modist.co](http://modist.co)

NOBAL  
Technologies

### Nobal Technologies

Nobal Technologies is a culture driven technology company, with a focus on digital and physical interaction.

Nobal's flagship product, the iMirror, is the world's most advanced interactive mirror - helping retail connect with consumers in the fitting room - where buying decisions are made.

[www.nobal.ca](http://www.nobal.ca)

# IN-STORE EXPERIENCE



## Oak Labs

Online and offline are no longer discernible spaces. The physical retail store has changed very little over the past 100 years. Our customers have. We are bridging the worlds of tech and retail, designing elegant, intuitive customer experiences that will transform the way we think about shopping forever.

Founded in May 2015, Oak Labs partners with retailers to beautifully embed technology into brick-and-mortar stores and bring the best of online into the physical world.

[www.oaklabs.is](http://www.oaklabs.is)



## Proximity Insight

Proximity Insight develops leading Shop Floor Engagement (SFE) software for retailers with a focus on luxury verticals. Our store platform puts cutting-edge capabilities in the hands of sales associates to drive traffic through all physical and online channels.

Our Shop Floor Engagement platform is the #1 solution for driving retail sales. It makes it possible for retailers to:

- + Personalise customer engagement at a human level
- + Drive increased sales through all channels
- + Scale best practices across an entire business
- + Empower their relationships with customers . . . everywhere their customers are

[proximityinsight.com](http://proximityinsight.com)



## Qopius

Qopius is working on the future of brick and mortar Retail. We're constructing the world's biggest AI-powered image recognition engine for digitising supermarket shelves, that means detecting and recognising every consumer goods product from images and video, to finally achieve the fully connected store. The Qopius Retail Pulse platform helps the biggest names in FMCG, retailers and manufacturers, to track the behaviour of their products on the shelves and take corrective action in real-time to ensure the shopping experience is at its best.

[www.qopius.com](http://www.qopius.com)



## Qudini

Qudini provides innovative technology that enables brands to transform their in-store Customer Experience. The Qudini platform is used by global retailers (such as John Lewis, House of Fraser and O2 Telefonica).

To improve their service offerings through:

- Manage their queues of walk-in customers wanting to be seen straight away
- Accepting pre-booked appointments (online & in-store)
- Enabling customers to book onto engaging store events and workshops
- Managing the in-store collection experience for click & collect, repairs and other services

[www.qudini.com](http://www.qudini.com)



## Shopest

Shopest makes discovering nearby fashion retail fast, solving the problem of inefficient live inventory search. We make it super easy for shoppers to find nearby product, brands, sample sales, pop-ups and stores in real-time. At the same time giving bricks and mortar retailers a way to connect with shoppers in their vicinity, before, during then retarget after their store visit. Our focus is driving foot flow into Brick and mortar stores, by delivering online tools in the offline environment.

[www.shopestapp.com](http://www.shopestapp.com)



## YOOBIC

YOOBIC is a mobile solution that helps brands and retailers ensure a consistent and flawless customer experience through better execution and compliance across their stores. The YOOBIC app makes store visits and communicating with stores more efficient and gives real-time visibility into compliance with brand guidelines. More than 80 well-known retailers in many sectors are using YOOBIC. Fashion brands such as Lacoste, Etam and The Kooples, retailers like Carrefour, Aldi and Halfords along with international brands such as The Foschini Group, Peugeot and Citroën.

[www.yoobic.com](http://www.yoobic.com)

# COMMERCE & PAYMENTS



## Curl

Curl is an entirely new payment network designed from scratch to serve the needs of retailers and consumers, not banks and card companies. Curl is an alternative to cash and card. Unlike other payment apps which are layers on top of the card system, Curl is an entirely new payment network which works via @usernames and instant bank transfers. The card system is 50-year-old technology that has drastically over-survived and badly needs replacing. It costs everyone billions per year in transaction fees, fraud, lost business, and wasted time. Curl is here to fix this problem, recapture that value, and hand it back to retailers and consumers.

[paywithcurl.com](http://paywithcurl.com)



## FOMO Pay Pte. Ltd.

FOMO Pay is a unified payment technology provider for alternative payment, enabling merchants to accept payments from different wallets like WeChat Pay, Nets Pay, Apple Pay, MasterCard QR, mVisa etc, sitting in MAS taskforce to develop common QR code.

Founded in 2015, FOMO Pay provides one-stop online / offline mobile payment solution to increase cashless payment acceptance at every point-of-sale.

[www.fomopay.com](http://www.fomopay.com)



## Mishi Pay

MishiPay is a technology start up that empowers shoppers to self-checkout on their phones, without the having to queue at a cash till again.

With MishiPay's technology, shoppers can now pick up an item they wish to buy, scan the barcode of the item with their phone, pay on the phone and simply leave with the item they just bought. Just Scan, Pay and Leave.

[www.mishipay.com/home](http://www.mishipay.com/home)



## Nuggets

Nuggets is a single, secure sign-on for payment, login and ID verification. Nuggets stores personal and payment data securely in the blockchain so that consumers never have to share it with anyone. Access is purely through biometrics, eliminating the need for usernames and passwords. Nuggets allows consumers to make payments and use services without worrying about privacy or security. For businesses, it means the end of vulnerable databases of customer data, minimising the risk of regulatory and reputational issues. And it solves the problem of data breaches because companies don't have to store personal data.

[nuggets.life](http://nuggets.life)



## Poq

The app commerce company. The thing that defines us, sets us apart and drives us, is our laser focus on building software that enables leading retailers to forge deeper and more valuable relationships with their customers.

Poq commerce enables retailers like Made.com, House of Fraser and Missguided to manage their app in-house and helps to increase insight, engagement, conversion and revenue whilst decreasing costs, risks and implementation time.

[www.poqcommerce.com](http://www.poqcommerce.com)



# SUPPLY CHAIN, FULFILMENT & DELIVERY



## Exaactly

Exaactly is an intelligent addressing solution that combines the most accurate database with consumer preferences to drive brand loyalty for retailers, and reduce inefficiencies within the supply chain. For carriers, we provide metadata that enables them to locate, park, and plan as precisely as possible, aiding productivity. For retailers, we allow their shoppers to create an Exaactly address, with all their nuances about their address, timings, and delivery preferences, to ensure delivery success first time. Done once, it can be used again and again across multiple retail and carrier platforms.

[www.exaactly.com](http://www.exaactly.com)



## LastMileLink Technologies

LastMileLink Technologies are disrupting final mile delivery space by offering dynamic timeslot booking APIs for retailers of all sizes. Whether you are local and want to extend your storefront from metres to miles, or you are an enterprise-sized retailer wanting a seamless customer experience, our technology can help retailers thrive in this extremely competitive environment.

In 2015, our start-up LastMileLink Technologies launched On the dot. Our proposition was simple - 1-hour timeslot delivery centred around a delivery window that suits, and is chosen by, the shopper. To really offer shoppers the ability to take advantage of one of the first delivery options centred around the convenience of them, and not the provider, we targeted smaller independent high-street retailers. This strategy was two-pronged, shoppers have the ultimate in delivery convenience while local retailers could offer a unique shopping experience and create a competitive advantage through delivery, all without integration or costly development work. Retailers could take deliveries in-store and over the phone and simply book jobs via their store Retailer Portal account.

[www.lastmilelink.com](http://www.lastmilelink.com)



## Shutl

Shutl, the platform that gives people control over their deliveries, is disrupting online and instore retailing by aggregating availability across a network of local delivery firms nationwide. This means that local deliveries can be made - in as little as 90 minutes or at preferred one hour time slot - at a cost that is comparative to standard delivery prices. Shutl is available from leading retailers across the UK including Hotel Chocolat, Schuh and Superdrug.

[shutl.com/uk](http://shutl.com/uk)



## Singular Intelligence

Singular Intelligence built an AI solution for Retail Automation, Trade Promotions & Marketing Investments Effectiveness, that increases Revenue, Profit, and Consumer Demand. The measured gains are 10-25% improvement in promotional efficiency, 2-5 % improvement in sales, 7-10 % improvement in profits (which often translates into millions of £). We are a team of AI, advanced analytics experts and researchers with significant industry experience, passionate to solve the challenge of dealing with the sheer volume of diverse and fragmented data, the limited scale and slow speed of analysis, and the lack of accuracy that is causing large-scale inefficiencies in the retail sector. The team merges a strong technical side (IT, Machine Learning, Deep Learning) and an outstanding team of market insights, consultants, and industry experts (deep background with FMCG Brands, Retailers, Market Research).

[www.singularintelligence.com](http://www.singularintelligence.com)

# SUPPLY CHAIN, FULFILMENT & DELIVERY



## Stuart

Stuart is a disruptive B2B on-demand delivery platform that connects retailers with local couriers, enabling anyone to deliver anything at any time.

We're powering the future of urban logistics, helping both small and big businesses move their goods through cities faster than anyone ever imagined.

From data scientists to restless couriers, designers to operation managers, our strength rests upon our plurality of skills and expertise, building up our unique team. In less than three years, we grew up from 3 to more than 136 employees with offices in 3 countries and operations in 14 cities: Paris, Barcelona, London, Madrid, Lyon, Toulouse, Bordeaux, Montpellier, Lille, Strasbourg, Nantes, Sheffield, Newcastle, Leeds.

[www.stuart.com](http://www.stuart.com)



WHAT3WORDS

## What3Words

what3words is the simplest way to talk about location. It has divided the world into 3m x 3m squares, each with a unique 3 word address. Now people can refer to any precise location – a delivery entrance, a picnic spot or a drone landing point – using three simple words. what3words is used by businesses, governments to operate more efficiently, and by individuals to find and share places. It is integrated into car navigation systems, used to deliver post in 9 countries to date, and is used by NGOs and disaster response teams to save lives.

Why? what3words enables people to communicate any precise location using three dictionary words. It is the only addressing system based on words, providing a human-friendly and memorable reference for any 3m x 3m location on Earth, and it's also unique in that it is optimised for speech recognition. Every home, business and delivery location now has a simple and accurate address, allowing e-retailers and logistics providers to reach more customers, provide better customer experience and operate more efficiently. 3 word addresses add value at every stage of the supply chain.

[www.what3words.com](http://www.what3words.com)



## ZigZag Global

ZigZag is an award winning global returns solution for retailers. On the front-end we provide a retailer branded portal through which the customer can book a return from a list of convenient returns options in each country. On the back-end we provide a SAAS platform that help the retailer track all returned items throughout our network of 220 warehouses and 55 courier partners in 130 countries.

ZigZag helps retailers to take informed decisions on which items to hold in-country for re-fulfilment, sale on a local marketplace, local donation or recycling and which items to consolidate and ship back based on the value, grade and sales history of the goods. We have helped retailers such as Arcadia and Selfridges to cut returns costs by over 50% and journey times by as much as 65%. It takes a customer less than 60 seconds to book a return and we have built up a network of 325,000 drop off locations in Europe alone. We are paperless across a large number of markets in North America, Europe and APAC. We have helped one major UK retailer to reduce the time it takes to refund a customer from 20 days to 48 hours resulting in a 40% drop in refund related enquiries into the customer services team.

[www.zigzag.global](http://www.zigzag.global)

# PRODUCT DESIGN & DEVELOPMENT

## SOPOST

### SoPost

SoPost helps brands drive product sampling online, better than it has ever been done before. SoPost increases exposure via Social Media, drives trial in a targeted way, acquires high quality consumer data and measures the impact of activity.

[www.sopost.com](http://www.sopost.com)

## supplyCompass

### Supplycompass

Supplycompass is a production management platform for responsible brands that want to find and work with the best international manufacturers. We aim to give brands all the information they need to make an informed choice about their manufacturer, helping them to embed good practice at the heart of their business. Supplycompass works with responsible manufacturers around the globe and has offices in Mumbai and London.

[www.supplycompass.com](http://www.supplycompass.com)

## yeay

### Yeay

YEAY is a quickly-growing new video e-commerce experience that is redefining what it means to buy and sell on a mobile device. We make shopping fun and entertaining, allowing everyone to buy with a swipe.

With this app in hand, anyone with a smartphone can buy and sell products while at the same time consuming entertaining full-screen vertical videos.

YEAY is a pioneering addition to the digital space. Founded by entrepreneur Melanie Mohr in 2016 and backed by an international team of investors, YEAY has become one of the fastest growing start-ups in Berlin.

[www.yeay.com](http://www.yeay.com)



### YrStore

YR's specially developed software and high specification digital printing process enables customers to design their own garments in store. Using YR's interactive touchscreens, consumers design one-off patterns and see them printed onto high quality garments right on the shop floor, within minutes. YR's sublimation print process uses special ink that when heated to 180 degrees, vaporises into a gas and is absorbed into the fabric of the garments, giving photo-quality prints that are non-fading and long lasting.

YR (pronounced Your) is the brainchild of interactive digital specialists Luma, whose work includes cutting-edge digital store and event concepts for the likes of Nike, MTV and New Era. YR create live garment print installations which feature interactive touchpods, and the world's only live all-over digital printing process, offering designers and the general public the opportunity to create one-off patterns and prints and produce their work onto high-quality garments to take away within minutes.

[www.thisisyr.com](http://www.thisisyr.com)

# MOBILE & DIGITAL



## Beemray

It's the age-old desire for marketers to deliver the right message, to the right person, at the right time. However, marketers are missing the mark. To truly understand to whom, and when to send the right message, we must understand individual customer context. Location is the next dimension in personalisation, it is the foundation for understanding customer context. For location to deliver on its promise, the entire data flow must be real-time; from collection, segmentation, analytics, to activation. It must also bring value to all of a retailer's digital platforms, using every available location signal - from verified IP/WiFi, to GPS & Beacons.

[www.Beemray.com](http://www.Beemray.com)



## Fashwell

Fashwell recognises products in images. We've spent the last three years developing cutting-edge deep learning algorithms tuned to identify fashion and furniture in images. We leverage this technology to power visual search and recommendations for retailers, brands and more. Our products integrate seamlessly into any platform and are proven to boost conversions, create new revenue channels and increase retention rates. We pride ourselves on our cutting edge deep learning algorithms trained for best-in-class performance in fashion and furniture product recognition.

[tech.fashwell.com](http://tech.fashwell.com)



## GoInStore

Go Instore is a unique technology that closes the gap between the online and offline worlds. We partner with leading global brands including Farfetch, Dyson, Porsche, Marriott International, Sofa.com, intu, Axel Arigato, Thomann and Redrow.

Our aim is to work in partnership with our clients to deliver immersive customer experiences. We achieve this by using live video streaming, through the use of smart phones and glasses, and a light touch implementation on your website.

[www.goinstore.com](http://www.goinstore.com)



## Bidooh

Bidooh is an innovative new digital advertising platform, making Outdoor advertising available to everyone. It makes it simple to manage digital screen advertising anywhere in the world in real-time.

For advertisers, it's a simple way to create, publish and display an advert on a digital screen without ever needing to call anyone or get tied into a contract. It's like online advertising for the offline world.

[www.bidooh.com](http://www.bidooh.com)



## Bllush

The leading content engine for fashion and interior design retailers to publish high quality, licensed content directly to website visitors.

Bllush simplifies the process of creating content through data-driven suggestions, content sourcing and auto-tagging. Content published via Bllush is personalized for every retailer and optimized for engagement. This allows retailer to turn content production into a repeatable and proven business process. Bllush's platform helps marketing teams scale their content output without increasing their headcount.

[www.bllush.com](http://www.bllush.com)



## LIKEtoKNOW.it

LIKEtoKNOW.it is the app/service launched by rewardStyle in 2014 as an email service, with the dedicated app launched in March 2017. We provide the platform for influencers to monetise their content where ever it lives across blog or social, we represent their business and technical infrastructure to grow their businesses. For brands, we represent their influencer channel and provide a seamless cross channel solution to support mobile social sales at scale, while rationalising their investment with sales data across all channels.

[www.liketoknow.it](http://www.liketoknow.it)

# MOBILE & DIGITAL



## Localistico

Localistico enables physical location-based businesses to enhance their paid and organic online-to-offline marketing capabilities and increase both local awareness and footfall, empowering brands to convert online engagement into offline sales, globally. We have offices in Madrid and London and clients across 30 countries. Our clients include Camper, O2, Starbucks, Adidas, Morrisons, and Domino's and we are proud to have partnerships with Google (a Premier Partner since June 2017), Apple Maps, Wayra, Foursquare and True (Europe's only retail and consumer sector specialist investor and incubator).

[localistico.com](http://localistico.com)



## Nixale

Nixale empowers brands to truly personalise the customer experience across digital touch points, focusing on mobile, by guiding the online shopping journey like the expert salesman at the physical store, for a more engaged and loyal customer base that buys more. We build highly customised personal shopping assistant that increase online sales for websites and voice devices. Using advanced artificial intelligence technologies and rich content, Nixale's assistant accompanies your customers' journey with content-based conversations: automatically messages the customer, collects and understands customer needs, reveals content, recommend products and educates.

[www.nixale.com](http://www.nixale.com)



## Mallzee

Mallzee was launched in early 2013 and is now the UK's leading non-retailer fashion marketplace app, commonly dubbed the Tinder for fashion as it utilises the same swiping technology making; finding, comparing, buying or liking clothes fun. Users love swiping and shopping on Mallzee with the average time spent in app is 13 minutes. Having been downloaded over 1.4 million times (year on year traffic growth sits at just over 100%) and 150 high street brands and retailers product ranges included - Mallzee has a unique set of consumer product opinion rating data.

[www.mallzee.com](http://www.mallzee.com)



## Ometria

Ometria is a customer insight and cross-channel marketing platform that enables retailers to send personalised, relevant marketing messages throughout the customer lifecycle.

Built specifically for retailers, Ometria's AI-powered platform collects and aggregates data from all customer touch points in real-time, and uses machine learning to profile and send the most effective marketing messages to each individual across all channels.

Ometria is trusted by some of the fastest growing retail brands in the world such as Moss Bros, Links of London and Graze.com.

[www.ometria.com](http://www.ometria.com)



## Metail

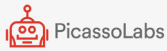
Here at Metail, we solve two fundamental needs. For retailers; an affordable and efficient process of eCommerce model photography. And for consumers; the ability to confidently try on clothes online.

Our Composed Photography technology saves the retailer time and money on online model photography without compromising on image quality and impact. Models only need to be shot once, whilst the retailers collection is shot separately on our custom-made mannequins.

[www.metail.com](http://www.metail.com)



# MOBILE & DIGITAL



## Picasso Labs

Over the last 10 years, the way brands communicate with consumers has shifted to be predominantly led by imagery and video. At the same time, marketers have never had to be more data-driven to succeed; we have data for all parts of the marketing funnel, ranging from tools that tell us exactly who our audience is, the keywords we should use for optimal conversion, down to the time of day we need to send an email to maximize response. However, we have no data that tells us what visuals resonate with our audience, and more importantly, why.

[www.picassolabs.com](http://www.picassolabs.com)



## Pixoneye

Pixoneye harnesses the full potential of image understanding on mobile devices to provide the ultimate key to capture the consumer's ever-changing needs.

We redefine personalised marketing by offering unparalleled predictive accuracy and actionable clustering, by using deep learning on consumers' personal photo galleries on mobile devices.

[www.pixoneye.com](http://www.pixoneye.com)



## Promethean.tv

Powered by Promethean, any broadcaster can serve intelligent commerce and engagement opportunities to viewers in real time, so the audience can watch, click, and buy while never leaving their screen. Imagine watching your favourite sports team, ordering pizza, getting live fantasy updates, buying your favourite player's jersey...all while never missing a moment of live action.

[www.promethean.tv](http://www.promethean.tv)



## See Fashion

See Fashion is building the world's leading data collective for the fashion industry. We aggregate and analyse customer data across a network of fashion ecommerce sites, including voice/image search and sentiment analysis, to help retailers deliver 1-to-1 personalisation and gain customer insights as powerful as Amazon.

[www.see.fashion](http://www.see.fashion)



## SOZIE

Meet AmazonGo for fashion. Our tech seamlessly connects shopper mobiles to garments picked up in shop for frictionless connect, chat & checkout to increase fashion retailer sales.

SOZIE is the most innovative and original fashion-tech company in Europe today from a technological, conceptual and commercial standpoint. Our IoT patent-pending tech is best described as AmazonGo for fashion - it connects shopper mobiles to garments picked up in shop for frictionless connect.

[www.sozie.com](http://www.sozie.com)



## Spirable

Spirable's pioneering technology generates the world's most contextual videos, at scale - bringing together storytelling with AI and data to reinvent marketing across all CRM and social channels. Some of the world's biggest brands - including Unilever, Diageo and Dominos - are already changing the way they communicate by using Spirable. Generating thousands of contextual videos per campaign, our clients stand out by delivering information that has real-world value, rather than feeling like yet another advert.

[www.spirable.com](http://www.spirable.com)

## MOBILE & DIGITAL



### Spoon Guru

Spoon Guru enables food retailers to deliver highly personalised shopping experiences and tailored food choices to each individual customer. In May 2017, in what is seen as a game changing development in the grocery industry, Tesco announced a partnership with Spoon Guru, to improve the online shopping experience for its customers with specific dietary needs. Spoon Guru now empowers Tesco to deliver in a world of complex consumer preferences, and differentiate against main competitors in a £11 billion UK eGrocery market that has grown by 15% year on year (IGD data).

[www.spoon.guru](http://www.spoon.guru)



### StoryStream

StoryStream is a next-generation content marketing platform powered by Aura™, an AI brain built for brands. The company empowers retail marketers to connect the right content with the right audiences at scale, transforming engagement and conversion. Some of the world's most innovative brands such as Casio, Boots, Co-op, Gousto, Magnum and Huawei use StoryStream to gain up to 22% increase in conversions, 4.5x increase in customer engagement and an overall ROI of 5-1. The revolutionary StoryStream Content Marketing Platform™ seamlessly combines digital asset management, multi-channel publishing and advanced content analytics with artificial intelligence to transform how marketers work, increasing efficiency and conversions with more relevant and meaningful content.

[www.storystream.ai](http://www.storystream.ai)



### TheMotion

### TheMotion

TheMotion's award-winning platform enables marketers to create high quality Dynamic Video Ads from product feeds, instantly and at scale.

The video ads are automatically updated as product details change and can be used within Facebook Dynamic Ad campaigns.

With unique styles and customized elements created to reflect each brand, Dynamic Video Ads generate more than just brand awareness – they deliver high conversion rates with lower CPAs for an increased ROI.

[www.themotion.com](http://www.themotion.com)

### TROUVA

### Trouva

Description Trouva is the new way to shop local. It's the destination for the world's best bricks and mortar shops, enabling customers to discover unique homewares and accessories from independents. We are resolutely anti-same and relentlessly anti-chain, providing discerning consumers with the opportunity to find products that not everyone else has. This ambition is reflected in our name, Origin: Trouvaille / noun. 'A lucky find'. We've built the world's first offline-to-online technology platform, including AI and automation, for independent retail, and enable everything from live inventory to logistics, including 1-hour delivery and worldwide shipping.

[www.trouva.com](http://www.trouva.com)



### Voxpopme®

### Voxpopme

Voxpopme is the world's #1 video insight platform with an impressive global client list of brands and agencies. We help businesses see the people behind the data to drive true customer-centric decision making. We're passionate about helping leaders in every industry drive action with insightful, agile and engaging research. We believe video is the most powerful way to do this – enticing customers to share actionable feedback that is deep in meaning, rich in context and emotionally engaging.

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# HELPING TODAY'S

# TOP BUSINESSES

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From understanding customers to providing a cohesive experience across channels, business leaders choose us to deliver “Digital that Matters”.



## Cognizant

