



# Lookbook

## Spring 2019 Cohort

Retail | Consumer Products | CX

The **SAP.iO Foundries** are SAP's global network of top-tier startup programs, including accelerators, that enable **startups** to build innovative software that deliver value for **SAP customers**.

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**SAP.**  **io**

The logo consists of the text "SAP." in a bold, dark grey sans-serif font. To the right of the period is a large, rounded square in a vibrant orange color. Inside this orange square, the lowercase letters "io" are written in a bold, white sans-serif font. The "i" has a small white dot above it.

# Meet the Team



**Ram Jambunathan**  
SVP and Managing Director, SAP.iO



**Alexa Gorman**  
SVP, SAP.iO Fund & Foundry EMEA



**Sébastien Gibier**  
Director, SAP.iO Foundry Paris



**Séverine Kichou**  
Program Manager, SAP.iO Foundry Paris



**Arnaud Devalay**  
Technical Advisor



**Abdelkader Keddari**  
Technical Advisor



**Leah Cartal**  
Startup Engagement  
and Community



**Paul Baratte**  
Business Developer Advisor

# Heuritech

Tomorrow's Trends. Today's Technology

[www.heuritech.com](http://www.heuritech.com) | [info@heuritech.com](mailto:info@heuritech.com)



heuritech

## CUSTOMER PAIN POINT

- Staying ahead of today's dynamic market and trends with millions of images shared on social media each day by influencers and consumers
- Avoiding overstock or out-of-stock to produce more sustainably and improve profitability

## UNIQUE APPROACH

Using advanced artificial intelligence to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

## FOUNDERS



**Tony Pinville**  
CEO



**Charles Ollion**  
CTO



### LINE OF BUSINESS

Product, Merchandising,  
Marketing



### INDUSTRY

Consumer Products and  
Goods, Retail & Fashion,  
Luxury, Sports, Beauty



### HEADQUARTERS

Paris, France



### CUSTOMERS

Louis Vuitton, Dior, Prada,  
Adidas, Paco Rabanne, VF,  
Fashion Cube

# Indigo Connected Retail

Drive your store like a website

[www.indigo-media.fr](http://www.indigo-media.fr) | [gwaline@indigo-media.fr](mailto:gwaline@indigo-media.fr)



## CUSTOMER PAIN POINT

Indigo Connected Retail is enabling the digital transformation of brick & mortar retail on an industrial scale, delivering seamless customer journey to address the new shopping habits induced by e-commerce and improving the ROI of in-store marketing.

## UNIQUE APPROACH

Indigo Connected Retail has developed indiOS, an in-store merchandising platform for retail, which transforms point-of-sale displays into smart, connected objects using proprietary IoT technology. It enables retailers to engage shoppers with personalized customer experience whilst collecting valuable behavioral in-store data and delivering services to improve store operations.

## FOUNDERS



**Guillaume Waline**

Founder partner,  
CEO



**Laurent Meoni**

Founding partner,  
VP



### LINE OF BUSINESS

Marketing and Big  
Data



### INDUSTRY

Wholesale, Distribution  
and Retail, CPG



### HEADQUARTERS

Reims/Paris, France



### CUSTOMERS

Nespresso, Sephora,  
Shiseido, E.Leclerc,  
Plantronics

# MishiPay

Scan. Pay. Go.

[mishipay.com](http://mishipay.com) | [info@mishipay.com](mailto:info@mishipay.com)



## CUSTOMER PAIN POINT

A recent study by Adyen estimated that the European retail sector has lost €34 billion in the last 12 months alone because customers were put off by long waiting times. Thanks to MishiPay's mobile self-checkout solution, shoppers never need to queue and wait at a checkout again. What's more, our technology invigorates brick and mortar stores, creating a more engaging, personalised in-store experience for shoppers.

## UNIQUE APPROACH

MishiPay is a mobile self-checkout solution that brings the best of the online checkout experience to physical stores. Our technology allows in-store shoppers to pick up a product, scan the barcode and pay with their phone, then simply exit the store. We increase retailers' sales, profitability and data insights whilst simultaneously improving the customer experience and speed of checkout. We integrate quickly and cost-effectively with retailers' existing systems with no requirement for investment in additional hardware.

## FOUNDERS



**MUSTAFA KHANWALA**

CEO



**TANVI BHARDWAJ**

CTO



### LINE OF BUSINESS

Customer Experience



### INDUSTRY

Retail



### HEADQUARTERS

London, UK



### CUSTOMERS

MediaMarktSaturn,  
Decathlon, DixonsCarphone  
LEGO



# Qopius

Digitizing brick & mortar retail using computer vision

[www.qopius.com](http://www.qopius.com) | [rizk@qopius.com](mailto:rizk@qopius.com)

# Qopius

## CUSTOMER PAIN POINT

- Loss of sale due to low on-shelf availability
- Low consumer satisfaction due to misplacement of products on the shelf
- High operation costs due repeated manual tasks such as daily gap-check process

## UNIQUE APPROACH

- Hardware agnostic computer vision platform for autonomous shelf scanning
- AI-based planogram generation using shelf visual information and sales data to optimize product placement

## FOUNDERS



**Roy Moussa**  
Business



**Antonin Bertin**  
Product/Technology



### LINE OF BUSINESS

Marketing, SupplyChain



### INDUSTRY

Wholesale, Retail, Consumer Products&Goods



### HEADQUARTERS

Paris, France



### CUSTOMERS

Carrefour, Groupe Casino, METRO Cash & Carry, LIDL MediaMarktSaturn, Systeme U Albert Heijn

# Retail Reload

Digitized omnichannel stock management

[www.retailreload.com](http://www.retailreload.com) | [y.curtat@retailreload.com](mailto:y.curtat@retailreload.com)



## CUSTOMER PAIN POINT

The inventory of store-based retailers is still handled in the 90s way. When they should be able to track every individual item in real time in every store to meet omnichannel and big data challenges, they only have a fragmented, undifferentiated and differed vision of what is in stock and available.

## UNIQUE APPROACH

Retail Reload enables store-based Retailers to enter the age of **digitalized omnichannel stock**.

Delivered in SaaS, our turnkey inventory management Solution combines RFID and mobility to connect Retailers in real time with each unique product from the factory to the POS check out.

Retail Reload Solution is designed to switch supply chain and sourcing into dynamic “pull” mode.

Solution boosts comparable store efficiency (offer relevancy and easy shopping experience), supplies Retailers with sharp accurate information and enable real omnichannel conversion.

## FOUNDERS



**Yves CURTAT**  
CEO



**Hervé LECART**  
CIO



### LINE OF BUSINESS

Supply digital operations - Data science



### INDUSTRY

Wholesale, Distribution and Retail



### HEADQUARTERS

Paris, France



### CUSTOMERS

Undiz, Etam, Jennyfer Lunettes pour tous, Nyx (l'Oréal), Gémo, Fashion 3

# REVERS.IO

The Return Management System

[www.revers.io](http://www.revers.io) | [v.torres@revers.io](mailto:v.torres@revers.io)



## CUSTOMER PAIN POINT

The new standards imposed by the e-commerce giants like Amazon and Zalando require retailers to improve significantly their reverse logistics. Nowadays, 24% of products purchased on the Internet are returned. After-sales service has become the #3 factor of purchase and 66% of e-shoppers review the return policy before making a purchase. Retailers need a good RMS to grow and satisfy their customers!

## UNIQUE APPROACH

Revers.io is a SaaS platform to manage all the reverse logistics of retailers in an omnichannel strategy. By connecting the entire ecosystem (carriers, warehouses, suppliers, call centers or repairers), the platform provides full traceability of returns and improves the after-sales experience for retailers and their customers.

## MANAGEMENT TEAM



**VINCENT TORRES**  
Founder & CEO



**JULIEN MASSON**  
CTO



**CAROLE LASCOMBES**  
CFO



**LINE OF BUSINESS**  
Supply Chain



**INDUSTRY**  
Ecommerce, Retail



**HEADQUARTERS**  
Paris, France



**CUSTOMERS**  
FNAC-DARTY, Boulanger  
La Redoute, Rue du  
Commerce, Cdiscount,  
Truffaut, Back market,  
TechData, ...

# Stockly

Global inventory for retail

[www.stockly.ai](http://www.stockly.ai) | [eliott@stockly.ai](mailto:eliott@stockly.ai)



## CUSTOMER PAIN POINT

On e-commerce websites, up to 30% of visitors leave without buying because the product was out-of-stock.

## UNIQUE APPROACH

Stockly allows e-commerce websites to keep selling when out-of-stock, and the product is shipped by another merchant of Stockly's network, who still has it in stock.

## FOUNDERS



**Eliott Jabès**  
CEO



**Oscar Walter**  
CTO



### LINE OF BUSINESS

e-commerce, marketing, product availability, customer satisfaction.



### INDUSTRY

Ecommerce, Retail



### HEADQUARTERS

Paris, France



### CUSTOMERS

Galleries Lafayette

# TOKYWOKY

SaaS platform to build passionate customer communities on online stores

[www.tokywoky.com](http://www.tokywoky.com) | [timothee@tokywoky.com](mailto:timothee@tokywoky.com)



## CUSTOMER PAIN POINT

Online stores, whether they are brands stores or distributors, struggle to differentiate from one another. Competing on catalog, delivery or pricing is hard and does not deliver long lasting results. Building a differentiating customer experience is way more efficient

## UNIQUE APPROACH

TokyWoky builds passionate customer communities directly in online stores so they can be used to build a differentiating customer experience. Using passionate customers to help in real time shoppers via live chat, to generate tutorials, reviews and pictures, empowers online stores to offer unique experiences.

## FOUNDERS



**Timothee Deschamps**  
Chief Commercial  
Officer



**Quentin Lebeau**  
Chief Product  
Officer



**Raphael Prat**  
Chief Technical  
Officer



**LINE OF BUSINESS**  
E-commerce



**INDUSTRY**  
Retail, CPG



**HEADQUARTERS**  
Paris, France



**CUSTOMERS**  
Kiabi, Francaise des Jeux,  
Sephora



**THE BEST RUN**



SAP.  io

Foundry

Paris

Stay in touch!

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