



# 8 TECH STARTUPS AT MOBILE WORLD CONGRESS 2016



## DEBORAH WEINSWIG

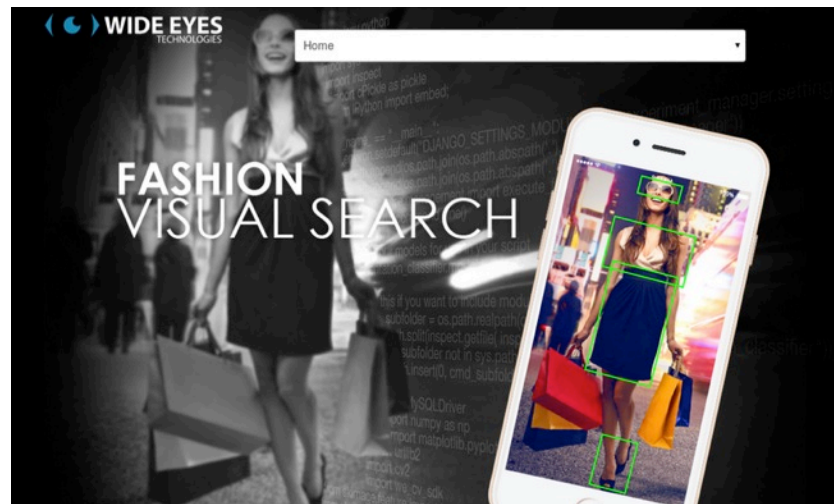
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# TECH STARTUPS WE HEARD FROM AT MOBILE WORLD CONGRESS 2016

At the Mobile World Congress 2016 in Barcelona, we met startups and tech companies from around the world. Here are the eight companies whose retail tech solutions have either already been proven or are set to go to market.



**1. Wide Eyes Technologies**, from Barcelona, makes visual search possible for fashion and e-commerce retailers. The startup's image recognition and recommendation engine technology is being built into Massimo Dutti's website. The plan is to allow consumers in 25 markets to search by photo and get product recommendations from Massimo Dutti's frequently updated catalogs.



**2. NTS Retail**, based in Austria, offers an end-to-end omni-channel platform. Its solution covers the whole consumer journey, from tracking foot traffic on the shop floor, to providing an interface for frontline sales staff to recommend and compare products, to enabling in-store pickup of online purchases, to after-sales customer service and data analytics. It is currently serving mostly telecoms and consumer electronics retailers in 22 European countries. NTS Retail first started building its platform 20 years ago, and it has overcome many systems integration issues along the way. Today, the platform has no problem integrating with major ERP and CRM systems.





3. South Korea's **Salted Venture** makes sensors fitted on shoe soles that detect foot pressure, center of gravity, symmetry, weight and force. What is special about this startup is that it also offers an app that tracks the user's fitness training or golf training performance through real-time data captured by the sensors—and then compares these data to professional athletes' performance. The user receives immediate feedback. The startup has been supported by Samsung Electronics and is making shoes under its own brand, IOFIT, in order to sell and prove its technology.

IOFIT

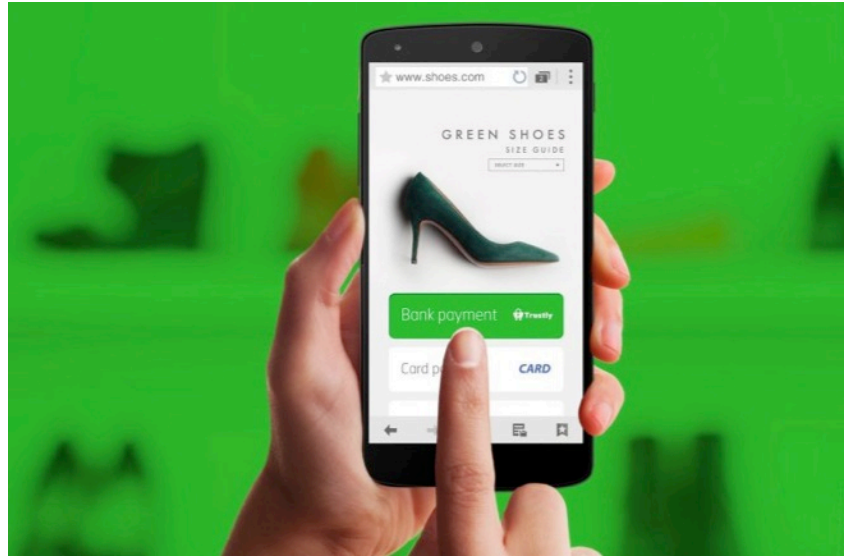


4. **Vibes**, from Chicago, offers a technology that helps brands link their mobile banner ads directly to the Apple Pay and Android Pay mobile wallets. The idea sounds simple enough; the beauty is in the execution. When a consumer first sees an ad, she can choose to save the branded content in her mobile wallet. Once saved, the content can still be updated by the marketer. So, if a seasonal offer changes, the consumer can see the updated offer. VP of Mobile Wallet Advertising Brian Bradtke said that it typically takes one week to implement the company's technology.

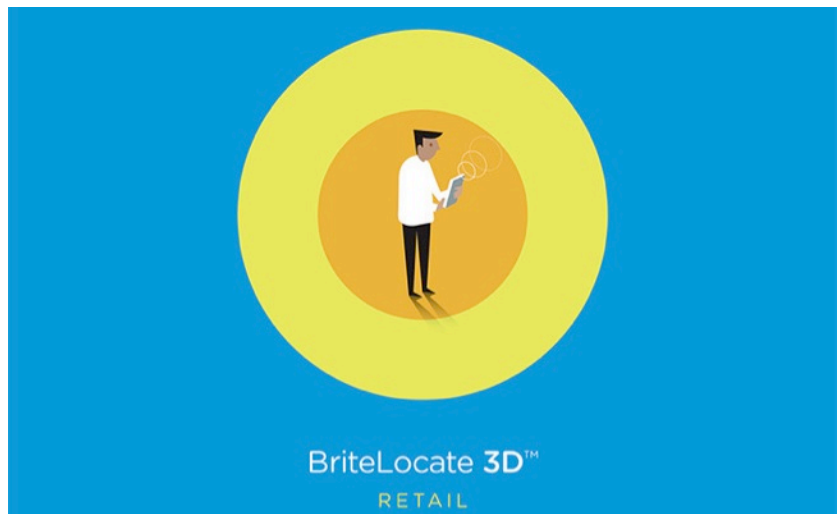




**5. Trustly**, based in Sweden, provides a secure payment solution for banks and online retailers. The technology allows retailers to reach consumers who do not have a credit card or who prefer to pay from their bank account. For apparel retailers, which tend to have a high return rate, Trustly can also be responsible for transferring the returned funds back to the customer instantly. Trustly launched initially in Scandinavia and has expanded to 29 countries in Europe.



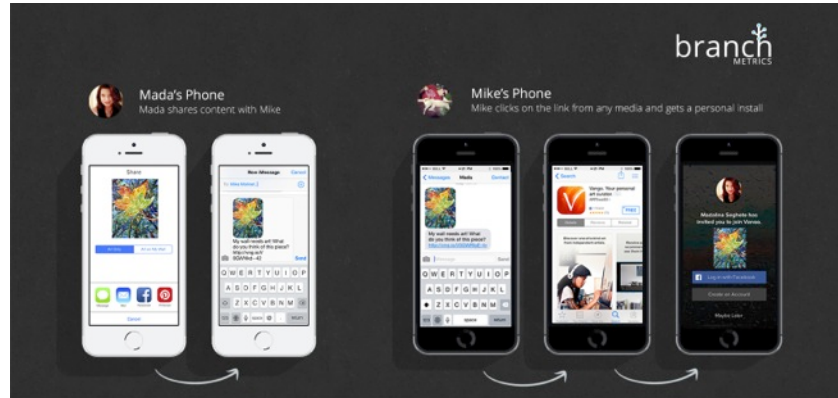
**6. Briteyellow**, from the UK, offers 3D indoor navigation and positioning. Briteyellow's technology differs from GPS in that it is based on the existing wi-fi in the environment; it is also more accurate than GPS. The early-stage startup expects to roll out its technology in shopping malls, airports and theme parks.



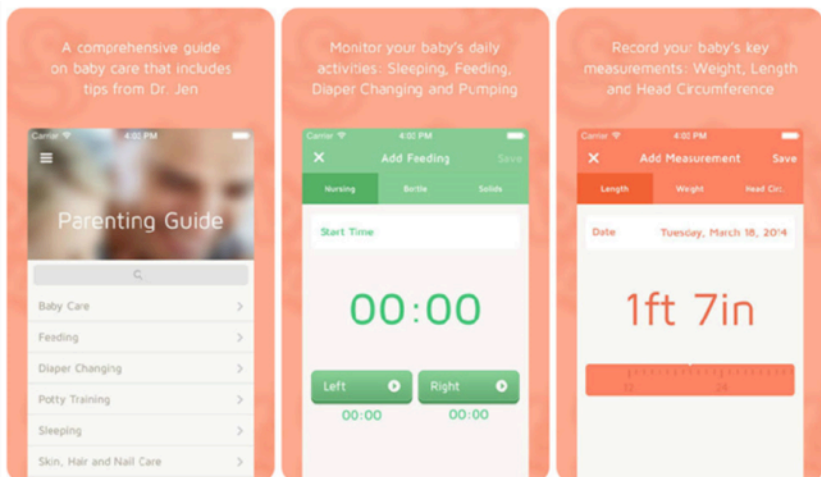




**7. Branch Metrics**, based in the US, provides deep-linking technology that ensures consumers get to the exact product page they intended to access in a particular mobile app. While this may sound highly technical, it is very important. Founder and COO Mike Molinet said that companies typically see their conversion rates double after using deep links from his company. The 18-month-old startup, which has completed a series B round, now has its technology in 6,500 apps, and it counts Poshmark, Zappos, Nordstrom and Blue Apron among its clients.



**8. Babybundle**, from the UK, won the software pitch event at Mobile World Congress 2016. The startup offers a mobile app as a one-stop shop, enabling parents to monitor their toddlers' growth, remember vaccination appointments and get health information. Babybundle partners with Mumsnet from the UK, Windeln.de of Germany and Mumzworld in the Middle East, all of which are leading marketplaces for parents in their respective markets. Babybundle's API is integrated with its partners' sites, creating a seamless user experience. The company's two South African-born founders said that product-market fit is most important, and that they tailor their API for each market and partner.



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