



SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen



Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 2— Daco

- 1) At the inaugural Shoptalk Europe conference, which will be held in Copenhagen October 8–11, FGRT Managing Director Deborah Weinswig will emcee a startup pitch competition between 15 innovative early-stage companies.
- 2) In this report, our second in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile competitive intelligence provider Daco, which uses artificial intelligence (AI) to provide business insights to retailers on their competitors' products at a granular level.
- 3) Daco's platform scrapes the text and images from competitors' websites, gathering product information so that retailers can make better business decisions regarding product offerings. The platform processes the enormous amount of information available across the entire line of competitors' product offerings, which previously required strategy consultants and was not available in real time.

Deborah Weinswig

Managing Director
FGRT
deborahweinswig@fung1937.com
US: 917.655.6790
HK: 852.6119.1779
CN: 86.186.1420.3016

Shoptalk Europe 2017

Shoptalk Europe, the inaugural European edition of the Shoptalk next-gen retail and e-commerce conference, is taking place in Copenhagen, Denmark, October 8–11 this year. The conference is expected to bring together 2,000 attendees and more than 220 speakers from across Europe and the rest of the world.

FGRT is partnering with Shoptalk Europe to host the startup pitch competition at the conference, having already hosted the competition at the US version of Shoptalk twice before. On October 11, FGRT Managing Director Deborah Weinswig will emcee the competition between 15 innovative early-stage companies, all of which have a significant presence in Europe. Each company will present its business to a panel of judges from the investment community to vie for two cash prizes. One winner will be selected by the panel of judges and the other through audience voting.

Shoptalk Europe has carefully curated the participating startups, which have created solutions to some of the most pressing challenges facing retailers today. As we discuss in our [17 Retail Trends for 2017](#) report, the retail industry is undergoing a revolution, and only those companies that embrace the new wave of retail opportunities will survive. These include executing **retail as a platform**, making use of **connected technology**, engaging in **experiential retail** and providing **product curation**. In response to these trends and strategic opportunities, retailers in all channels are changing to accommodate shoppers' shifting preferences. Below, we profile Daco, a provider of competitive business intelligence that will participate in the startup pitch competition at Shoptalk Europe.



Daco

Market Overview

Daco sells products for the retail analytics market, which research firm MarketsandMarkets estimates will be worth \$3.52 billion this year and will grow at a 19.7% CAGR, to \$8.64 billion, by 2022.

Company Description

Daco offers a software-as-a-service (SaaS) platform that uses AI to provide insights to retailers on their competitors' products at a granular level. Its platform scrapes the text and images from competitors' websites, gathering product information so that retailers can make better business decisions regarding product offerings.

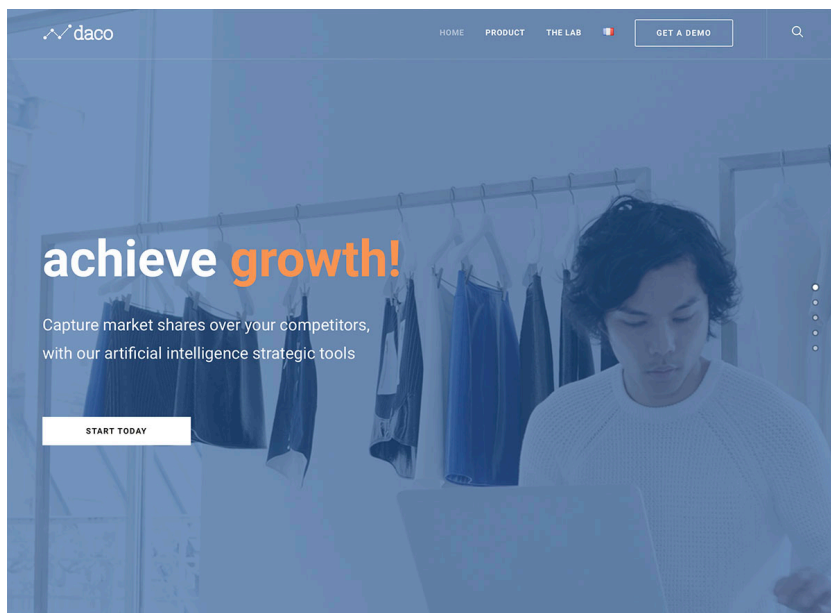
The company's dashboards aim to boost sell-through and capture market opportunities, maximize margins through pricing, boost ROI from discounting, improve store-network performance, improve distribution, and provide comprehensive market insights.

Headquarters

Paris, France.

What Problem Is Daco Solving?

The company processes the enormous amount of information available across the entire line of competitors' product offerings. This previously required strategy consultants, who had to gather data manually and process it in Excel, meaning the information was not available in real time.



Source: Daco.io

Revenue Model

The company's SaaS offering is available on a one-year, renewable contract.

Competitive Landscape

Other companies providing competitive analysis include Edited and StyleSage.

Management Team

The company's three cofounders all have backgrounds in strategy consulting.

Industry and Company Outlook

Due to the rapid expansion of e-commerce and data analysis technologies, such as Big Data and AI, retailers will increasingly need to obtain detailed, real-time, competitive intelligence in order to successfully compete with rivals. Daco plans to grow organically, expanding its customer portfolio to include other large retailers as well as customers in the luxury and beauty segments.



Deborah Weinswig, CPA

Managing Director

FGRT

New York: 917.655.6790

Hong Kong: 852.6119.1779

China: 86.186.1420.3016

deborahweinswig@fung1937.com

John Harmon, CFA

Senior Analyst

Hong Kong:

2nd Floor, Hong Kong Spinners Industrial Building Phase 1&2

800 Cheung Sha Wan Road, Kowloon

Hong Kong

Tel: 852 2300 4406

London:

242-246 Marylebone Road

London, NW1 6JQ

United Kingdom

Tel: 44 (0)20 7616 8988

New York:

1359 Broadway, 18th Floor

New York, NY 10018

Tel: 646 839 7017

FungGlobalRetailTech.com