



# SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen



## Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 3— Hullabalook

- 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 third in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile Hullabalook, billed as “an intuitive e-commerce product discovery tool.” Hullabalook’s solution replaces the traditional product search function on e-commerce sites with a more intuitive visual search function that accounts for actual product size and other attributes.
- 3) Hullabalook’s solution improves the product discovery experience on e-commerce websites. By helping customers find the product they want, the company’s tool increases conversion rates and decreases the possibility that customers will leave an e-commerce site in frustration.

### Deborah Weinswig

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### 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 Hullabalook, one of the companies that will participate in the startup pitch competition at Shoptalk Europe.



### Hullabalook

#### Market Overview

Actual online penetration rates for many retail categories—such as home, beauty and apparel—are typically higher than the 10% figure that is often cited for total e-commerce. This is because the total figure includes the grocery category, which sees relatively low e-commerce penetration. We estimate that 14.6% of all nonfood retail sales in the US were made online in 2016, versus 10.8% of all retail sales including food. Based on our estimates, the e-commerce penetration rate for nonfood categories was 35% higher last year than the rate for all categories including grocery. We further estimate that, in the UK, 18.7% of all nonfood retail sales were made online in 2016, compared with 14.7% of all retail sales including food—meaning that nonfood categories had a 27% higher e-commerce penetration rate in the UK last year.

#### Company Description

Hullabalook provides a more intuitive e-commerce product discovery solution for consumers. The company's tool replaces the traditional product search function on e-commerce sites with a visual search function that accounts for actual product size and color.

The company currently focuses on the home category. Hullabalook has worked with home e-commerce retailers such UK-based Made.com and

Houseology to provide online shoppers with visuals that include the size and color of furniture products when they use the sites' search function.

Hullabalook's solution is also applicable in the fashion vertical, where it can be used to help customers find the perfect outfit.

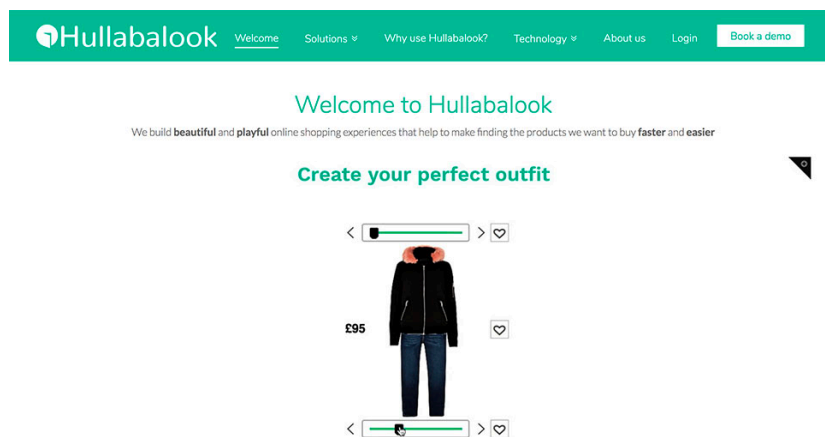
### Headquarters

London, UK

### What Problem Is Hullabalook Solving?

Hullabalook's solution improves the product discovery experience on e-commerce websites. By helping customers find the product they want, the tool increases conversion rates and decreases the possibility that customers will leave the site in frustration.

Hullabalook created an alternative to the traditional website search experience, which has become increasingly difficult for customers as the number of online product offerings has grown.



Source: [Hullabalook.com](http://Hullabalook.com)

### Revenue Model

Retailers pay a fee to use Hullabalook's software-as-a-service (SaaS) solution.

### Competitive Landscape

The company competes with visual search companies such as Cortexica and ViSenze.

### Management Team

Hullabalook employs a team of 10 that includes tech experts, serial entrepreneurs and product managers.

### Industry and Company Outlook

The company hopes to integrate online and offline touchpoints in the product discovery journey into its solution in the future. Hullabalook seeks to expand into the fashion and beauty categories in the next few years. In terms of geographic expansion, the company considers the Asia-Pacific region and the US as highly attractive opportunities.



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