



# SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen



## Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 4— WiseShelf

- 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 fourth in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile WiseShelf, which has created an Internet of Things (IoT)-based retail inventory management solution that provides real-time inventory counts and alerts to store associates. WiseShelf installs sensors on store shelves that can detect the light level above the merchandise and send inventory-level data via Wi-Fi to a mobile-based inventory management system used by store associates.
- 3) WiseShelf addresses the out-of-stock problem that often results in loss of sales and a bad customer experience. By providing real-time inventory insights, WiseShelf can improve inventory visibility and reduce the possibility that items customers seek will be unavailable on shelves.

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



### WiseShelf

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#### Market Overview

Out-of-stock situations often result in lost sales and poor customer experiences. The retail industry faces an average out-of-stock rate of 8%, which means that one out of every 13 items a customer wants is typically out of stock, according to a study by Procter & Gamble. The company estimates that the direct sales loss from an out-of-stock situation is about 4%. In addition to lost sales, retailers face other costs when items are out of stock, as they must allocate resources to deal with extra ordering and auditing activities.

#### Company Description

WiseShelf sells an IoT-based retail inventory management solution that provides real-time inventory counts and alerts to store associates. WiseShelf installs sensors on store shelves that can detect the light level above the merchandise and send inventory-level data via Wi-Fi to a mobile-based inventory management system used by store associates. In addition, a row of LED lights on shelves create visual alerts when items are out of stock, so staff can address the problem immediately: store associate can easily identify the location of out-of-stock items based on the lights.

The company currently focuses on grocery stores and pharmacies.

WiseShelf's solutions have been installed in a number of major European



countries, including the UK, France, Germany, Italy and Finland. It has also served clients in Turkey and Israel.

**Headquarters**

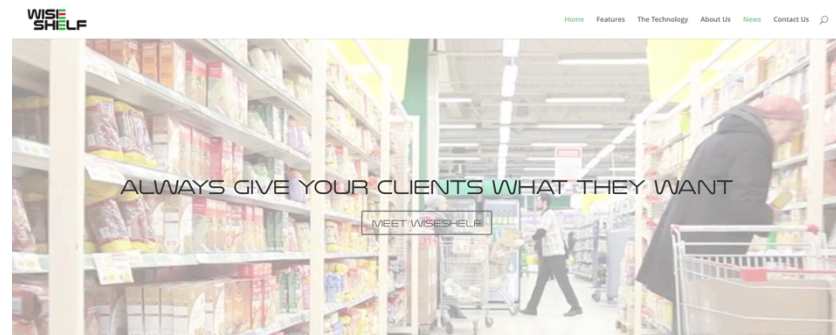
Caesarea, Israel

**What Problem Is WiseShelf Solving?**

WiseShelf addresses the out-of-stock problem in retail that often results in lost sales and poor customer experiences. By providing real-time inventory insights, WiseShelf can improve inventory visibility and reduce the possibility of out-of-stock situations.

**Revenue Model**

WiseShelf charges \$4-\$6 per meter of shelf space. It costs about \$4,000 for a typical drugstore to employ the company's service.



Source: *Wiseshef.com*

**Competitive Landscape**

WiseShelf competes with companies that provide inventory management solutions such as RFID-based solutions and robotics that scan on-shelf products using computer vision. WiseShelf differentiates itself by providing a more cost-effective solution.

**Management Team**

WiseShelf Cofounder and CEO Shalom Nakdimon is a seasoned entrepreneur and expert in security camera and wireless technology implementations. CTO and Cofounder Yaeer Master is an experienced executive in software development and management with more than 10 years' experience at NICE Systems prior to joining WiseShelf.

**Industry and Company Outlook**

The company aims to use data analytics to improve brick-and-mortar retail clients' bottom lines. It looks to expand into the US market in early 2018.



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