

## Tech. Powered by Retail Week 2017: Personalized E-Gifting Platform CleverGift Wins Startup of the Year Award



Source: [Twitter.com/retailweek](https://twitter.com/retailweek)

The FGRT team attended the Tech. Powered by Retail Week digital retailing conference in London. In this report, we briefly profile the startups that pitched their businesses as they competed to win the Startup of the Year award at the conference.

- 1) Personalized e-gifting platform CleverGift won the Startup of the Year award.
- 2) Payment solution Divido came in second.
- 3) Business analytics platform Avora came in third.

### Tech. Powered by Retail Week

FGRT's London team attended the Tech. Powered by Retail Week conference in London. FGRT was a media partner of the event, and our Research Associate, Filippo Battaini, hosted the event's Discovery startup pitch sessions. In this report, we briefly profile the startups that pitched their businesses during the course of the two-day event, as they competed to win the Startup of the Year award.

**GOLD PRIZE WINNER CleverGift:** CleverGift is a personalized e-gifting platform that helps users by providing gift suggestions based on the recipient's Facebook activities, and enabling users to purchase and send suggested items.

**SILVER PRIZE WINNER Divido:** Divido is a consumer credit service that enables shoppers to spread out the cost of a purchase over a period of time while allowing vendors to be paid in full immediately.

**BRONZE PRIZE WINNER Avora:** Avora is a cloud-based business analytics platform that provides retailers with real-time insights into customers' shopping behavior on all the different channels through which the retailers operate.

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**3D Storee:** 3D Storee is an app that brings the in-store shopping experience to mobile shopping by showing 3D product images on the shopper's smartphone screen.



**BeMyEye:** BeMyEye provides fast, reliable and actionable retail insights gathered by more than 400,000 mystery shoppers who visit stores to collect information for brands, such as how retailers display their products.



**Big DL:** BigDL is an app that enables shoppers to easily identify the best deals offered by their favorite retailers.



**Bijou Commerce:** Bijou Commerce is a mobile commerce platform that aggregates shopping results in one place to provide shoppers with a more straightforward shopping experience.



**Buyapowa:** Buyapowa is a referral platform, optimization tool and management tool that unleashes the power of referral marketing and helps retailers increase conversion.



**Chattermill:** Chattermill is a platform that uses artificial intelligence (AI) to help retailers understand and improve the customer experience by aggregating and analyzing customer feedback from multiple channels.



**Duel:** Duel uses AI to personalize the landing page of online portals by displaying photos from social media of previous customers wearing or using particular items.



**Exactly:** Exactly is an address system that enables online shoppers to provide parcel delivery companies with their precise location information to ensure seamless last-mile delivery.



**Fidel:** Fidel is a payment service that integrates different payment methods, enabling retailers to increase conversion and shopper loyalty.



**Fospha:** Fospha is a customer data platform that integrates different data sources to help companies analyze data and use it to make informed decisions.



**Geoblink:** Geoblink is a platform that provides customer analytics based on the geographic location of a store to help retailers assess store performance and identify the best locations for new stores.



**GoInStore:** GoInStore is an e-commerce platform that connects online shoppers with store associates working in physical stores via video chat.



**Greyhairworks!:** Greyhairworks! is a consultancy that uses cluster marketing to drive sales engagement and footfall based on strategies that have a proven track record.

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**Holm:** Holm is a fashion tech platform that brings personalization to brick-and-mortar shopping. The app enables store associates to identify the best size for customers based on body measurements.



**Increasingly Technologies:** Increasingly Technologies is a software company that uses AI informed by historical customer behavior to create personalized landing pages that encourage conversion.



**Inturn:** Inturn is a B2B platform that enables brands and retailers to buy and sell excess inventory on a global scale.



**iRexM3:** iRexM3 is a price management platform that enables retailers to adjust their prices easily and efficiently.



**Ksubaka:** Ksubaka helps brands and retailers improve the in-store shopping experience through a network of digital play spots that engage customers.



**M2North:** M2North is a platform that provides actionable insights that help companies with supply-chain management.



**Maybe\*:** Maybe\* is a platform that enables retailers to connect the online, offline and social media channels to make it easier to engage with customers.



**Mucho:** Mucho is an app that personalizes users' recipe and food recommendations based on purchase and search behavior.



**Paperplanes:** Paperplanes uses digital marketing technology to deliver programmatic direct mail. It uses historical customer shopping behavior information to formulate and address tailored marketing mail messages to individual prospects.



**ParcelSpace:** ParcelSpace is an app that allows shoppers to track a parcel, receive alerts on the status of their order and manage their order during last-mile delivery.



**PiiiCK:** PiiiCK is a guided shopping platform that matches customers' preferences to technical products' features and then shortlists suitable products, guiding shoppers through their purchasing journey.



**Pricesearcher:** Pricesearcher is a search engine that tracks prices to provide consumers with a complete view of prices worldwide, enabling them to compare prices and make more informed shopping decisions.



**Produhkt:** Produhkt is a supply-chain management platform that digitalizes communications among global partners within the supply chain to enhance collaboration and efficiency.



**Quiqup:** Quiqup is an app and service that connects physical stores with online shoppers via delivery drivers who pick up orders from stores and deliver them to customers.

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**Realeyes:** Realeyes uses computer vision and machine learning to gather customer emotional intelligence to enable brands, agencies and media companies to target optimized content to the right audiences.



**Revieve:** Revieve is a digital skincare advisor platform that uses computer vision to provide individualized advice to online shoppers.



**Streamoid:** Streamoid is a fashion intelligence tool that uses AI to provide personalized fashion style advice and shopping assistance.



**StreetDots:** StreetDots is an app that connects street vendors such as food vans with land partners who own space and with potential customers. The service enables vendors to identify and access the most lucrative locations.



**SwiftGift:** SwiftGift is a platform that enables shoppers to buy gifts online without needing to know the recipient's delivery address. The recipient is notified about the purchase and asked to fill in the delivery address details to receive the gift.



**Syte.ai:** Syte.ai is a visual search engine for fashion that uses deep-learning algorithms to make images shoppable, without the need for any tags, text or manual work.



**Trensport:** Trensport is a service that helps retailers profile shoppers based on their shopping behavior and make recommendations that increase engagement and conversion.



**Ultinous:** Ultinous is a video analytics platform that uses facial-recognition technology to generate customer data.



**Urb-it:** Urb-it is an app that enables shoppers to shop online from physical stores and get the items they purchase delivered wherever and whenever they want. An Urb-it associate goes to the store, collects the item and delivers it to the customer.



**Your Style Lab:** Your Style Lab is an online personal shopper platform that uses AI to provide real-time, relevant shopping advice to customers.



**Zash:** Zash is a cloud-based point-of-sale platform accessed through a mobile app that enables small businesses to accept different payment methods.



**Zynstra:** Zynstra is an in-store IT platform that provides retailers with the right IT infrastructure to support omnichannel shopping at the individual physical store level.



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