



SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen



Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 10— Cimmerse

- 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) Many e-commerce companies struggle with poor conversion rates and high return rates, and even successful online retailers would like to increase their conversion rates. Recent advances in augmented reality (AR) and virtual reality (VR) hardware and software are likely to offer a competitive advantage to retailers that use these technologies.
- 3) Cimmerse offers 3D scans of objects for use in AR and VR applications on websites, mobile devices and headsets. The company's visualizations offer a high degree of realism and work on all modern web browsers with no need for shoppers to download a plugin or app, while enabling retailers to collect data and execute e-commerce transactions at the same time.
- 4) Cimmerse's clients pay a monthly or yearly subscription fee to use its platform-as-a-service (PaaS), which allows them unlimited 3D models and unlimited use of the entire platform. Subscription fees vary by company size, and are in addition to setup fees and fees for digitizing the 3D models.

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



Cimmerse

Market Overview

Cimmerse sells AR/VR software, and the total AR/VR market is forecast to grow at a 113.2% CAGR between 2017 and 2021, from \$11.4 billion to nearly \$215 billion, according to research firm IDC.

Company Description

Cimmerse offers 3D scans of objects for use in AR and VR applications on websites, mobile devices and headsets.

The company's visualizations work on all modern web browsers, require no download of a plugin or app, and offer a high degree of realism, while enabling retailers to collect data and execute e-commerce transactions at the same time.

The company's platform enables online retailers to start reaping the benefits of 3D-visualized products immediately. Cimmerse handles the 3D scanning of retailers' products to generate highly realistic 3D models. Following extensive research and experimentation with this process, the company claims that it can now digitize and process most products in less than an hour.

Headquarters

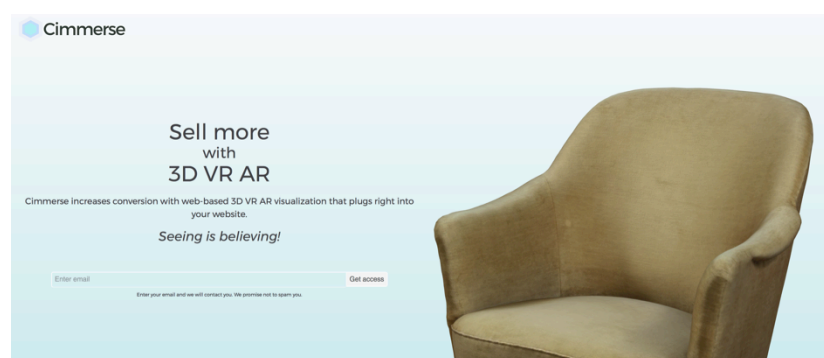
Copenhagen, Denmark

What Problem Is the Company Solving?

Many e-commerce companies struggle with poor conversion rates and high return rates, and even successful online retailers would like to increase their conversion rates. Recent advances in AR and VR hardware and software are likely to offer a competitive advantage to retailers that use these technologies.

Business Model

Cimmerse's clients pay a monthly or yearly subscription fee to use its platform-as-a-service (PaaS), which allows them unlimited 3D models and unlimited use of the entire platform. The company charges a monthly fee to mid-sized businesses and offers custom pricing to larger enterprises. The company also charges setup fees and fees for digitizing the 3D models, which retail clients will ultimately be able to do themselves.



Source: Cimmerse.com

Competitive Landscape

The company's direct competitors are in the mixed-reality e-commerce segment and include Marxent Labs, Obsess VR and Avametric. In the mixed-reality CMS/marketing segment, web-based competitors include FocalHub, Vizor and IdeaSpaceVR. Cimmerse also competes with FocalHub in the B2B space and with Vizor and IdeaSpaceVR as a general-purpose platform.

Management Team

Cimmerse's two key employees are Eric Prince, the company's product designer, photogrammetrist and sales lead, who is an experienced entrepreneur and 3D digitization expert, and Casper Fabricius, an engineer and VR expert who holds a master's degree in computer science.

Industry and Company Outlook

Most e-commerce websites offer product visualization in 2D, which is not visually compelling. So, it is likely that e-commerce retailers will readily embrace AR and VR to make the shopping experience more lifelike and enable customers to view products in more detail and from a variety of angles. Demand for AR and VR e-commerce tools is likely to grow dramatically on an international scale.



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