Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 11—MobieTrain

1) At the inaugural Shoptalk Europe conference, which will be held in Copenhagen October 8–11, FGRT Managing Director Deborah Weinswig will host a startup pitch competition between 15 innovative early-stage companies.
2) In this report, our eleventh in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile MobieTrain, a mobile-first corporate training platform that focuses on store associate training for the retail industry. The MobieTrain mobile training application allows store associates to receive consistent customer service training at their own pace.
3) MobieTrain provides more efficient and engaging store associate training than traditional online and in-person training programs. The mobile solution is also more convenient for store associates to coordinate with their daily work schedule.

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

MobieTrain

Market Overview
Companies are increasingly allocating their training budgets to e-learning programs. The online corporate training market is expected to grow by 13% each year until 2025, and 77% of US companies use online training for career development courses. Mobile-based training programs are becoming popular for in-store associate training, as they free associates from having to sit at a desk to view an online training program.

Company Description
MobieTrain is a mobile-first corporate training platform that focuses on store associate training for the retail industry. Its mobile training application enables store associates to consume consistent customer service training at their own pace, without having to sit at computer stations, which are often difficult to organize at retail stores. MobieTrain uses gamification to develop engaging training content with retailers' human resources teams. Its gamified approach uses quizzes, animations and short training techniques to make learning fun and engaging.

MobieTrain's platform is currently being piloted in Belgium and the Middle East

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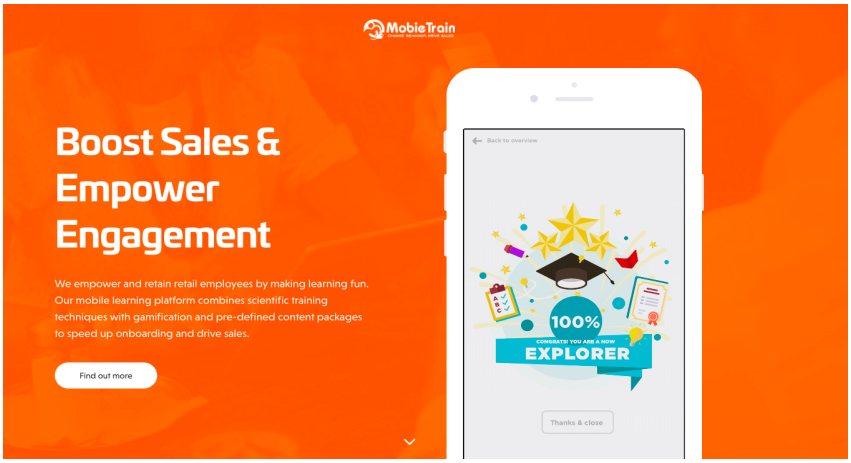
What Problem Is the Company Solving?
MobieTrain provides more efficient and engaging store associate training than traditional online and in-person training programs. The mobile-based solution is also more convenient for store associates, who can use it while keeping up their daily work schedule. The gamification aspect of MobieTrain's solution makes the training experience more interesting for store associates.

Providing consistent and effective training for store associates ensures they have the right tools to provide the best customer service experience, which is increasingly important for retailers as they compete to retain customers.

Revenue Model
MobieTrain charges a monthly licensing fee per user for its training platform. The company also charges consulting fees to help retailers develop training content.



Source: Mobietrain.com

Competitive Landscape
The company competes with mature and emerging providers of human resources onboarding services, corporate communication tools and knowledge transfer services. It differentiates itself from mature companies such as Cornerstone by providing a mobile-first solution. The company also competes directly with e-learning software provider Axonify.

Management Team
MobieTrain is led by a team of five professionals with diverse backgrounds in strategy, sales, retail operations, technology and marketing.

Industry and Company Outlook
MobieTrain plans to tackle the restaurant sector next, as significant numbers of employees in the industry require customer service training. The insurance and banking industries are also opportunities for the company.

In February 2018, the company will launch a new version of its platform, with updated content.

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