



SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen

Follow
Inspiration

Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 6— Follow Inspiration

- 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 sixth in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile Follow Inspiration, a robotics company that has developed an autonomous, self-driving shopping cart called wiiGO that is designed to enable people with reduced mobility to shop at retail stores more easily.
- 3) In pilot tests, customers who have used the wiiGO cart while shopping have demonstrated a willingness to spend more time and money in-store.

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



Follow Inspiration

Market Overview

Robotics startups received significant funding in 2016. According to industry news site The Robot Report, more than 128 companies received a total of \$1.95 billion in funding last year, up 50% from 2015. As robotics technology becomes more commonplace, machines will increasingly work for us, alongside us and, in some cases, in place of us.

Retailers continue to invest in robotics, such as in robot shopping assistants and warehouse robotics, to improve operational efficiency. In-store robots can improve customers' shopping experiences and reduce the number of associates needed for retail stores. They can also assist customers with reduced mobility with shopping activities.

Company Description

Follow Inspiration is a robotics company that has developed an autonomous, self-driving shopping cart called wiiGO that is designed to assist people with reduced mobility as they shop in retail stores. By using computer vision, wiiGO can follow a customer in a crowded retail space and help carry the customer's selected items.

Retailers that have used wiiGO have seen strong initial results in terms of traffic and sales. In a pilot test in which 600 customers used wiiGO to assist them with their shopping, the average time spent in-store increased to 35

minutes from 28 minutes and the average shopping order increased by up to 25%. Follow Inspiration has also received positive customer feedback on promotions it has held at selected retail locations.

The wiiGO smart shopping cart is especially useful in grocery stores, where customers tend to shop for a large number of items.

Headquarters

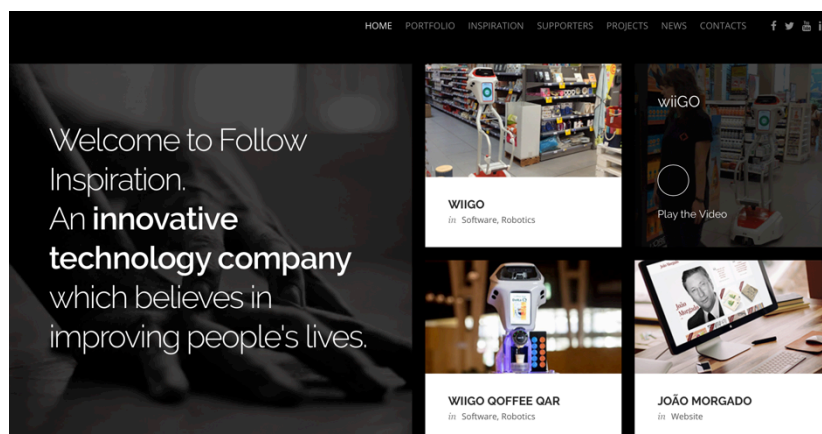
Fundão, Portugal

What Problem Is the Company Solving?

Follow Inspiration's wiiGO cart helps customers with limited mobility shop more conveniently at retail stores. Pilot testing has shown that customers who use wiiGO spend more time and money than average in-store.

Revenue Model

Follow Inspiration is still exploring different revenue models. Retailers can either rent or purchase wiiGOs at different prices, depending on the number of units they need. The average grocery store needs three to five wiiGOs to meet customer demand.



Source: Followinspiration.pt

Competitive Landscape

Follow Inspiration competes with in-store scooter manufacturers and shopping cart providers. Wanzl, the largest shopping cart supplier in Europe, is looking to enter the connected shopping cart area.

Management Team

Follow Inspiration is currently led by a team of five professionals with diverse backgrounds in engineering, marketing, communications and management.

Industry and Company Outlook

The company plans to add additional features to the wiiGO, including mobile payment options. It also sees other potential uses for the wiiGO outside retail, such as for logistics and transportation of luggage at airports.

Beyond its current focus on the European market, the company sees the US market is an attractive expansion opportunity.



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