

RETAIL TECH PARK

HONG KONG | APRIL 7–8, 2016



On April 7 and 8, we had the pleasure of hosting in our Hong Kong Retail Tech Park 13 startups and technology companies from around the world.

Curated by the team at Fung Global Retail & Technology, the 13 startups with leading technologies related to omni-channel retail set up information booths in our Retail Tech Park. They shared their views about the future of retail and how technology is shaping the industry.

Here are the five areas of specialization for these companies:

- Experiential retail
- Connected customer relations management
- Data analytics
- E-commerce
- Social media

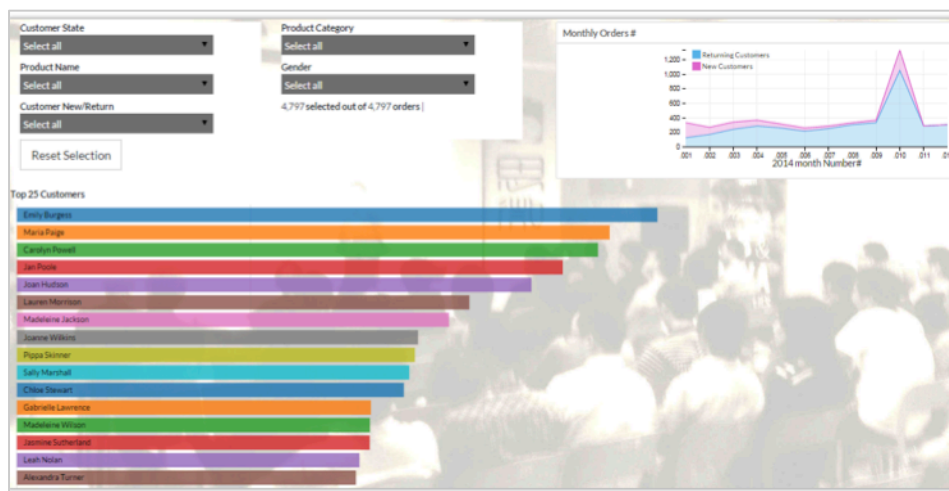
The profiles of the 13 participating startups included in this report, provide company overviews, product development on the horizon and case examples.

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Presenting data is like telling a story: it needs to be told in a way that the audience can relate to and understand. From cutting-edge dashboards to weekly reports, 29th Century helps anyone in your business take their audience on an interactive experience by letting anyone, not just data analysts, create data experiences from Excel and other standard tools. Why settle for a static chart when you can take your audience on a journey?

Year Founded	2015
Team Size	1–10
Location	Hong Kong
Funding	N/A
Investors	N/A
Client Base	E-commerce retailers
Key Clients	N/A
Applications	Data analytics, customer trend monitoring



Source: Angellist

USE CASE EXAMPLE

29th Century provides e-commerce companies with the ability to consolidate all of their data in one, easy-to-use automated dashboard. The smart dashboard can answer any data-related question. 29th Century then provides guidance to help companies understand the data-driven decision-making process, and even helps them track the results of any changes they make. The data is intelligible, making the need for a trained data analyst obsolete.

Many problems a company may encounter—costly refunds, for example—can be resolved by reviewing customer profiles and asking customers direct questions, and any solutions implemented can be continually tracked.



actiMirror

Hong Kong-based actiMirror is disrupting the retail, hospitality, healthcare and exhibition verticals by delivering emotional “YOUUnique” consumer experiences and rational data analytics to businesses via a proprietary data-gathering platform of connected smart mirrors. The actiMirror technology helps retail stores become omni-channel hubs by integrating the customer’s experience via an array of sensors, including RFID tags for object identification and biometric detectors to identify anonymous consumer characteristics and demographics.

According to CEO and Founder Victor Ruiz, actiMirror delivers on both the emotional and rational sides of the equation. On the emotional side, actiMirror impresses consumers with smart mirrors that display targeted personalized content. This optimizes emotional connections, delivering high consumer engagement and sales growth. According to Gallup, “businesses that optimize emotional connections outperform competitors by 26% in gross margin and 85% in sales growth.”

On the rational side, actiMirror provides companies with detailed consumer data, including demographics, sales conversion rates, shopping behavior, inventory monitoring and general statistics, as well as the ability to establish price positioning and centralize and control data flow and product push.

Year Founded	2014
Team Size	1–10
Location	Hong Kong
Funding	N/A
Investors	N/A
Client Base	Retailers, hotels
Key Clients	Alexander Mann Solutions
Applications	Infotainment, data analytics for supply chain management and customer trend monitoring

USE CASE EXAMPLE

Among other uses, the actiMirror smart mirror can enable the customized targeting of multiple consumers. For example, an actiMirror in an elevator at a large corporation can display demographic-specific videos to employees on the elevator. When multiple employees of different ages, genders and ethnicities walk into the same elevator, the actiMirror can adjust the message so it is relevant to the demographic that most of the employees belong to. There are opportunities for implementation within the household as well, for example, one can manage his/her personal calendar the bathroom mirror.



Source: Actimirror.com



beame.io technology creates a software-based network among participating devices using wi-fi, a cellular connection or any other connection. The technology turns the mobile device into an SSL server and makes it easy for any web application to be integrated with it. Users can access the server on the mobile device by executing GET, POST requests and WebSockets (optionally).

beame.io started in 2015 in Jaffa, Israel, and is based on one simple idea: everything around us has to work together. The company developed a patent-pending technology providing real-time, mobile-embedded SSL server capabilities.

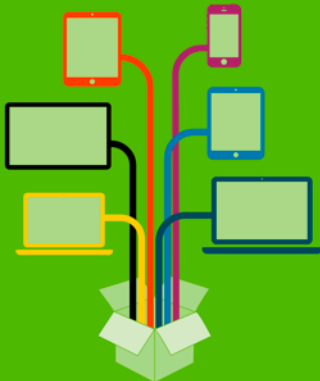
Year Founded	2015
Team Size	11–50
Location	Israel, US
Funding	N/A
Investors	N/A
Client Base	Educators, media, licensing, secure storage and payment solutions
Key Clients	N/A
Applications	Data integration, mobile presentations

USE CASE EXAMPLE

With beame.io, users can connect multiple devices to share information. For example, giving a presentation with PowerPoint slides becomes as easy as bringing along a smartphone, going to beame.io on a web browser and scanning a QR code. The audience can do the same with their own smartphones in order to access the presentation, which they can later beam to their laptop or desktop computer.

beame.io Technology

beame.io technology creates a software-based network among participating devices using Wi-Fi, cellular connection, and any other. We turn the mobile into an SSL server and make it easy for any web application to integrate with it. You can access the server on the mobile by executing GET, POST requests and WebSockets (optionally).



What do we have for you

We develop SDKs to give you the ability to implement:

- 1 Two-factor authentication for your browser-based application, and synchronisation of applications context in one simple step
- 2 Access photos, videos, camera, geo-location, and other cool mobile device features from your browser application by querying the mobile-embedded SSL server
- 3 Secure provisioning of sensitive data stored on your mobile or in-the-cloud (private keys, certificates, licenses, etc.)
- 4 Your own mobile-to-mobile, mobile-to-browser real-time integration



civalue

ciValue's customer analytics and personalization solution provides retailers with actionable insights and personalized recommendations for each customer, enabling an optimized customer strategy. By rapidly interpreting large-scale data, ciValue helps retailers increase revenue and reduce churn, while delighting customers with more relevant offers across all channels. Moreover, retailers can share insights and collaborate with FMCG manufacturers, empowering cooperative win-win-win marketing.

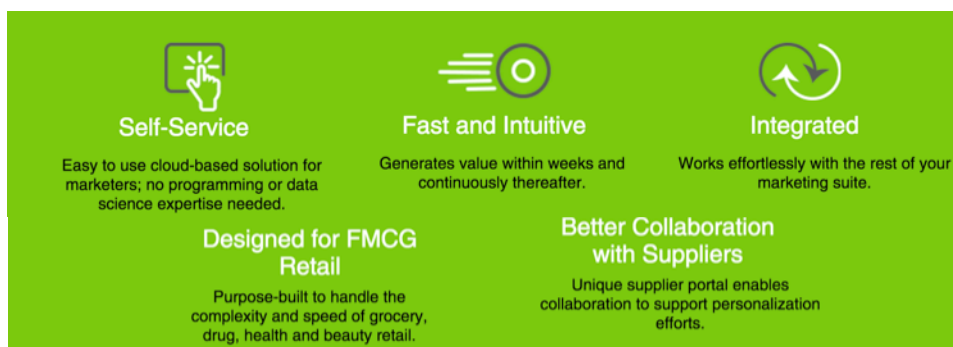
ciValue helps put customers at the center of everything a retailer does with its unique cloud-based customer analytics and personalized recommendation solution. Proprietary predictive data science algorithms applied to customer purchase and online behavior data automatically decode shoppers' "retail DNA" and rapidly provide individually tailored offer recommendations that enhance loyalty and profit.

With ciValue, retailers can be continuously in sync with customers' needs, preferences and desires. This allows companies to delight their customers and simplify their lives with hyper-relevant offers, so they keep coming back for more.

Year Founded	2014
Team Size	11–50
Location	Israel
Funding	N/A
Investors	HUB:RAUM, Nielsen Holdings N.V.
Client Base	Retailers, drugstores
Key Clients	N/A
Applications	Customer experience software, personalized recommendations, omni-channel personalization, customer insight, customer analytics

USE CASE EXAMPLE

ciValue's cloud-based software crunches high-frequency retailers' point-of-sale data, online data and product data in order to create predictive algorithms. Companies can use these to get to know the "retail DNA" of each individual customer and create precise, customer-centric experiences that align with marketing goals, offering thousands of personalized offers and recommendations to millions of customers.





Demandware (DWRE), the category-defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in a complex, consumer-driven world. The Demandware open cloud platform provides unique benefits, including seamless innovation, the LINK ecosystem of integrated best-of-breed partners and community insight to optimize customer experiences. These advantages enable Demandware clients to lead their markets and grow faster.

Demandware was founded in 2004 by Stephan Schambach, an e-commerce pioneer. Schambach knew then what others realized many years later—that cloud technology would revolutionize retail. His vision was to enable retailers and brands to break free of the shackles of traditional, legacy platforms and truly focus on what they do best: deliver great products and a great brand experience to customers. In 2004, Demandware was the first to introduce an enterprise-class cloud e-commerce platform.

Today, Demandware's industry-leading cloud platform is the digital backbone for hundreds of retail brands around the world, powering commerce across web, mobile, social and store channels. The company's capabilities include digital commerce, order management, predictive intelligence and point of sale—all powered by the cloud. The company believes that competitive advantage and consistent revenue growth do not come from managing IT infrastructure or developing software, but from executing on the strategic initiatives that build brand loyalty and drive business expansion.

Year Founded	2004
Team Size	501–1,000
Location	US
Funding	N/A
Investors	Public
Client Base	Retailers and brands
Key Clients	Adidas, Burton, Lacoste, Puma, Godiva, Crocs, Party City, Emu Australia
Applications	E-commerce, mobile commerce, social commerce, omni-channel commerce, global commerce, cloud commerce

USE CASE EXAMPLE

The capabilities within the Demandware Commerce Cloud are organized into several functional categories. Experience capabilities enable retailers to orchestrate content, products, pricing and promotions to engage consumers. With operations capabilities, retailers can extend core functions across all channels, connecting fulfillment and back-office functions. And intelligence capabilities enhance retailers' ability to be data-driven with business insights and consumer personalization. Together, these capabilities power commerce across all channels—mobile, web, kiosk, store, call center and others.

A superior model for enterprise retail.

Our unique approach to digital commerce enables the speed, agility and innovation required to master the ever-evolving world of retail.



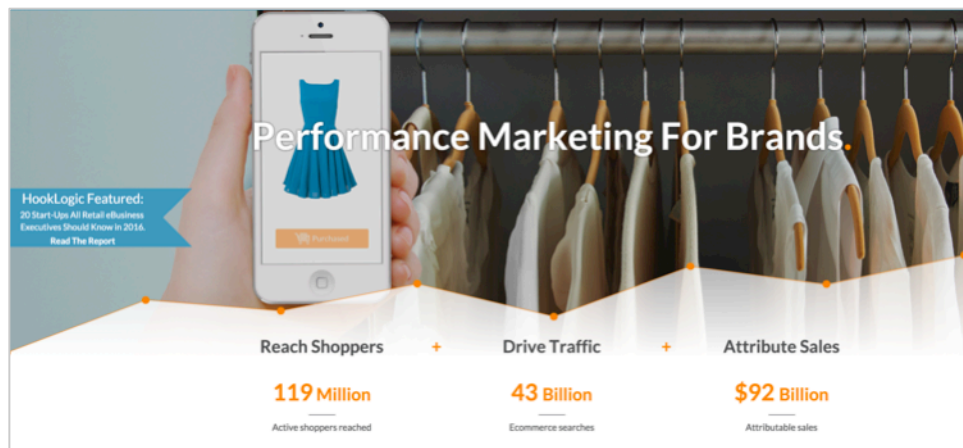
HookLogic, the pioneer of performance marketing for brands, partners with the world's leading retailers and online travel agencies to accelerate sales for product brands and hotels. Advertisers use the platform to reach in-market shoppers, drive traffic to products and attribute resulting sales. Network partners and advertisers include Walmart, Tesco, Target, Asda, Best Buy, Macy's, Expedia, Hasbro, Intel, LG, L'Oréal, Mondelez, Philips, Microsoft and Marriott.

HookLogic has partnered with the world's leading retailers and online travel sites to create the ultimate closed-loop marketing engine. Brands pay for highly targeted clicks to their products on e-commerce sites. E-commerce sites share sales attribution data through HookLogic's platform, enabling advertisers to have a clear view into sales resulting from their ads. Finally, brands can accelerate their sales while optimizing return on investment.

Year Founded	2004
Team Size	51–200
Location	US
Funding	Series B
Investors	Bain Capital, Intel Capital, Fung Capital, Yahoo
Client Base	Retailers, online travel agencies, automotive companies
Key Clients	Levi's, Nestlé, Ralph Lauren, Colgate, Bose, Intel, Unilever, Clorox, Coca-Cola
Applications	Co-op advertising platform, trade promotions, media, digital shopper marketing, CPC, e-commerce, PPC, product ads, software development, Internet marketing, advertising, ad manager, website monetization, paid search, native ads, mobile ads

USE CASE EXAMPLE

Marketers buy ads. Sales happen. But how do companies know if the ads actually drove sales? And, if so, which ads drove which sales? Brands can finally get the answers by closing the loop with retailers through HookLogic. E-commerce sites share sales attribution data through HookLogic's platform, enabling advertisers to have a clear view into sales resulting from their ads. Brands can then make decisions about what works best for the company in order to maximize ROI.





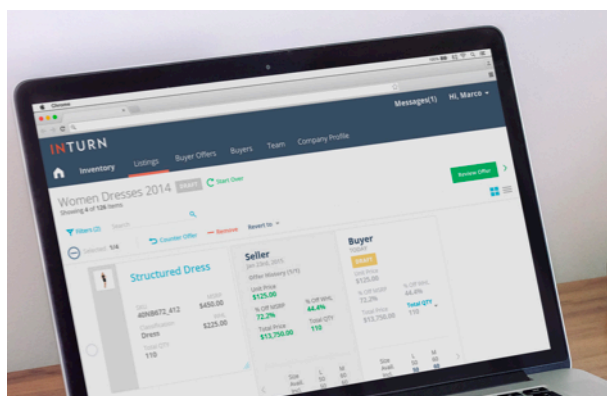
INTURN

INTURN is the first B2B online platform built to enable brands and retailers to confidentially buy and sell excess inventory on a global scale. It is a win-win solution for both brands and retailers to replace the existing time-consuming and error-prone liquidity process driving the off-price industry. It delivers better economics to both parties by reducing manual work processes, expanding accessible product information and integrating sophisticated analytics into the retailer-brand negotiation processes. The result is a solution that provides a powerful opportunity to increase profitability and manage inventory. INTURN is designed and led by retail industry veterans and technology experts and is located in New York City.

Year Founded	2013
Team Size	11-50
Location	US
Funding	Series A
Investors	Lerer Hippeau Ventures, Forerunner Ventures, T5 Capital, Novel TMT Ventures, Beanstalk Ventures
Client Base	Retailers
Key Clients	N/A
Applications	Inventory management, online retail platform, global online marketplace, B2B technology, selling excess inventory, buying excess inventory, global off-price retailers, connecting buyers and sellers, inventory liquidity

USE CASE EXAMPLE

Sellers are often left with inventory at the end of the season. This excess inventory can be sold off, but the process is arduous—and costly in the end. Buyers want the excess inventory, and they want it at discounted prices, but quickly. With INTURN's software solution, buyers and sellers can come together on a seamless platform to negotiate the exchange to maximize ROI for both parties.



What is INTURN?

We are a real software solution, created by experienced software and retail professionals. It's a deep solution built on a first-hand understanding of the complexities of excess inventory from both the brand and buyer perspectives.

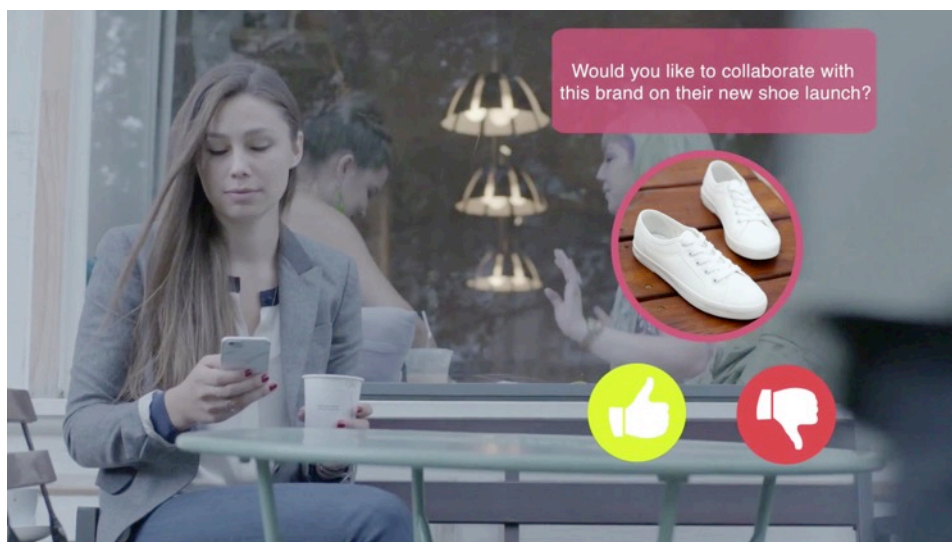
MUSE FIND

MuseFind empowers brands to unleash their voice to impact the future. The company is a venture-backed startup with a powerful software platform that is connecting brands such as Oreo, Coach and Baby Gap with their ideal social media influencers in order to reach millions across the world. Investors and advisors include the founder of Teradata, Goldman Sachs Ventures, an advisor/investor with Li & Fung and an international all-star team.

Year Founded	2014
Team Size	1–10
Location	US
Funding	N/A
Investors	Colonial Holdings, Angel Park Investors, Entrepreneurs Roundtable Accelerator
Client Base	Brands, social media influencers
Key Clients	Christian Louboutin, BareMinerals, Oreo, EDGEtv, VaynerMedia, Aden + Anais
Applications	Data analytics, trend monitoring, marketing, advertising

USE CASE EXAMPLE

Through MuseFind, brands can hire influential Instagram bloggers to promote and advertise their products, growing sales and improving customer engagement and exposure. The founders believe brands have been underutilizing some social media channels, such as Snapchat, which “forces people to pay attention.” Thus, they intend to expand to cover Snapchat in the coming years. This type of marketing has a higher ROI than hiring celebrities to endorse products does, because it costs less. However, it still allows brands to build and maintain a wide audience. Also, social media influencers provide a level of perceived realness that millennial consumers trust and relate to more than they do celebrities.





Founded in 2012, PassKit is headquartered in Hong Kong. The company's software as a service enables users across the globe to integrate the latest online-to-offline (O2O) technologies into their business. PassKit has grown to be the market leader, recognized as a world-class expert in unlocking new revenue from mobile wallet content, proximity marketing, beacon technology, big data and more.

PassKit offers a simple yet powerful marketing-automation platform to propel customer engagement, drive physical world transactions/revenue, and stimulate sustainable loyalty by leveraging native mobile wallet applications and beacon technology. PassKit allows companies to tap into millions of iOS and Android users who now use the Apple Wallet, Android Pay, WeChat and Alipay applications to transact in the physical world with their smartphones.

Year Founded	2012
Team Size	11-50
Location	Hong Kong
Funding	Series A
Investors	Vectr Ventures
Client Base	Retailers, food and beverage companies
Key Clients	Aeroflot, Subway, Heathrow, Pernod Ricard
Applications	Marketing automation, WeChat Wallet, mobile wallet, beacons, mobile marketing, iBeacon, mobile commerce, Eddystone, digital loyalty cards, Internet of Things, proximity marketing, Rest API, digital loyalty programs, O2O

USE CASE EXAMPLE

Retailers can bring customers into their stores by providing real-time, proximity-based promotions using PassKit's mobile wallet marketing campaigns. There is no requirement that consumers download specialized apps, because all of the information and interaction happens between the retailers and the preexisting mobile wallets.





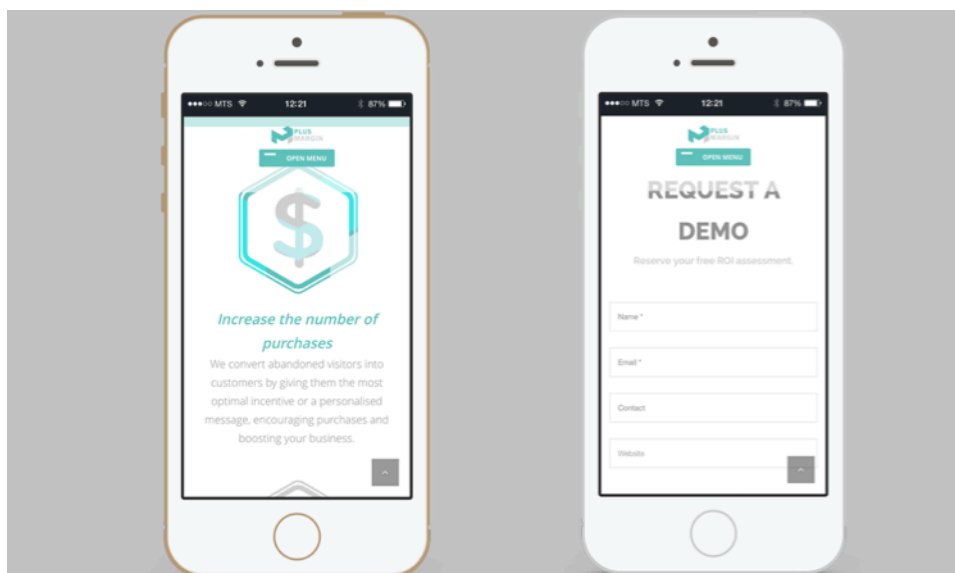
PlusMargin is combining behavioral psychology and artificial intelligence to persuade users on e-commerce sites to convert by predicting the best persuasion principles to employ in the form of on-site labels and messages, based on an individual's clickstream behavior.

PlusMargin is a predictive-marketing platform that helps e-commerce clients increase conversions on their sites. The platform analyzes a customer's purchase intent and shows relevant and targeted on-site promotions to increase conversions and sales revenue. By using advanced statistical models, the technology analyzes the shopper's purchase journey and pathway to understand their digital behavior. Tailored promotions are automatically prompted with incentives with the platform, prompting even more conversions in a single session. The system analyzes, learns and adapts to ensure it provides only what is relevant for a particular e-commerce business.

Year Founded	2015
Team Size	1-10
Location	Singapore
Funding	N/A
Investors	500 Startups, Infocomm Investments, Plug and Play Ventures, Singapore Press Holdings
Client Base	E-commerce merchants
Key Clients	N/A
Applications	Predictive data analytics, marketing, advertising

USE CASE EXAMPLE

Rather than driving traffic to e-commerce sites, PlusMargin works to convert sales from existing site visitors by bringing the experience of an offline salesperson into the online store. PlusMargin's platform seeks to understand each customer's behavior, including nuanced information regarding where the user's mouse is moving and how much time they are spending on the page, in order to best persuade them to buy products online.





purecomm™

Purecomm is a cloud-based software that was simultaneously launched in London and Hong Kong. It enables brands to close the loop between their online marketing channels and offline retail stores. Shoppers simply reserve an available item online and pick it up at the closest available store. Purecomm recently launched “Social Click & Collect” in Hong Kong, facilitating orders from Facebook, Instagram and WeChat.

Year Founded	2014
Team Size	11–50
Location	Hong Kong
Funding	N/A
Investors	N/A
Client Base	Retailers, brands, e-commerce retailers
Key Clients	N/A
Applications	E-commerce, retail innovation, omni-channel retail, cloud-based software, technology, O2O, fulfillment, customer experience, multi-channel retail, mobile commerce

USE CASE EXAMPLE

If a shopper goes to a store and wants to buy an item that is not available in a particular size or color, it is likely that he or she will not return after leaving feeling unhappy or unsatisfied. With Purecomm, retailers can upload their entire stock of items to the cloud and deliver that seamlessly to the customer, so that the shopper can click and collect in-store or online.

Purecomm helps to match the best of digital with the best of retail in order to fuse the online and offline worlds, making it easy for retailers to plug stock availability data into the web and connect shop assistants to incoming collection orders. The software works to instantly notify the customer of order receipt and advise collection location, time and reference.



**Creating Retail Fusion.
Online and Offline.**

WE GET RETAIL. WE MAKE IT WORK BETTER.



Missed Sale?
Never More.



Hire Sales Machines not
Checkout Clerks.



Limited Shelf Space.
Fragmented Stock.



Valuable Data at your
Fingertips.



TRENDALYTICS

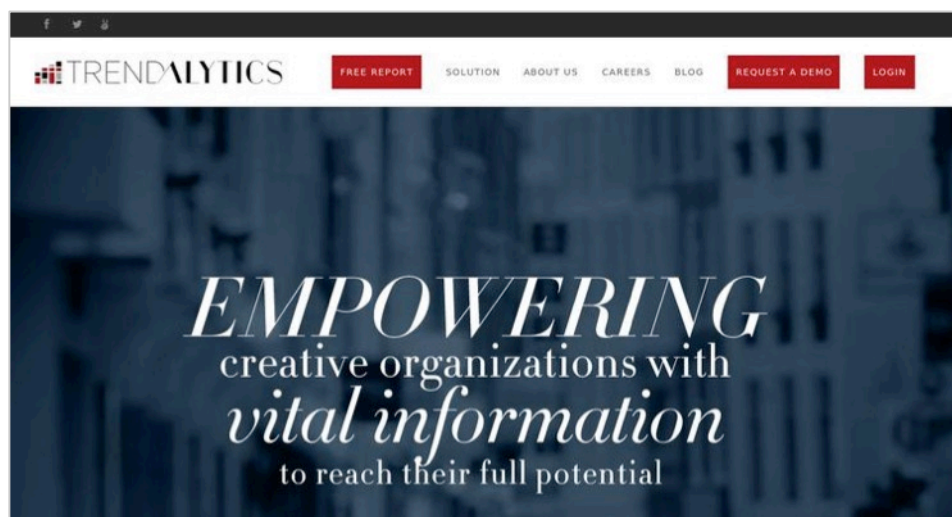
Trendalytics is a product intelligence platform that surfaces what consumers want today and what they will want tomorrow. Unlike competitors and incumbents, Trendalytics aggregates and analyzes patterns across social media, online searches and SKU data. Dynamic insights are gathered at the product category, classification and SKU level to support decisions on assortment planning, product pricing, and tracking promotional activity and marketing based on consumer shopping patterns.

The company's clients include leading department stores, mass retailers, global brands and rapidly growing e-commerce sites that represent over \$90 billion in retail sales. Trendalytics was one of the top five finalists in the 2015 Future of Retail: Meet the Disruptors competition at SXSW and a finalist in the Wall Street Journal Startup of the Year series.

Year Founded	2014
Team Size	11-50
Location	US
Funding	N/A
Investors	645 Ventures, Grace Beauty Capital, Montage Ventures
Client Base	Retailers and consumer brands
Key Clients	Revolve, Frye, Phillip Lim, Swarovski, Marchesa, Createthe Group, Liebeskind
Applications	Big data, retail analytics, social analytics, visual analytics, predictive analytics

USE CASE EXAMPLE

Consumers all across social media platforms are talking about bucket bags, but, due to the lag in trend-related data, many retailers chose to stock satchel bags. At the end of the season, satchels were marked down because demand had been weak, but the bucket bags had all sold out. Trendalytics helps retailers find and implement this data, so that their stock is on-trend and they do not have to mark down as much inventory at the end of the season.



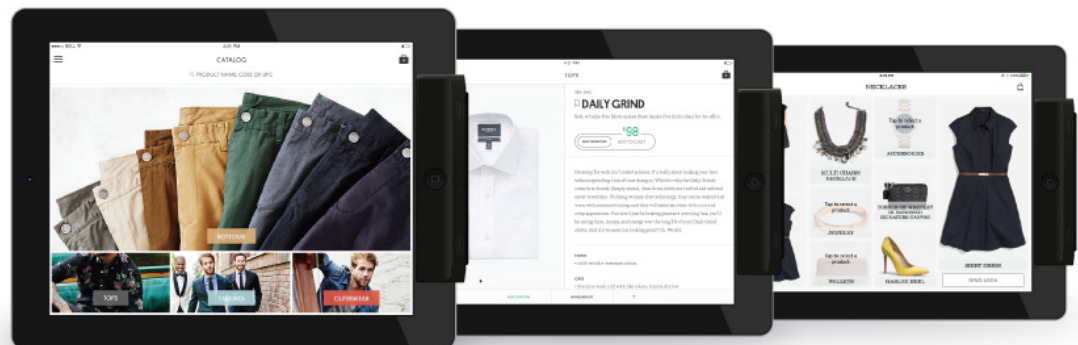


Tulip Retail is a platform built exclusively for store associates. The company's mission is to provide the first truly omni-channel mobile platform of its kind to enable global retail workers. By bringing the best of online to the selling floor in one beautifully designed platform, the company has consolidated all of the most important functionality store associates need in order to be as effective as possible in driving sales and customer loyalty. From creating new customer profiles to performing inventory lookup, store associates can now lead the in-store revolution with mobile technology. Leading retailers such as Saks Fifth Avenue, Coach, Bonobos, Toys "R" Us, GameStop and Frank & Oak choose Tulip to power their next generation of store associates.

Year Founded	2014
Team Size	11-50
Location	Toronto
Funding	Seed round
Investors	BoxGroup, Lerer Hippeau Ventures
Client Base	Retailers and consumer brands
Key Clients	Coach, Bonobos, Frank & Oak, Babies R Us, Toys R Us, GameStop
Applications	Enterprise Software, SaaS, Mobile Commerce. Retail Technology

Use Case Example:

A customer goes into a store to have the experience of being helped on a one-to-one basis by a store associate, thus, the associate should have an in depth knowledge of the product, inventory, and possible complementary items. With Tulip, the store associate has all of that information at their fingertips with the comprehensive iOS tablet application. The app also works to create personalized customer profiles that allow associates to know their customer base on a more personal level, so next time they return to the store, they can recall details to create consistent and personalized in-store experiences.



Product Catalog

Product Details

Look Building



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