LONDON'S
RETAILTECH
CATALOGUE

TECH
LONDON
ADVOCATES

INTRODUCTION

**RUSS SHAW, FOUNDER,
TECH LONDON ADVOCATES
& GLOBAL TECH ADVOCATES**

"RetailTech has increasingly become a dominant tech specialism in London"

The technological revolution of the UK economy is well underway, and there is arguably no other sector that is experiencing greater shifts in its landscape than retail. The retail industry is being transformed by fresh thinking and innovation on a daily basis, as new startups are constantly emerging, changing the ways businesses operate and the consumers interact with the products.

RetailTech has increasingly become a dominant tech specialism in London, edging ever closer to the likes of FinTech and DeepTech. We are seeing new businesses emerge within an established industry, ones which are embracing change and using technology to disrupt the status quo. Ranging from virtual pop-up stores, to robotic warehouses and drone delivery, the retail industry in the UK is shifting from the more traditional methods of the high street, to the implementation of new and exciting technologies.

Companies like Stowga that is changing the wearhouse business, and MishiPay with its mobile self-checkout technology, are prime examples of the UK's ability to continue producing ground-breaking innovation across the economic landscape. These businesses have helped form a booming RetailTech ecosystem by building on a well-established sector of the UK economy, and enriching it with innovation and ingenuity.

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TECH LONDON ADVOCATES

Tech London Advocates is a private sector led coalition of over 6,000 expert individuals from the tech sector and broader community who have committed to championing London's potential as a world-class hub for tech and digital businesses.

It strives to support London's tech start-ups and high-growth businesses in finding new investment, new talent and continued success.

GLOBAL TECH ADVOCATES

Global tech advocates is the umbrella organisation bringing together the various sibling networks from around the globe that have taken on the TLA model of collaboration and made it their own. The organisation unites them under the core mission of helping tech startups grow in size and scale.

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Grow your business in London

London & Partners' Business Growth Programme offers impartial business advice and tailored support to businesses based in London with fewer than 250 employees and turnover of less than £40m looking to grow across London and the outer boroughs. Providing strategic solutions, our industry experts will work alongside you to identify the critical steps to successfully develop your business in London offering mentoring, dedicated account management, expert advice and opportunities. If you are looking to overcome your barriers to growth and achieve your potential, London & Partners' Business Growth Programme may be able to help.

Sign up to the programme via :
http://businessgrowth.london

TECHNOLOGY IS GREAT
BRITAIN & NORTHERN IRELAND

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government department with responsibility for negotiating international trade policy and supporting business, as well as delivering an outward-looking trade diplomacy strategy. Key priorities are to increase UK exports of goods and services, support a growing economy that creates wealth for all, jobs, and meets our wider national interests.

THE RETAILTECH 50

The impact and disruptive power of technology within the retail industry increasingly dominates the news agenda, and London's contribution to this revolution has been on par with the likes of Silicon Valley.

While Asos and Farfetch represent some of London's internationally-acclaimed successes, this list highlights the brightest and best of our vibrant startup ecosystem. From supply chain to payments, in-store to digital, this list paints a bold picture of the future as told by local talent.

The following companies were selected based on a range of attributes with an emphasis on the level of innovation and market readiness. As retail technology is a very diverse landscape, the start-ups have been grouped into five categories to reflect that range.

I would like to take a moment to thank the diverse team of tech leaders and innovators across the public and private sectors who consulted on this list, including representatives from London & Partners, Validify, Omnifi, and of course Tech London Advocates.

EUGENE FISHER
Retail Tech Group Lead,
Tech London Advocates

DATA & ANALYTICS

EDITED
GEOFF WATTS
Retail Analytics to understand product trends, for perfect launch and promotion timing

THIRD EYE
RAZWAN GHAFOOR
Software that analyses new & existing CCTV infrastructure to become an AI assistant to every store employee and supercharge their productivity

HOXTON ANALYTICS
OWEN MCCORMACK
Accelerates the processing of complex models for training and inference

BIG DATA FOR HUMANS
PETER ELLEN
Data Science-as-a-Service platform automates customer insights for improved marketing programmes

BOLD MIND
DAGMARA LACKA
Layering data for analysis and visualisation for improved retail experience

POLYMATICA
MARK HINDS
Data Science and Visual Analytics solution engineered for everyone

MARKET HUB
ROY MORGAN
An intelligence and delivery platform to help retailers discount less

SINGULAR INTELLIGENCE
SARVESH KUMA
Enables brands and retailers by automated, real-time analysis and recommendations for profitable promotions and supply planning

PAYMENTS

DIVIDO
CHRISTER HOLLOMAN
Retail finance platform, allowing customers to spread purchase costs whilst merchant gets paid in full immediately

BINK
LEE CLARKE
Links loyalty schemes to payment cards for better loyalty experience and enhanced data

YOYO WALLET
MICHAEL ROLFE
Platform that enables mobile payments combined with automated loyalty and rewards

XELIX
PAUL ROITER
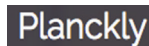Generates savings for buyers by automating the process of early settlement discount

NUGGETS
ALISTAIR JOHNSON
E-commerce payments and ID platform that stores personal and payment data securely in the blockchain

MISHIPAY
MUSTAFA KHANWALA
App allowing you to never have to stand in line to pay at a store again

PLANCKLY
UZAIR AHMED SIDDIQUI
Similar to Amazon Go, Planckly's platform enables customers to scan product and walk out of store

FINGOPAY BY STHALER
NICHOLAS DRYDEN
Cloud-based system uses biometrics to validate identify and verify payment

SUPPLY CHAIN & DELIVERY

BLOCKVERIFY
PAVLO TANASYUK
Implementation of blockchain to track products, securing supply chain

CLICKSIT
THOMAS HILL
Out-of-the-box, cross carrier, eCommerce return solution for retailers of all sizes

TEMANDO
DANIEL MALOUF
Shipping platform for commerce that connects carriers and retailers to people

STOWGA
CHARLIE POOL
Marketplace connecting spare warehouse capacity to companies needing on-demand space

WHAT3WORDS
CHRIS SHELDRICK
Online platform that consists of a global grid which provides its users with fixed 3 word addresses

BRISQQ
ANDREW MUKERJEE
Crowdsourced delivery fleet providing clients with 1-hour delivery timeslots

LOCALZ
TIM ANDREW
Delivery tracking and communication for on-demand services

STARSHIP
AHTI HEINLA
Builds self-driving delivery robots with the goal of revolutionising last-mile delivery

ECOM & DIGITAL

INCREASINGLY AI
SRI SHARMA
Uses machine learning to
automate product bundling
and cross-selling

CHATTERMILL
MIKHAIL DUBOV
Combines natural language
processing to understand
customer feedback at scale

DRESSIPI
DONNA NORTH
& SARAH MCVITTIE
Combines recommendation and
outfitting algorithms with expert
knowledge to give personalised
recommendations

METAIL
TOM ADEYOOLA
Virtual fitting room service
for fashion retailers that allows
customers to create a 3D model
of themselves and try on clothes

NOSTO
JUHA VALVANNE
Analyses customer behaviour to
deliver automated, personalised
recommendations in real-time

YIELDIFY
JAY RADIA
Predicts customer behaviour to
optimise customer experience
with brand revenue

LOCALISTICO
RICARDO VARELA
Combines geo-targeting and
analytics to understand local
customer behaviour

ACTION.AI
JOHN TAYLOR
Understands users' requests
to enable human-like responses
in conversational interfaces

UNMADE
HAL WATTS
Curated customisation
of individual products
for customers

GOINSTORE
AMAN KHURANA &
ANDRÉ HORDAGODA
Live video shopping, allowing
customers to experience the
store without being there

FEEFO
ANDREW MABBUTT
Reviews platform with suite
of products to help businesses
improve communication with
customers

BOOKALOOK
MELISSA FERNANDEZ
Online showroom for fashion
PR samples and booking
management

BEMYEYE
LUCA PAGANO
Mobile crowdsourcing DaaS
(Data as a Service) solution for
actionable retail intelligence

MOBULA
DANIEL MURRAY
Platform powering 'native
commerce' for ecommerce
brands, creating best in class
experiences

POQ COMMERCE
OYVIND HENRIKSEN
SaaS platform for mobile
commerce giving retailers a
customised and scalable app

REEVOO
LISA ASHWORTH
Collects, tags, moderates and
publishes reviews to boost sales

IN-STORE TECH

PROXIMITY INSIGHTS
CATHY MCCABE
Store platform that puts cutting-edge capabilities in the hands of sales associates to drive physical and online traffic

YOOBIC
FABRICE HAIAT
Mobile solution for field data collection, real time collaboration and insights to optimize your in-store execution

QUDINI
IMOGEN WETHERED
Booking and queue management system

MERCAUX
OGLA KOTSUR
In store assisted shopping platform featuring inventory check, cross-sell, social, customer history/preferences, omnichannel, payments

YRECEIPTS
ALEXANDER KAYSER
Custom designed email receipts with integrated transaction-based marketing and social media features in retail storesLinking store purchases to brand campaigns
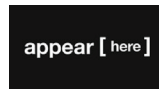
APPEAR HERE
ROSS BAILEY
Leading platform for listing and renting flexible retail space online

YOCUDA
DON KINGSBOROUGH
Yocuda gives retailers the power to identify and engage with 100% of in-store customers in real time

MODIST LTD
JAMILA JAMANI
Online women's fashion retailer focusing on high-end and modest designs

STORIQ
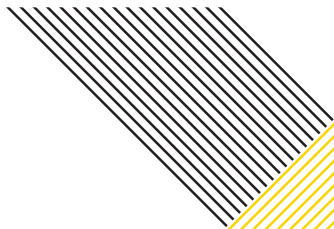PETER WAKE
& AMY BASTOW
Mobile optimised software which improves in-store execution

YAPSTER
ROB LIDDIARD
Chat app for retail and hospitality teams

Customer experience and personalisation are key ingredients to engage with audience and increase sales in today's digital economy and I believe that Belcurves has nailed this down by solving the online fit compatibility and bringing its own personal 3D avatar in augmented reality. In addition, its technology can also help to create a more sustainable fashion industry.

**VANESSA ROMER,
BUSINESS MANAGER - CREATIVE LEAD,
LONDON & PARTNERS' BUSINESS
GROWTH PROGRAMME**

A highly talented and hard working group of founders have endured the long road to create a feature rich Software-as-a-Service platform that empowers retailers to build out their App strategy at pace. This multi-tenanted platform is reaching an impressive level of maturity, delivering significant revenues for large corporate customers and propelling the business forward, as evidenced by their recent funding round.

**DANIEL BOBROFF,
FOUNDER, CODED FUTURES**

When I first heard about Hoxton Analytics and its use of footware recognition to measure and segment store visitors, I thought it was a joke. Speaking to the company I soon realised it wasn't. Their innovative computer vision approach solves a real retail challenge - expensive and inaccurate infrared footfall sensors. It's also sensibly priced and easy to implement. I was happy to be proven wrong!

**SIMON LISS,
MANAGING DIRECTOR, OMNIFI**

My pick of technology in the Top 50 is Yoobic. UK retailers are facing significant headwinds on the back of increased competition and the fall out from Brexit, which are continually squeezing margins. Cutting edge technologies like Yoobic are enabling retailers to improve communication, processes and execution across their store estate, resulting in improved efficiencies and allowing retailers to claw back margin. I am excited by the growth in technologies like Yoobic, that are focusing on operational efficiencies.

**LAURA WYNCH,
PARTNER, VALIDIFY**

Localz serves what it has dubbed the "iconomy", meaning the individual economy that revolves around personalised on-demand services that come to you, typified by the likes of Deliveroo and Uber. They provide last mile delivery solutions for enterprise utilising a technology that maximises the use of data to power the perfect customer delivery experience, from first mile collection to last mile handover. Moreover, Localz is run by an outstanding team and backed by Notion Capital and a European parcel delivery giant like Geopost.

**MATTEO SCARABELLI,
HEAD OF INVESTMENT, L MARKS**