

## PRESS RELEASE

### 10 STARTUPS READY FOR TAKE-OFF – PARTICIPANTS OF MEDIAMARKTSATURN'S RETAILTECH HUB PROGRAMME FINALIZED

Startups to implement joint pilot projects with MediaMarktSaturn

**Ingolstadt/Munich, October 12, 2017: Offering innovations from scan-and-pay shopping solutions to market research based on a digital super-brain to video-based product reviews, MediaMarktSaturn has selected the first 10 participants of the Retailtech Hub from over 100 applicants. They'll now participate in a three-month programme in which they'll implement pilot projects together with MediaMarktSaturn, and thus have an opportunity to develop their business ideas to market. The choice was made following the Selection Days on September 27th, to which 30 of the applicants had been invited.**

The Retailtech Hub was launched in August 2017 and is made possible by the MediaMarktSaturn Retail Group in cooperation with the Plug and Play Tech Center from Silicon Valley. The participants of each round or 'batch' undergo a three-month programme with different focus weeks in which they work with programme mentors and coaches and attend workshops on topics such as HR, marketing, funding, business development and operations. The main element is a joint pilot project with MediaMarktSaturn and other retailers, in which the innovations can be trialled on customers. At the end of the three months, a Demo Day is staged where the startups showcase themselves to decision-makers from MediaMarktSaturn and Plug and Play, support and retail partners, and also the startup and investor scene.

Martin Wild, Chief Digital Officer (CDO) of the MediaMarktSaturn Retail Group and CEO of the Retailtech Hub, said: "We were thrilled by the diversity, creativity and professionalism of the participants at Selection Day. They impressively show how just large the potential for innovation in retail is. Being an international platform for the retail sector, the Retailtech Hub is ideal for forward-thinking companies and dedicated startups to develop to market. What's more, we and other retailers offer a unique opportunity here to try out new business models and ideas from the batch in a practical, store-based setting as well."

The following startups are taking part in the Retailtech Hub:

**Combyne** ([www.combyne.com](http://www.combyne.com)) is an app which allows clothing from online shops to be mixed and matched with garments from your own wardrobe. You can then receive feedback on your new outfit from your own community. The advantages for retailers are that it grants them deep insights into customers' behaviour and enables them to spot local trends early on.

**MishiPay** ([www.mishipay.com](http://www.mishipay.com)) is a theft-proof scan, pay and leave shopping solution. Customers can scan the label, pay and leave the shop without having to queue up at the checkout, while shoplifting is prevented thanks to technologies like RFID.

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**Neuro Flash** ([www.neuro-flash.com](http://www.neuro-flash.com)) supports evidence-based marketing by means of data science. Neuro-Flash has trained a supercomputer to see the world just as irrationally as humans do! This approach enables consumers' subconscious opinions all over the world to be anticipated – and it's faster and cheaper than traditional market research.

**OKIKO** ([www.okiko.com](http://www.okiko.com)) provides a secure online payment method for children and teenagers. Using smart content filtering of online purchases, it can make sure that only age-appropriate items are purchased. This grants online retailers secure, trusted access to a new customer segment.

**parcelLab** ([www.parcellab.com](http://www.parcellab.com)) optimizes the dispatch service in e-commerce by means of a cloud solution for smart parcel monitoring and targeted customer communication during the delivery process. Using parcelLab, online retailers can control their customers' post-purchase experience without losing this important touchpoint to logistics providers.

**Rapitag** ([www.rapitag.com](http://www.rapitag.com)) offers a smart security label for products, e.g. in fashion retail. The customer pays at the display rack using an app, the label is then unlocked, and the customer can leave the shop with the item. No queuing for customers – and total security for retailers.

**store2be** ([www.store2be.com](http://www.store2be.com)) is an online booking platform for marketing, roadshow and sales spaces in shopping centres, retail stores and other bricks-and-mortar premises such as health clubs and cinemas. By providing a link between tenants and landlords, store2be simplifies the booking of store-in-store spaces for targeted, measurable live communication and offline marketing.

**Streetspotr** ([streetspotr.com](http://streetspotr.com)) is a crowdsourcing platform in which ordinary shoppers give feedback via the app on, say, the availability of certain products or the implementation of promotional campaigns. Manufacturers and retailers receive the opinions of genuine customers as well as real-time info on the local situation without having to make regular inspections.

**Traxas Media** ([www.traxas.de](http://www.traxas.de)) implements advertising campaigns with real-time analysis techniques for the POS as well as digital outdoor advertising. Visitors become an active part of animated adverts. The content of animated adverts is adapted dynamically using various physical features and location-based data. This makes advertising more engaging and hence more effective.

**Weview** ([www.weview.tv](http://www.weview.tv)) is a platform for video reviews of products. Anyone can earn money with their product recommendations and receive test items. Viewers in turn can find out about products and buy them within the video at one of 100,000 partner shops.

# MediaMarktSaturn

## The MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading commerce company for consumer electronics and related services. It sees itself as a partner, daily companion and navigator for consumers in an increasingly digitized world. MediaMarktSaturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from fronting the MediaMarkt and Saturn brands, which comprehensively network their more than 1,000 fixed-location stores with online sales platforms, the MediaMarktSaturn Retail Group operates online pure players such as redcoon and iBood as well as the digital entertainment platform JUKE. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. Majority-owned by CECONOMY AG, in 2015/16 MediaMarktSaturn and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. [www.mediamarktsaturn.com](http://www.mediamarktsaturn.com)

## The Retailtech Hub

The MediaMarktSaturn Retail Group has been successfully working with startups since 2015 within the Spacelab accelerator. In summer 2017, it expanded its accelerator into an open platform for retail companies and startups. Under the name of the Retailtech Hub, the programme is now addressing tech startups along the entire value chain of the retail sector in consumer electronics and beyond, and also opening itself up to other retail companies. The programme is carried out with accelerator experts from the Plug and Play Tech Center in Silicon Valley. The focus is on the joint implementation of pilot projects with MediaMarktSaturn as well as other programme partners. High-profile mentors from the network of MediaMarktSaturn and Plug and Play are on hand to provide guidance and hands-on assistance to founders. There is no obligation on founders to sign away a stake in their startups. After successfully completing the programme, the startups can participate in Plug and Play's retail programme in Silicon Valley. For more information, visit <http://retailtechhub.com/>

## Plug and Play

Plug and Play is a global innovation platform. It connects startups to corporations and invests in over 150 companies every year. Since inception in 2006, its programs have expanded worldwide to include a presence in 22 locations globally, giving startups the necessary resources to succeed in Silicon Valley and beyond. With over 6,000 startups and more than 180 official corporate partners, it has created a unique startup ecosystem. Plug and Play provides active investments with 200 leading Silicon Valley VCs, and hosts more than 365 networking events per year all over the world. Companies in its community have raised over \$6 billion in funding, with successful portfolio exits including Danger, Dropbox, Lending Club, PayPal, SoundHound, and Zoosk. For more information, visit [www.plugandplaytechcenter.com](http://www.plugandplaytechcenter.com)

# MediaMarktSaturn

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