

# Scale Retail

Cohort Overview

April 2022

# Scale | Programmes

Innovations are creating new challenges and opportunities for businesses, and we believe it is vital to recognise and collaborate with fast growth scale-up technologies for the benefit of the sector.

The Scale Programmes provide the missing link between large organisations and the scale-ups on their growth journey. Our programmes are designed to connect high-quality scale-ups who are ready to scale with large progressive organisations looking to embrace new technologies and pioneering new services.

**14** Scale-ups

**3** Focus Areas

Operational Excellence

Customer Experience

ESG

“The Covid-19 Pandemic accelerated many pre-existing trends and increased the need for agility, innovation and better customer engagement to capture a greater share of the consumers' wallet. The Scale programme gives retail and consumer businesses the opportunity to partner with innovative, modern and relevant growth businesses who can help drive better customer experiences, new revenue opportunities and streamlined operations. These scale-up solutions really get to the heart of what is important for consumers and our clients are increasingly engaging with scale-ups to drive better performance in their own businesses.

**Lisa Hooker - Leader of Industry for Consumer Markets**



# Meet the cohort

Our cohort have been carefully selected as high potential, product ready companies who are rapidly scaling.

[Pathway A \(Pitch to PwC\)](#)

Wed 4th May (4pm - 4:45pm)

[Pathway B \(Pitch to PwC\)](#)

Tues 10th May (4pm - 4:45pm)

The companies have been working alongside PwC and GrowthBuilders to further progress their growth journey. They have received support from sales and marketing experts, guidance from senior executives within PwC, and extensive opportunities to engage with decision-makers from some of the world's leading brands and enterprises.

The companies are asking for your support as they continue to scale, so if they are useful for your role, your business or your wider network, please get in touch!

Pathway	Company	Overview	Page
A	ADVERTIMA	Advertima transforms physical stores into a new revenue-generating Retail Media channel.	<a href="#">Link</a>
A		Enabling retailers to plan smarter, make better decisions and take full control of performance.	<a href="#">Link</a>
A		Pricer are the only European manufacturer of Electronic Shelf Labels and have been selling ESL based solutions for 30 years.	<a href="#">Link</a>
A		A suite of proprietary tech which improves online advertising ROI and Sales via optimisation of; data, product & ads.	<a href="#">Link</a>
A		Obsess is reinventing the e-commerce interface for discovery-driven product categories.	<a href="#">Link</a>
A	 bluechain	Bluechain's Request to Pay technology creates a two way communication link between a business & its customers.	<a href="#">Link</a>
A		Forter's Trust Platform addresses every critical interaction across the digital commerce funnel.	<a href="#">Link</a>
B		Dayrize is a climate-tech company that uses technology to assess the environment & social impact of consumer products.	<a href="#">Link</a>
B		An innovative AI sales forecasting solution to help customers reduce costs and increase revenue.	<a href="#">Link</a>
B		Axonify is the modern learning solution for frontline employees that actually works.	<a href="#">Link</a>
B		Proworx delivers ready-made B2B SaaS platforms for marketing process optimisations.	<a href="#">Link</a>
B		Heyday is a conversational AI platform on a mission to make buying from a brand as easy as messaging a friend	<a href="#">Link</a>
B		eCommeleon SaaS product helps sellers of all sizes expand internationally via marketplaces.	<a href="#">Link</a>
B		Stylumia uses proven proprietary demand-sensing and demand forecasting AI algorithms with data at internet scale.	<a href="#">Link</a>

# Advertima

Pathway A

ADVERTIMA

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 [advertima.com](http://advertima.com)



## Roger Sowerbutts

CCO

**Founded:** 2021

**Employees:** 50

**Funding:** £4.5 million

**HQ:** St. Gallen,  
Switzerland

### Overview

We convert physical stores into a revenue-generating Retail Media channel. Using 3D Computer Vision and advanced Machine Learning algorithms we transform in-store shoppers into relevant Retail Media audiences. Our platform integrates seamlessly into existing Retail Media ecosystems and empowers Retail Media departments to offer online-like performance marketing capabilities to brands and enhanced experiences to in-store shoppers.

### Use cases and benefits

Online-like marketing capabilities are needed to shift brand marketing and media budgets to in-store.

- Increase income from trade marketing budgets
- Access new shopper marketing budgets
- Access new brand media budgets

### Business model

SaaS Revenue Model based on the amount of Installations (Edge Computer with Sensor).

### Video Overview (1 min)



“

Advertima's 3D computer vision technology transforms physical stores into a new revenue-generating Retail Media channel.

# board

Pathway A



rscammell@board.com

[board.com](http://board.com)



## Overview

Board is the #1 Decision-Making Platform, empowering people to have a transformative impact on their business by helping them to intuitively leverage their data in a flexible, all-in-one environment. Unifying Planning, Predictive Analytics, and Business Intelligence, the Board platform allows companies to produce a single, accurate view of business information, gain actionable insights, and achieve full control of performance across the entire organization.

New levels of volatility, uncertainty, and complexity have forced retailers to challenge the status quo and step up their planning processes to successfully grow and transform their businesses. Board enables retailers to transition from static, siloed planning to a unified, cohesive model helping them evaluate complex merchandising, assortment, and inventory decisions before taking action.

## Use cases and benefits

Leading retailers use Board to turn consumer spending patterns into profitable merchandise, assortment and replenishment plans, aligning product strategy to customers' needs.

## Business model

Board is a cloud software vendor. Revenue is primarily annually recurring revenue from software licence agreements. Other revenue is from professional services to support and implement the software.

### Video Overview (1 min)



### Demo Video (5 mins)



“

Enabling retailers to plan smarter, make better decisions and take full control of performance.

# Pricer

Pathway A



 peter.ward@pricer.com

 [pricer.com](http://pricer.com)



## Peter Ward

UK Sales Manager

**Founded:** 1991

**Employees:** 180

**HQ:** Stockholm, Sweden

## Overview

Pricer are the only European manufacturer of Electronic Shelf Labels (ESL's) and have been selling ESL based solutions for 30 years, headquarters in Stockholm, Sweden and publicly listed. We have an installed base of over 200 million ESL's in circa 19000 stores globally and are manufacturing and installing around 20 million ESL's per year. Today's ESL's are no longer only used to automate accurate pricing on the shelves but now have an ROI boosted by operational efficiencies gained in store, created by not only automating price updates or enabling dynamic pricing strategies, but also enabling accurate a speedy "pick to light" (as all our ESL's now incorporate a small LED) for instore "click and collect" orders and "put away to light" for improved restocking. Additionally retailers by use of our new battery powered Shelf Camera solution, ShelfVision, we can help improve on-shelf product availability to drive improved sales and also enable planogram compliance as well as collect valuable data for both retailer and supplier use.

## Use cases and benefits

Pricer's ESL's facilitate automatic price updates, removing the need for labour intensive use of paper price labels and mobile printers, enables Dynamic Pricing strategies, in-store pick to light, task to light, guided sales, improved Waste Management. And with the combined use of ESL's and on-shelf camera improved on-shelf availability, an ROI of typically 14-18 months can be achieved.

## Traction

Carrefour, PLUS, ICA, Intersport, LeClerc, Best Buy etc etc Globally sold over 200 million ESL's and delivering 20+ million per year.

## Business model

Pricer design and manufacture Electronic Shelf Labels and sell hardware and software and support solutions direct to major global retailers and through local partners and re-sellers. We are also offer both SaaS and Hardware as a Service.

“

The world's leading  
retail shelf edge  
solution.

[Feature Video \(1 min\)](#)

[Feature Video \(3 mins\)](#)



# Dream Agility

Pathway A



elizabeth@dreamagility.com

[dreamagility.com](http://dreamagility.com)



## Elizabeth Clark

Founder & CEO

**Founded:** 2015

**Employees:** 15

**Funding:** Bootstrapped

**HQ:** Ramsbottom, UK

### Overview

A suite of proprietary tech which improves online advertising ROI and Sales (typically 42% and 48% respectively) via optimisation of; data, product & ads. From attribute enrichment with Visual Ai, to dynamically optimised product feeds, to structure builds of massive product catalogues, to waste and bid optimisation with Machine learning.

### Use cases and benefits

Red Dress, 9 figure US Fashion Retailer: 52% increase in sales, 27% reduction in advertising spend, 107% increase in ROI. Managed service for Feed, Shopping and Search in US.

CVP, 9 figure pro audio video retailer, 303% increase in revenue, 42% increase in ROI. Managed service for Feed, Shopping and Search in UK & Europe.

Chemist Warehouse, 10 figure Australian Pharmacy: 178% increase in sales at a reduction in costs. Managed service for Feed and Shopping in Australia.

Music Magpie, 9 figure recycled consumer electronics: 784% increase in revenue, 98% increase in ROI, 938% increase in AOV. Managed service for Feed and Shopping in UK and US.

### Business model

We work on 12 month contracts based on a fixed minimum fee (usually fixed based on the current average level of spend) or % of spend, which ever is the greater. We invoice in advance on 14 day payment terms. Integration is minimal and is done Google/advertiser side. A set up fee is payable for the feed re-optimisation and any restructuring required in the accounts, this is established on audit. We audit all clients to ensure our tech is a good fit and that there is plenty of uplift available in the account.

“

International award-winning proprietary tech platform for managing advertising on Google, Facebook, Microsoft and Instagram.

# Obsess

Pathway A

*Obsess*

 amrita@obsessVR.com

 [obsessar.com](http://obsessar.com)



**Amrita Maria**

**Account Executive**

**Founded:** 2017

**Employees:** 60

**Funding:** \$13.5 million

**HQ:** New York, USA

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**Virtual Store Platform  
to engage customers  
with visual,  
interactive,  
photorealistic virtual  
stores on your  
website.**

## Overview

Obsess is reinventing the e-commerce interface for discovery-driven product categories. Our mission is to turn online shopping into an experience. And replace the monotonous grid e-commerce interface that hasn't changed since it was created by Amazon 25 years ago to sell books.

Obsess is an Augmented & Virtual Reality software platform for experiential shopping. Our proprietary technology enables retailers to set up a 3D 360 digital store on the retailer's own website and social channels, and increase awareness, engagement, and conversion. A new virtual sales channel is established through our proprietary virtual reality commerce platform.

## Traction

Our customers include Ralph Lauren, Christian Dior, Salvatore Ferragamo, Fendi, Coach, De Beers, MyTheresa, Lululemon, Dyson, AT&T, Charlotte Tilbury, L'Oréal, Unilever, Ferrero, General Mills, Mattel, NBC Universal, Universal Music Group and more.

## Use cases and benefits

- Make your retail stores shoppable online from anywhere at any time
- Immerse customers in your brand's world by creating virtual pop-up stores
- Create more engaging landing pages for new campaigns and collections
- Establish your brand world in metaverse platforms like Roblox and Oculus
- Sell physical products and NFTs through your web-based virtual stores

## Business model

We are a managed Software as a Service (SaaS) platform and have a software license term. And based on the project requirements, we scope out the exact pricing for each enterprise-size client.

# Bluechain

Pathway A



bluechain

tim.annis@bluechain.com

[bluechain.com](http://bluechain.com)



**Tim Annis**

**Head of Global Sales**

**Founded:** 2017

**Employees:** 14

**Funding:** £8 million

**HQ:** Melbourne, Australia

## Overview

Getting paid is the end result all businesses are looking for. Whether online, instore, recurring or via an invoice. Being enabled to accept payments isn't hard, creating a great, secure experience that creates additional value for your customers is. Poor experiences at this critical point cause drop off or delays in payment, create operational costs and impact revenue.

Bluechain's Request to Pay technology creates a two way communication link between a business & its customers. Enabling the creation of better user experiences whilst improving operational efficiency:

- Reduce operational costs whilst transforming customers payable experiences.
- Real time insights and visibility into customer activity
- Enable payment optionality and choice
- 2 way connectivity to support enhanced issue/dispute resolution
- Straight through reconciliation and automation
- Improved automation and digitisation of receivable processes
- Enhanced protection from fraud
- Open banking connections for improved visibility, risk and lending decisioning
- Data integration into accounting, ERP or CRM systems

All help to improve bottom line costs, accelerate cashflow, create competitive advantage, drive growth & open new revenue streams.

“

Bluechain empowers businesses to go beyond just payments and transform customer relationships.

## Use Cases

Bluechain has a patented security model that enables our platform to operate across any channel or communication method. This ranges from online, instore, billing/subscription to invoicing for businesses. This enables use cases to support a range of needs including:

- Retail, Financial inclusion, Utilities, Real estate, Financing, Business to business payments

The customer receives the same secure experience across all channels.

## Video Overview (1 min)



# Forter

Pathway A



[celine.normann@forter.com](mailto:celine.normann@forter.com)

[forter.com](http://forter.com)



## Celine Normann

Strategic Partnerships

Manager EMEA

**Founded:** 2013

**Employees:** 450

**Funding:** \$500 million

**HQ:** New York City, US;  
London, UK; APAC

## Overview

Forter is the Trust Platform for digital commerce. We make accurate, instant assessments of trustworthiness across every step of the buying journey. Our ability to isolate fraud and protect consumers is why Nordstrom, Sephora, Instacart, Adobe, Priceline and leaders across industries have trusted us to process more than \$500 billion in transactions. Our deep understanding of identity and use of automation helps businesses prevent fraud, maximize revenue and deliver superior experiences for their consumers. Learn more at [www.forter.com](http://www.forter.com).

## Use cases and benefits

Forter's Trust Platform addresses every critical interaction across the digital commerce funnel, from sign-up to sign-in to checkout to post-purchase policies. We specifically address:

- Sign-up and sign-in: Blocking account takeovers
- Conversion rate at checkout: Optimizing 3DS / Secure Consumer Authentication
- Regulatory compliance at checkout: Navigating Payment Services Directive 2 (PSD2)
- Payment fraud at checkout: Identifying and stopping fraudsters
- Chargeback representment: Automating chargeback disputes
- Policy abuse: Identifying and deterring returns abuse, Item Not Received abuse, reseller abuse

## Traction

We're proud to work with many of the world's leading global retailers, most notably brands including ASOS, Boohoo, Nordstrom, Nike, Sephora, HelloFresh, L'Oréal, Home Depot and Luxottica.

“Leveraging AI, ML and a network of over 3 billion customer identities, the Forter platform approves more legitimate customers and blocks more fraudsters all in realtime.

# Dayrize

Pathway B



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[dayrize.io](https://dayrize.io)



**Austin Simms**

COO

**Founded:** 2019

**Employees:** 12

**Funding:** £4 million

**HQ:** Amsterdam,  
Netherlands

## Overview

Consumers are looking to business to take a leadership position on climate change by providing greater transparency. But until now the process of understanding the impact of consumer products has been complex, time-consuming and expensive. Existing assessments cost up to \$50,000 and can take up to 6 months for a single product.

## Use cases and benefits

Clients use our product in 2 ways. First to understand in detail the impact at a product level. This allows them to make better product development decisions that reduce their impact and therefore reduce the cost of production of their products. They can then use this information to validate their sustainability story to their consumers through their commercial channels via a consumer widget.

## Business model

Dayrize is a SAAS model that uses the latest in technology to automate the impact assessment of consumer products. We are a B2B2C model - we work directly with the brands to assess the impact of their products, and provide them the tools to reduce their impact and tell this story to the consumer. Brands sign up for an annual subscription for each product that gives them access to the dashboard, impact reports and consumer widget.

## The ask

We offer an automated SAAS solution for companies to understand and share their environmental and social impact of their consumer products. We have priced the solution at 60 euros/year per product to make it accessible for businesses of all sizes to use the technology. With a large TAM of roughly 500M products globally this pricing allows us to scale to address this large market.

## Video Overview (1 min)



“ Dayrize is a climate-tech company that uses technology to assess the environmental & social impact of consumer products.



 dusan@ierp.ai

 [ierp.ai](http://ierp.ai)



**Dusan Korcak**  
Co-Founder & COO  
**Founded:** 2019  
**Employees:** 14  
**Funding:** £550,000  
**HQ:** Bratislava, Slovakia

## Overview

iERP.ai is sales and inventory demand forecasting platform for supermarkets and grocery retail chains. Customers can achieve significant cost savings, revenue increase, and operational improvements as forecasting solution provides an insight into business activities like stock management, discounting, cash flow, and more.

It is a cloud-native, no-code AI predictive analytics solution accessible via a user-friendly web interface with automatic data validation, unsupervised algorithm training features and an innovative multi-layer algorithm structure. Software uses historical data enriched with external indicators (timestamps, days of the week, store categories, promotions, GDP growth rates, inflation or credit card spending) to predict sales, inventory demand, and fresh produce waste. Solution is ready-made for large scale multi-site deployments utilising unique transfer learning methodology without a need to make compromises on forecast accuracy.

## Use cases and benefits

Sales forecasting deployment for Migros Ticaret, a supermarket chain with 2000 stores and 30k employees. iERP.ai team delivered accurate sales forecasting solution for individual products and categories in individual stores to enable considerable operational efficiencies with the following results:

- decreased forecasting error for individual stores on average by about 12%.
- reduce the number of machine learning models by about 50%.

## Business model

iERP solution pricing consists of deployment and subscription costs. Deployment costs are split into three stages; pilot, production deployment, and rollout stage controlled by verified implementation methodology. Duration of individual stages is established during initial business requirements requirement sessions and can take weeks or months in dependency on scale of deployment. The monthly subscription cost starts at 300GBP a month per shop and it is dependent on monthly transactions volume.

## Video Overview (3 mins)



An innovative AI sales forecasting solution to help customers reduce costs and increase revenue.

# Axonify

Pathway B



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[axonify.com](http://axonify.com)



## Liam O'Meara

VP Europe

**Founded:** 2011

**Employees:** 250

**Funding:** €250 million

**HQ:** Waterloo, Canada

### Overview

We believe frontline employees deserve to perform their best at work every day. So, we focus 100% of our efforts on making that happen—with an irresistible learning and communication solution that drives measurable business impact on operational KPIs.

### Use cases and benefits

All learning for frontline staff to drive operational excellence including:

- Onboarding
- Product Knowledge
- Customer and Sales Skills
- Compliance
- Reskilling
- Process and procedures

### Business model

SaaS model with pricing based on number of learners, modules required and duration of term.

### Video Overview (3 mins)



“

Axonify is the modern learning solution for frontline employees that actually works.

# Proworx Digital

Pathway B



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[proworx.digital](http://proworx.digital)



## Overview

Proworx delivers ready-made B2B SaaS platforms for marketing process optimisations: print & digital retail marketing asset and workflow management, lead generation/promo microsite building, and retargeting.

Our flagship product, Shoprime, is a cloud-based marketing asset booking and management platform that helps enterprises digitalise their print and digital marketing booking and content management workflow. Internal or registered external parties (e.g.: agencies, subcontractors) can book available printed or digital marketing communication assets for their marketing campaigns, along with physical spaces, or events. The platform helps to manage analogue assets and fully replace existing digital signage tools, all in one.

## Domonkos Pichovszky

Founder & CEO

**Founded:** 2018

**Employees:** 12

**Funding:** Bootstrapped

**HQ:** Budapest, Hungary

“

Next generation of sales support marketing & retail automation.

Shoprime handles the entire asset library, the booking procedure, has multi-level approval systems, full-fledged media library and real-time reporting functions to create transparency and provide KPI tracking.

## Use cases and benefits

OTP Bank – Marketing Department (market leader bank in CEE):

Shoprime (v4.0) roll-out is now operational in its 380 branches located in Hungary, and the company is planning to roll out the system throughout its entire network (1350 branches in the CEE region). Marketing assets include:

- 20,000 communication tools, 300+ digital screens, 5 FTE to manage the process

Installation:

- 30 days preparation + 30 days field assessment and system set-up (taking the entire asset park throughout the 380 branches into inventory and put them into the system)

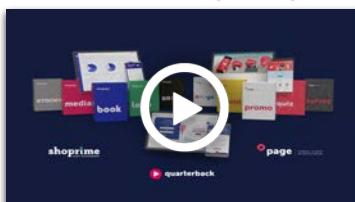
- 20,000 marketing assets were tagged with a new, unique ID number sticker and photographed (over 46,000 photos)

- 100% of the assets and Proof of Performance workflow were digitalised

Results:

- 100% real-time reporting, 100% error-free placement of marketing materials, 20% savings on logistics, 15% savings on print production, HR savings to be assessed end of 2022

## Video Overview (1 min)



## Video demo (2 mins)



# Heyday

Pathway B



[brad@heyday.ai](mailto:brad@heyday.ai)



[heyday.ai/](http://heyday.ai/)



by **Hootsuite®**



## Brad Wing

VP Partnerships &  
Alliances

**Founded:** 2017

**Employees:** 135

**Funding:** £4 million

**HQ:** Montreal, Canada

### Overview

Heyday is a conversational AI platform on a mission to make buying from a brand as easy as messaging a friend.

Using our AI-powered virtual assistant, live chat and video shopping features, shoppers can get the same interactive, conversational experience online as they do in-store – whether they're looking to browse, buy, or get support.

Taking advantage of our AI-powered chatbot's sophisticated natural language processing (NLP), smart conversation routing, and unlimited scalability, retailers like Lacoste, Decathlon UK, LVMH and Bestseller use Heyday to accelerate online sales, shorten customer support queues while lowering costs, and deliver a truly omnichannel shopping experience.

### Use cases and benefits

Social commerce - selling via social channels

Better Customer Experience (CS) - opening chat and messaging to talk to customers on their channels

Decreasing OPEX - automating low value, high volume conversations in Customer Service channels, allowing Heyday to answer up to 80% of questions via the chatbot and our conversational AI platform



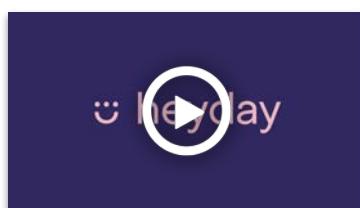
Conversational AI  
that empowers  
brands to deliver  
exceptional  
experiences at scale.

Boosting NPS/CSAT scores - with quicker time to resolution, offering self serve and automated FAQ's, and supporting customers with a chat platform responding 24/7/365, our clients can better deliver on their brand promise

### Business model

We have two factors in pricing, 1) one-time implementation fees for any integration work needed (if running Shopify or Magento, fees are waived), and 2) a SaaS based monthly fee based on volume of chat and email conversations.

### Video Overview (1.5 mins)



# eCommeleon

Pathway B



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[ecommeleon.com](http://ecommeleon.com)



## Jesse Wragg (right)

Co-Founder & MD

**Founded:** 2019

**Employees:** 8

**Funding:** €620,000

**HQ:** Leipzig, Germany

### Overview

The eCommeleon SaaS product is built on 15+ years of experience helping sellers of all sizes expand internationally via marketplaces. Originally developed as an internal solution at a marketplace agency, the flexible eCommerce technology is supported by a host of optional services to help businesses succeed in their marketplace journey.

### Use cases and benefits

Managing product listings can turn into a major headache as eCommerce businesses look to scale into new marketplaces. Yet, existing solutions are too rigid, and ever-changing requirements means juggling disjointed product data across channels. eCommeleon helps you sell more products on more sales channels, in less time by integrating channel-specific product and platform requirements in one easy-to-use portal. With products and channels totally aligned, your team spends less time fighting messy product data and listing errors and more time focussing on business growth.

Whether you're selling *on* marketplaces, *to* marketplaces, or building your own marketplace, eCommeleon can help you navigate this particular jungle.

### Business model

Upfront fees:

Onboarding/setup - dependent on the number of products & channels, as well as any custom integrations or development requirements

Ongoing fees (dependent on software/services taken):

Fixed monthly fees (long & short term contracts possible)

Commission/Revenue-share

Hourly service fees

“

Marketplaces are complex.  
eCommeleon adapts so  
you don't have to.

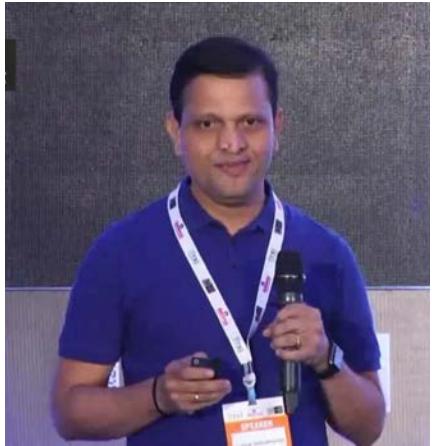
# Stylumia

Pathway B



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[stylumia.ai](http://stylumia.ai)



## Ganesh Subramanian

Founder & CEO

Founded: 2015

Employees: 35

Funding: Bootstrapped

HQ: Karnataka, India

“

AI that reduces  
Economic and  
Sustainability  
wastage from Fashion  
& Lifestyle Retail.

### Overview

Stylumia is an AI-enabled One of its kind Trend and demand forecasting platform powered by consumer demand science at an internet-scale. We started with fashion and lifestyle brands and retailers. We have expanded to home and home improvement. Eventually, see ourselves as category agnostic. We intend to become an operating system for retailers globally in the trend and demand forecasting space.

### Use cases and benefits

We enable product decision makers with actionable consumer demand intelligence using proprietary data and AI models, to help brands and retailers reduce 30-40% of the excessive economic and environmental waste caused by ill-informed decision making. Our proprietary tech solutions include:

#### True Demand Driven Trends

- AI and ML powered true-trend forecasting

#### Reinvent Fashion BI

- powered by computer vision
- Simplifies your in-season analysis
- Take in-season decisions with high impact
- Postseason diagnosis for range correction
- Actionable insights for re-order, re-place, re-distribute & promotion

#### Predict The Unpredictable

- Test product potential without investment
- Grade relative potential of new ranges
- Buy just the right amount of inventory
- Right-price your new product

#### Distribution Personalized

- This solution maps channel/store with the inventory of products available and personalizes the distribution using a one-of-its-kind taste match engine.
- Localize assortment for every channel/store
- Dynamic intelligent replacement/replenishment
- Optimal first allocation
- Re-balancing of stock

#### Generate Winning Product Ideas

- the world's most accurate predictive design tool, which processes and analyses millions of images and textual attributes of fashion styles across runways, fashion websites, and e-commerce to generate winning designs
- Create winning ideas with 2x winning probability
- Generate visual design brief

### Business model

SaaS platform

# About GrowthBuilders



GrowthBuilders supports startups and scale-ups through hands-on business insight, connections to new opportunities and a network of expertise and experience, to grow lasting ventures, quicker.

We believe collaboration is key to innovation, so we also work with corporates to more effectively work with scale-ups, having been on both sides.

## Startup/Corporate Innovation

We power the PwC Scale Programmes, have worked with over 430 scale-ups across 15 sectors and helped big brands harness the full potential of working with exciting new technologies. If you are interested to find out more then get in touch!



**Curated scale-ups**  
based on defined challenges and strategically aligned



**Facilitated collaboration** with tech scale-ups with proven products



**Iterative approach**  
so costs are kept to a minimum and we do the heavy lifting



**Rapidly test** new technologies with minimised risk



**Unleash entrepreneurial talent** of your employees and engage the business



**Proven use cases** to roll out in your business

[growthbuilders.io](http://growthbuilders.io)

[Pathway A \(Pitch to PwC\)](#)

Tues 4th May (4pm - 4:45pm)

[Pathway B \(Pitch to PwC\)](#)

Tues 10th May (4pm - 4:45pm)

# Get in touch



**Lisa Hooker**

Lead for Consumer Markets  
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**Charlotte Howe**

Programme Co-Lead  
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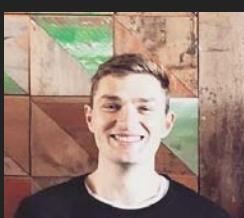


[Click for more](#)



**Micah Leitch**

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GrowthBuilders  
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**Max Heal**

Programme Manager  
GrowthBuilders  
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In collaboration with:

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