



STARTUPS

BOOKLET

TABLE OF CONTENTS

NEWTONE (AI CONTENT CREATION)	05
LISY.CO (ORDER MANAGEMENT)	06
PROLONG (AFTER SALES MANAGEMENT)	07
MINDMETRICS (AI ANALYTICS)	08
HARDLOOP (E-COMMERCE PLATFORM)	09
LISA (SOCIAL COMMERCE)	10
OMNY AI (AI-DRIVEN AMAZON AUTOMATION)	11
PHOTOROOM (E-COMMERCE PRODUCT IMAGES)	12
AUTONE (INVENTORY MANAGEMENT)	13
BIRL (TAKE-BACK PROGRAM)	14
ADCREATIVE.AI (ONLINE MARKETING PLATFORM)	15
EALYX (TRADE-IN PROGRAM)	16



NEWTONE

(AI CONTENT CREATION)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Newtone was launched 18 months ago, driven by a clear conviction: content should be one of the most powerful business levers for retail, yet it is often perceived as a burden. Content production and translation are time-consuming, costly, and difficult to scale. Existing content generation solutions using GenAI fall short, as they are ill-suited for addressing inherently complex challenges. Enter Newtone—a platform designed to automate and elevate content creation, starting with e-commerce content.

Henri, the CEO and cofounder, is dedicated to supporting retailers. His journey began in retail's most challenging aspect—logistics—when he launched Paack, a Spanish unicorn specializing in last-mile delivery, across France, the UK, and the US. Driven by his passion for technology, he later transitioned to SaaS companies, creating tools to improve workplace efficiency. In 2023, he combined these passions to found Newtone, aimed at empowering retailers with advanced technology.

STARTUP OVERVIEW

Newtone is a comprehensive platform designed to help retailers automate the creation of branded content through AI, initially focusing on e-commerce materials. Leading companies such as Sandro, Claudie Pierlot, and ETAM leverage Newtone to generate and translate their entire product catalogs in a matter of minutes.

It automates the entire e-commerce copywriting process, ensuring catalogs are prepared within minutes rather than months. Recognizing that content quality is paramount and that each brand has its unique voice, Newtone develops dedicated AI agents tailored to each brand's specific needs. These agents seamlessly integrate with existing workflows to produce content that aligns perfectly with the brand identity.

CASE STUDIES FROM PREVIOUS PROJECTS

Claudie Pierlot reduced their time-to-publication from 2 months to two days while saving 78% of direct costs.

Little Extra saw a 22% increase in conversion rate thanks to better SEO positioning, a 67% cost reduction and went from 3 months to 4 days to write their entire catalog.

ETAM went from 72% completion rate and 65% translated product description to 100% in 2 weeks. Reducing costs and significantly boosting time to publication for all their markets.



Website

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LISY.CO

(ORDER MANAGEMENT)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Created in 2021, Lisy was founded by Olivier Bachard, a tech expert with 12 years of experience in tech startups and scaleups, and Sébastien Hubert, a sales expert with 10 years of experience in consulting and retail. They have developed expertise in optimizing order processes with AI, aiming to enhance B2B sales and increase competitiveness.

STARTUP OVERVIEW

Lisy is a SaaS platform using AI to automate the data upload of all non-EDI orders directly into ERPs. It provides sales administrators with an intuitive tool that reduces order entry time by a factor of 10.

As professional clients increasingly rely on automated order generation, large volumes are typically processed via EDI. However, many orders still arrive by email, requiring manual entry into ERPs. This process is time-consuming, costly, error-prone, and adds little value. Lisy addresses this challenge by significantly reducing manual entry costs, cutting them by 90%.

CASE STUDIES FROM PREVIOUS PROJECTS

An industrialist who sells spare parts in B2B previously managed a sales department where secretaries manually entered orders received via email and from marketplaces into the ERP. Now, Lisy automates the pre-entry process by reading emails, analyzing their content or attachments, and cross-referencing them with ERP data. Secretaries only need to verify and validate with a single click to send orders to the ERP. This allows them to focus on higher-value tasks such as order oversight, customer support, and upselling.



Website

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PROLONG

(AFTER SALES MANAGEMENT)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Tanguy Frecon brings over 10 years of experience in retail tech, having held key positions at Cegid, Microsoft, and ChapsVision. He co-founded Lizee, a rental and resale software solution for brands, which successfully exited in 2022. Since 2022, he has been the co-founder of Prolong, a platform that enhances after-sales services and supports sustainability initiatives in retail.

STARTUP OVERVIEW

Prolong is an omnichannel After-Sales Management Platform designed for brands and retailers. It automates the entire orchestration of post-purchase claims for end-users and facilitates the seamless launch or scaling of profitable Care & Repair services. By streamlining after-sales processes, Prolong reduces after-sales management costs by 20%, boosts customer satisfaction and engagement, and generates new profitable service revenues.

With a strong focus on the retail sector and an omnichannel approach, Prolong is AI-powered to enhance efficiency in after-sales operations. Operating globally, it is committed to sustainability by promoting repair over replacement, reinforcing eco-friendly practices.

CASE STUDIES FROM PREVIOUS PROJECTS

Fusalp: a leader in luxury skiwear, transformed its after-sales workflow management using Prolong. The platform streamlined processes across eight countries, automating tasks such as alterations and repairs.

Bocage: with Prolong's support, Bocage, part of Groupe Eram, launched multi-brand shoe repair services in over eight stores. Customers can bring worn-out shoes, choose repair options, receive an instant quote, and pick them up days later, extending shoe life by an average of nine months while promoting sustainability.



Website

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MINDMETRICS

(AI ANALYTICS)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Pierre-Marie Servel is the co-founder & CEO of Mindmetrics, focusing on transforming digital marketing analytics through AI-powered automation. Formerly leading EMEA partnerships at Microsoft, he combines expertise in digital transformation and advanced analytics to empower marketers with actionable insights, driving measurable business growth. Passionate about AI in digital innovation, he builds solutions redefining performance analysis for data-driven marketing.

STARTUP OVERVIEW

Mindmetrics is a tool designed to help companies tell the right stories from their advertising data. It aggregates advertising data and analyzes it automatically through a chat interface, extracting valuable insights and recommendations to inform decision-making across platforms. Mindmetrics' competitive advantage lies in its knowledge base. Today, acquisition managers are seeking faster ways to analyze advertising data for quicker, data-driven decisions. While feeding a spreadsheet into an LLM model or similar tool may seem like the easiest approach, these models lack built-in business analysis scenarios. This is where Mindmetrics comes in: an online, acquisition-focused business knowledge base that provides companies with accurate and relevant answers, allowing them to focus on strategy and client objectives. In developing Mindmetrics, the team spoke with over 50 professionals—including heads of acquisition, paid media consultants (SEA/SMA), CMOs, and more. The top challenge they shared was the significant time spent on data analysis, often taking up to 30% of their work scope. This time detracts from client-focused goals or strategic priorities. Mindmetrics alleviates this burden, freeing up valuable time for companies to focus on high-value tasks and making acquisition efforts profitable.

CASE STUDIES FROM PREVIOUS PROJECTS

CPC evolution/keyword: Mindmetrics helps acquisition managers understand why a CPC (Cost Per Click) rises or falls and identifies the key factors driving these changes. This insight enables them to make optimizations aimed at reducing CPC. Additionally, it clarifies the business impact of CPC: can we offset increases or decreases through other metrics? Is the business impact significant and correlated with other indicators, such as conversion rate, ROAS, etc.? This analysis saves 1 hour... per keyword.

Keyword duplicates: Mindmetrics also assists in identifying duplicate keywords across different campaigns or ad groups, assessing whether there is cannibalization and analyzing the associated CPCs. It evaluates the potential impacts of removing duplicate keywords with the highest CPCs, allowing for more efficient spending and improved campaign performance. This analysis saves 2 hours: 1 hour to perform the analysis, 1 hour to create the report and client meeting.



Website

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HARDLOOP

(E-COMMERCE PLATFORM)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Julien Jérémie is the co-founder of Hardloop, an e-commerce platform 100% dedicated to outdoor adventures. After working for 10 years in the financial sector as an investment banker and then as an investor specializing in retail, and convinced that humans are meant to be in motion and connected to nature, he decided to combine his passion for outdoor sports and his expertise in retail by creating Hardloop.

STARTUP OVERVIEW

Hardloop is an e-commerce platform fully dedicated to outdoor sports, with nearly 850,000 customers and over 1.5 million monthly visitors. Founded in 2015, its mission is to help outdoor enthusiasts find the best gear (new and second-hand) for their adventures. The platform distributes nearly 350 brands, including Patagonia, Petzl, Ortovox, New Balance, Millet, La Sportiva, and Lowa.

Today, Hardloop has built a community of over 350,000 members and a team of 50 passionate outdoor sports enthusiasts. Last year, it generated over €30 million, with growth remaining above 40% this year. Its three strategic pillars are:

- Outstanding Customer Service: Prioritizing customer satisfaction to build loyalty and inspire word-of-mouth.
- Engaging Content: Creating technical and inspiring content to guide customers in choosing the right gear.
- Environmental Commitment: Conducting annual carbon assessments, reusing packaging, using green energy, prioritizing eco-designed products, and offering a second-hand section to protect nature, which is their playground.

CASE STUDIES FROM PREVIOUS PROJECTS

In the past two years, Hardloop has successfully reused over 100,000 boxes, reinforcing its sustainability efforts. Additionally, the second-hand section now accounts for up to 2% of total sales and 3% of overall margin, highlighting the positive impact of circular initiatives on business growth.



Website

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LiSA

(SOCIAL COMMERCE)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

LiSA was co-founded by Sophie Frères and Philippe Frères in 2018 with the mission to help brands and retailers bring best-in-class social & video shopping experiences to their e-commerce.

Before founding LiSA, Sophie worked for the big-box retailer METRO Group for 10 years in various functions. In her last role, she helped build up the innovation department where she sourced tech start-up solutions and designed new digital customer experiences and business models.

After that, she and her co-founder launched their first venture, which was D2C e-commerce business for luxury kids fashion (Gucci, Dior a.m.m.). It was while building this business that they identified a big gap in the market for easy plug-and-play social shopping solutions for e-commerce, so they went on to found LiSA Social Commerce.

STARTUP OVERVIEW

LiSA is a SaaS platform that brings social and video shopping features like livestreams, video shopping, and product clips directly into e-commerce sites. It enables brands to centralize their social commerce activities in one tool, making it easy to co-stream live shows across various social platforms.

What sets LiSA apart is its comprehensive social shopping capabilities all on one platform, powered by a MACH-based architecture that allows for high levels of frontend customization. It also serves as a scalable solution for large marketplaces and retailers with extensive communities, providing master admin tools for seamless multi-creator content management.

LiSA addresses the disconnect between the engaging nature of social media and the transactional feel of most e-commerce sites. By integrating social shopping widgets, brands can quickly enhance site engagement, dwell time, and sales. Additionally, it helps retailers reduce customer acquisition costs by focusing on organic community growth and loyalty through interactive on-site experiences.

CASE STUDIES FROM PREVIOUS PROJECTS

M&S partnered with LiSA to enhance its social commerce strategy through live shopping events starting in 2021. Leveraging in-house experts like buyers and stylists to host these shows, M&S has successfully driven engagement, achieving 40% dwell time per live show and reaching up to 200K annual replay viewers. This community-led approach allows M&S to scale content production quickly, boosting interaction and sales by creating authentic, engaging experiences for its audience.



Website

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OMNY AI

(AI-DRIVEN AMAZON AUTOMATION)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Cyril Bourgois co-founded Omny AI two years ago and raised venture capital in January 2023 to develop the company's SaaS platform. Since then, Omny has experienced rapid growth, partnering with over 50 brands across the U.S. and Europe. Before launching Omny, Cyril served as Chief Digital Officer and a member of the Executive Committee at Group Casino.

STARTUP OVERVIEW

OmnyAI is a comprehensive Amazon management platform (SaaS) designed to help brands achieve optimal performance on Amazon. By leveraging real-time data from the marketplace, OmnyAI utilizes advanced AI-driven automation to optimize content (text and images), advertising, and inventory management. This results in higher sales, increased profitability, and significant productivity gains for both internal Amazon teams and external agencies.

With Amazon holding over 40% of the e-commerce market share in the U.S. and expanding in the EU, managing Amazon can be a complex and time-consuming task for brands. OmnyAI aims to simplify and streamline this process, making it more efficient for businesses to succeed on the platform.

CASE STUDIES FROM PREVIOUS PROJECTS

On average, brands using Omny solutions (Uriage, Dossier, Djeco, Weleda, Armor Lux, Devialet, Maped...) experience a 50% + increase in revenue within 3 to 6 months while maintaining the same level of advertising spend.



Website

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PHOTOROOM

(E-COMMERCE PRODUCT IMAGES)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Matthieu is the co-founder and CEO of Photoroom, the world's most popular AI Photo Editor. After graduating from Stanford, Matthieu founded several start-ups, including Replay, a video editor which was ultimately acquired by GoPro. Whilst at GoPro, Matthieu led all image editing products. After trying to edit an image in Photoshop, he realized how cumbersome simple editing tasks like removing backgrounds were. To solve this problem, Matthieu founded Photoroom, with his co-founder, Eliot Andres. With 8 years of experience in deep learning and computer vision, Eliot Andres co-founded Photoroom with the goal of leveraging AI to make image editing accessible to everyone. Today, he focuses on Generative AI, image customization APIs and developing Photoroom's cross-platform rendering engine as Photoroom's CTO. Today, Photoroom has been downloaded over 200 million times, and is used in over 180 countries.

STARTUP OVERVIEW

Photoroom is an AI-powered photo editing platform designed to help businesses create stunning visual content at scale. Since its launch in 2019, it has become the world's most popular AI photo editor, with over 200 million downloads. Building on its app's success, Photoroom introduced an API solution for large enterprises, enabling them to produce studio-quality images efficiently using AI. What sets Photoroom apart is its proprietary foundation model, trained on the largest commerce photography dataset, leveraging insights from its extensive user base of 200 million consumers and photographers. This results in a unique combination of speed, quality, and ease of use. By utilizing Photoroom's APIs, customers have significantly reduced production costs, shortened time-to-market, and improved both sell-through rates and ad performance.

CASE STUDIES FROM PREVIOUS PROJECTS

Photoroom's collaboration with Selency transformed their product listing process, drastically reducing the time required from 24 hours to mere seconds. Leveraging Photoroom's AI-powered Background Remover API, Selency automated image processing, enabling them to quickly resize, recenter, and edit images for their marketplace.

Smartly, a digital marketing automation platform faced challenges with Emma, a sleep product e-commerce client, due to inconsistent backgrounds in product images. By integrating Photoroom's Remove Background API, they automated image cleanup seamlessly. This resulted in a 72% increase in click-through rates, 18.42% boost in ad spend returns, and saved over 20 hours of manual work.



Website

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AUTONE

(INVENTORY MANAGEMENT)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Adil Bouhdadi and Harry Glucksmann-Cheslaw, the co-founders of Autone, began their transformative approach to retail inventory management at Alexander McQueen. They developed a data-driven platform that not only addressed immediate inventory challenges but also played a key role in tripling the brand's revenue to over \$800 million within five years. This success led them to launch Autone, which recently secured \$17 million in Series A funding led by General Catalyst, further fueling their vision to revolutionize retail inventory operations globally.

STARTUP OVERVIEW

Autone is an AI-powered inventory optimization platform that synthesizes real-time data analytics with predictive technology to fine-tune inventory accuracy and efficiency.

Its platform directly addresses the big challenges in retail - inefficient stock management and wasted resources - helping retailers adapt quickly to market changes. Their accurate forecasting model significantly reduces operational costs and enhances retailer responsiveness to consumer demands.

This proactive approach saves costs by reducing excess inventory and boosts sales by ensuring products are available when and where they're needed most, avoiding overstocking and understocking issues that plague traditional inventory systems.

CASE STUDIES FROM PREVIOUS PROJECTS

Autone's solution is trusted by over 50 global brands such as Courreges, Roberto Cavalli, Stussy, and Zadig & Voltaire and helps these clients with:

- Inventory reduction: Clients experience up to a 55% decrease in surplus stock, minimizing financial waste and improving their environmental impact.
- Enhanced forecasting: A 25% boost in forecasting accuracy ensures retailers can meet consumer demand without surplus.
- Sales increases: Strategic stock adjustments contribute to a 30% uplift in sales by aligning inventory with real-time market trends.
- Operational efficiency: The automation of routine tasks frees up to 45 hours per week, allowing staff to focus on growth and innovation.



Website

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BIRL

(TAKE-BACK PROGRAM)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Peter Lydon and Cam McGimpsey co-founded Birl to capitalize on the fast-growing resale market, projected to be worth over \$350 billion by 2028. Using their extensive B2B retail technology expertise, they developed a platform that streamlines how consumers exchange pre-owned clothing for instant credit directly on brand websites. Birl has received numerous awards for its innovative approach and is recognised by Innovate UK for its contributions to sustainable fashion solutions. The company quickly expanded, offering a flexible solution customizable to meet the diverse needs of global brands.

STARTUP OVERVIEW

Every year, over 100 billion clothing items are produced, with less than 5% being resold, leading to significant waste. Birl utilizes its technology to foster a more sustainable future, aiming for a world where all clothing is either in use or recycled into new products.

Birl addresses the two major barriers to brands entering the resale market: operational challenges related to warehousing second-hand clothing and the prohibitive costs associated with developing proprietary technology solutions. Birl's solution integrates within days, allowing brands to easily enter the resale market. With a simple button on websites, customers can trade items for instant credit, boosting new purchases, loyalty, and re-engaging dormant customers via personalized email.

CASE STUDIES FROM PREVIOUS PROJECTS

Case Study 1: Peregrine Clothing – Increasing AOV: Peregrine Clothing, a premium British heritage brand committed to manufacturing in the UK, partnered with Birl to enhance the direct shopping experience for their customers. By integrating Birl, Peregrine allowed customers to trade in unused garments for instant credit on new purchases. This feature boosted average order value (AOV) and enhanced customer satisfaction, with feedback praising its seamless one-day integration and impact on their retail growth.

Case Study 2: Frahm Jackets – Driving Loyalty: Frahm Jackets, which exclusively sells direct-to-consumer, has seen substantial benefits from integrating Birl into their sales process. Nick Hussey, Founder & CEO of Frahm, praised Birl for its flexibility and user-friendly interface, remarking, "We looked long and hard for the right resale solution, and it was clear that Birl was the best one for our needs. We love how easy it is for our customers to adopt."



Website

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ADCREATIVE.AI

(ONLINE MARKETING PLATFORM)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Tufan Gok, the CEO and Co-founder of AdCreative.ai is an AI visionary and entrepreneur with a rich background in data engineering and mechanical engineering. In 2018, he founded GrowthYouNeed, a growth-hacking agency, and in 2019, he co-founded ADYOUNEED, an AI-powered advertising platform. Currently serving as CEO of AdCreative.ai, which was established in 2021, Tufan is a recognized thought leader in the field of AI-driven advertising. He is certified in Facebook Blueprint, LinkedIn Marketing, Google Marketing Partner, Quora Advertising, and more.

STARTUP OVERVIEW

AdCreative.ai is an AI-powered platform designed to help businesses generate high-conversion ad creatives, including banners, videos, and product photos, in seconds. The platform enables marketers to create on-brand, customizable ad assets, improving ROI and campaign performance. It automates asset production, saving time and streamlining creative workflows, while providing valuable insights and competitor analysis. Key differentiators include AI-driven content optimization, predictive performance scoring, and creative insights, which help businesses achieve up to 14x better performance compared to traditional ad creatives. The platform offers a user-friendly, scalable solution for businesses of all sizes, from startups to enterprises.

CASE STUDIES FROM PREVIOUS PROJECTS

Case Study Häagen-Dazs: Häagen-Dazs utilized AdCreative.ai to master market penetration in the highly competitive Spanish market. With AdCreative.ai's capabilities, Häagen-Dazs generated over 150 customized creatives per product, leading to an increase in actionable customer responses. This success was not just about the numbers but also about crafting ads that resonated deeply with the target audience. The platform helped reduce their CPM significantly, showcasing the power of personalized, AI-driven ad creatives in boosting engagement and delivering substantial returns on advertising spend.



Website

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EALYX

(TRADE-IN PROGRAM)

ENTREPRENEURIAL JOURNEY AND EXPERIENCE: A BRIEF OVERVIEW

Pol Karaso Rius is a Barcelona-based entrepreneur with extensive experience in e-commerce, logistics, and technology. He co-founded Ealyx in 2023, a B2B SaaS platform that allows consumers to trade in used items for instant rewards during new purchases, promoting circular economy practices. Prior to Ealyx, Pol co-founded Boxmotions in 2015, a technology company specializing in B2C and B2B logistics solutions for e-commerce and retail, where he served as Executive Director until 2023. Additionally, he co-founded Bagmotions in 2015, a company offering innovative technology-based baggage solutions to enhance travel experiences.

STARTUP OVERVIEW

Ealyx is a startup providing a seamless trade-in solution for eCommerce businesses, enabling them to offer instant payment for customers' traded-in items. This solution helps businesses expand into the pre-owned market. Ealyx offers consumers an immediate, relevant discount when trading in used products during a new online purchase. By partnering with Ealyx, brands can leverage take-back programs to boost new sales, improve conversion rates, and increase average order values at checkout. Furthermore, Ealyx consolidates multiple buyback partners on a single platform, making trade-ins agnostic to product category. This opens up significant opportunities to use pre-owned products as an alternative currency across various categories, such as purchasing a new coat with an old smartphone.

CASE STUDIES FROM PREVIOUS PROJECTS

By offering instant rewards in exchange for used items, companies can significantly increase their average order value by up to 85% and improve conversion rates by 30%. This easy-to-use platform helps retailers engage their customers, aligning their purchasing decisions with eco-friendly practices. What sets Ealyx apart is its financial model, where businesses can provide instant rewards with no risk, as Ealyx finances the rewards. The program not only enhances a brand's image by aligning with the growing consumer demand for sustainability, but also opens doors to the expanding pre-owned market, providing businesses with a unique opportunity to tap into a lucrative, circular economy while increasing margins.



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PLUGANDPLAY



GEOPOST

THANK YOU!

