

Digital Finance

DealShopper



STARTUP CREATION: DEALSHOPPER (HUNGARY)

PARTNERS: E-Group (Hungary), OTB Bank (Hungary), SIA (Italy)



DealShopper – Find the best personalized deals on the go.

DealShopper is a personalized discount voucher platform and recommendation system targeting local shoppers as well as domestic and foreign tourists in Europe, offering the best personalized deals on the go.

DealShopper is a discount voucher and recommendation platform that lets merchants manage cost-effective targeted ads while driving customer engagement of locals and tourists alike with the best personalized deals on the go. Along with the economic benefits that the system offers to customers, it is a powerful tool for merchants to boost turnover while keeping marketing expenses balanced as well as optimizing effectiveness based on analytics.



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Competitive Advantages

For merchants:

- An efficient and trackable targeted marketing tool
- Optimized advertisement for potential customers nearby
- Capability of creating ad hoc deals and offers
- Customer behavior analysis

For customers:

- Location-based offers
- Navigation to the store
- Self-learning algorithm to improve interest-based recommendation
- Gamification and achievements

Target Markets

Clients:

- Hospitality and retail industry in Europe, first in Italy (Lombardia and Trentino) and in Hungary (Budapest)
 - Clothing, beauty products, souvenir, jewelry, sport equipment, etc.
 - Wellness, accommodation, restaurant and other services
- Public administration of cities who wish to support tourism as sponsors

Status/ Traction

- There will be two pilot locations; one in Italy with about 15 merchants managed by SIA, with the help of Trentino Holidays, an Italian tourism marketing company, and another 15 in Budapest managed by E-Group and OTP Bank.

Road Map

2020

- Q1-Q2: product specification and development
- Q3: pilots in Italy and Hungary, business model and go-to-market strategy
- Q4: product launch, go-to-market

Leveraged Technologies

POS terminals operated across Europe accepting UnionPay; experience with UnionPay standards, protocols, cards, systems; payment and UP transaction /clearing/ settlement related technology components; mission critical software development expertise: development of mobile apps and web-based complex applications.

Contact



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EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.