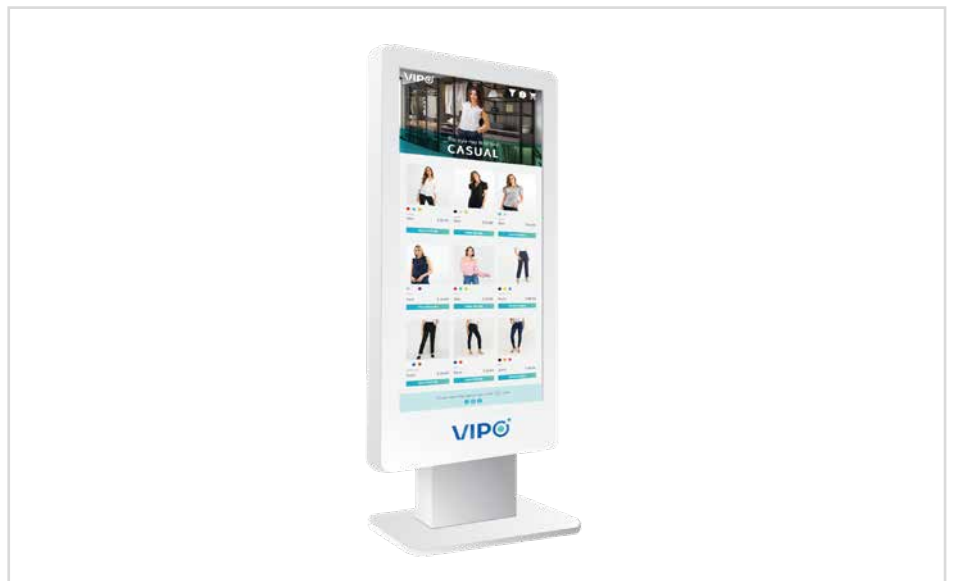


Digital Industry VIPO



STARTUP CREATION: VIPO GROUP (FRANCE)
PARTNERS: University of Rennes 1 (France),
Bright Cape (The Netherlands), University of Barcelona (Spain)



The New Purchase Experience

VIPO was founded as a response to the inconveniences of consumers when visiting a store and being unable to find the right product for them. VIPO creates a new experience in the store for the end user, allowing him to enjoy an innovative way to discover which product is more suitable for his fashion style or give him a chance to try some new fashionable ideas.

VIPO is a smart solution for department stores and the fashion industry to maximize sales conversion and improve customer engagement through the most cutting-edge technologies. VIPO is a company created to support department stores and fashion companies, generating innovative marketing strategies based on customer segmentation, tastes and needs, through cutting-edge technologies. Meanwhile, it can also improve the end user's experience and engagement with the brand. VIPO totems enable users to interact with the products available in

the store and receive relevant purchase information (type of product, available sizes and colors, price, location inside the store). VIPO gains customer knowledge and creates experiences for users using image recognition and AI. Moreover, VIPO extracts the catalog data, compares it with the user's attire and recommends a similar outfit in terms of color and type of clothing. Our product lines are divided in two main areas: Customer Knowledge and Customer Experience. The first, it analyzes customer appearance and the second one, it gives a personalized fashion recommendation.



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Competitive Advantages

- Increase conversions: Enable shoppers to discover products in smarter and easier ways, thus avoiding the shopper to become lost inside the store.
- Deliver a truly engaging shopping experience in stores.
- Offer a personalized shopping experience: Measure the success of your brand and understand customer trends by analyzing his appearance. Improve inventory turnover and determine the user's engagement to the product.

Target Markets

- Spain- Inditex, El Corte Ingles – Fashion and Department Stores
- France – Galeries Lafayette - Le Printemps – Fashion and Department Stores
- Colombia – Falabella – Arturo Calle – Fashion and Department Stores

Status/ Traction

- We have two customers waiting for the pilot after they normalized their operation due to Covid-19
- We are looking for investor to scale our solution in Spain, France, and Colombia

Road Map

2020

- 6 units

2021

- 47 units – add new features for 3D measurement

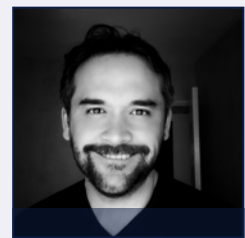
2022

- 93 units- add new features to online and instore advice

Leveraged Technologies

VIPO is a smart system that automatically creates customer profiling by using cutting-edge technology on artificial intelligence and neuromarketing. Our solution is going to be implemented into the omnichannel marketing, the sales approach that provides the customer with an integrated shopping experience. Moreover, our solution that integrates knowledge from an interdisciplinary team.

Contact



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VIPO is an innovation activity proudly supported by EIT Digital.

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.