



FMItch Pitch Companies
January 2023



AMOObI

Scheduling Contact: Olivier Delangre
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Company Description:

Amoobi has built a unique & privacy compliant solution based on 3D optical sensors, allowing us to automatically and anonymously measure the customer journey inside a store. We use those insights to help merchandising teams and improve space performance.

We provide the solution for merchandisers to extract actionable insights: what are the most logical adjacencies, what is the optimal space per category to maximize sales, or what is the role of each endcap. In short, we help build the shopping basket with one more item.

Once the technology is deployed in a store, merchandising teams can use the actionable insights provided directly by our platform to test different adjacencies, space allocation, vertical or horizontal spacing, or new endcaps. With a test and learn approach, our clients successfully understand what works best and what to deploy across the store network with maximum potential for sales uplift.

We have offices in the United States and in Europe (Belgium) and have experience with leading retailers and CPG companies across the world, including Walmart, Ahold Delhaize, Aldi, CVS, P&G, AB InBev, L'Oréal, to name a few.



HYER

Scheduling Contact: Daniel DelGiudice
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Company Description:

Hyer is a simple to use app that connects the grocery industry to labor, and people to work in real-time. Hyer is like Uber, but for labor. We connect over 300,000 background checked, insured gig workers (Hyer Taskers) to you in real time, with no commitment or advanced scheduling needed. Hyer places Taskers across the supply chain, from manufacturing to distribution centers, to the retail shelf. Our Taskers are active in over 7,500 locations in 27 states and growing. Founded and led by Grocery & CPG industry veterans, Hyer's mission is to "Reinvent how work gets done".



HuLoop

Human-in-the-Loop Intelligent Automation

HULOOP AUTOMATION, INC.

Scheduling Contact: Todd Michaud
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Company Description:

HuLoop Automation offers an AI-powered, no-code intelligent automation platform. This platform helps retailers, wholesalers, and CPG brands realize high-impact digital transformation benefits without disrupting the current technology ecosystem.

All fast-moving consumer goods (FMCG) enterprises have a complex array of existing business processes made up of tasks/activities that must work across disparate software platforms, data sources, documents, and organizational boundaries. And while these enterprise software platforms like ERP, CRM, Merchandising and Supply Chain are essential, they only automate about 30% of your actual processes and tasks. The balance of processes and tasks occur outside of and in-between these systems through Email, Slack/Teams, Excel, PDF documents, and good old-fashioned paper.

To address this challenge, HuLoop automates mundane, repetitive tasks by providing digital workers (bots) to augment your human team. Additionally, we help enterprises eliminate non-value-adding tasks/activities, orchestrate, and integrate business processes across and in between disparate software platforms. We empower intelligent document processing across all types of documents with cognitive OCR. And we provide Human-in-the-Loop decisioning and governance that harmonizes human and AI interactions.

The platform delivers significant revenue growth, cost savings, and productivity gains across its prestigious customer base. Learn more at www.huloop.ai.



SIFTER

Scheduling Contact: David Johnson
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Company Description:

For the first time, you can create your own personal diet, using any combination of hundreds of dietary filters:

- Allergens and ingredient concerns (gluten, sesame, milk, sulfites, etc.)
- Health diets (celiac, diabetes, FODMAP, heart and blood pressure health, etc.)
- Medications (antibiotics, steroids, MAOIs, etc.)
- Lifestyle diets (keto, paleo, vegan, Mediterranean, kosher, etc.)
- Responsible practices (grassfed, non-GMO, fair trade, etc.)

Once you've selected your filters, Sifter technology "sifts" through thousands of product ingredients and nutrition panels to find foods—in an instant—that match your dietary and food avoidance preferences, no matter how complex. Even if you've selected multiple filters, the search result is instantaneous, accurate, and consistent. You can then choose one of Sifter's retail partners to buy the product online.

If you prefer to shop in-store, the Sifter Scan By Diet™ feature deciphers product labels on the spot. Use your smartphone to scan any food or supplement barcode and learn whether the item matches the filters you've selected. Green means the product fits; red means it doesn't.



VERNEEK

Scheduling Contact: Mike Bruening
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Company Description:

Verneek is a deep tech AI firm focused on assisting customers in their grocery shopping journey. Our solution is a conversational voice assistant that answers practically any question a shopper may have either online or in the store including: customer service, item location, price and promotion, product assortment, recipes and wine pairing. Our proprietary IP answers both common and complex questions much more accurately than existing AI assistants.

This solution can be white labeled within a retailer's website and mobile app.

New store employees and gig workers can use this solution to know everything about a store.

The database derived from these customers' questions provides unique insights into the friction and trending issues facing customers while they shop.

Brands can participate in answering questions and build baskets with category expertise and programmatic content creating a next generation retail media platform.

Can also support store operations.



OJA EXPRESS

Scheduling Contact: Boyede Sobitan
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Company Description:

OjaExpress is a digital marketplace for ethnic grocery stores. We seek to create a culturally inclusive marketplace for customers to find grocery items that have a deep cultural meaning, while providing store owners with a digital platform that can grow with their business.