

Middle East & Australia:

MIBP confirmed delegates, profiles and wish list

RETAIL

Company: Exponea

Jason Smith

Sector: Retail

Company profile

Exponea is a Marketing Cloud providing real time customer analysis & predictions paired with AI driven marketing automation & 1-on-1 personalization across various channels. Exponea integrates with current solutions within days and shows ROI within weeks max. 2 months. The solution works for both web & mobile apps.

Purpose of visit

Meet new clients

Business in Middle East & Australia

Are opening an office in Melbourne

Company wish list (top 5 companies to reach in markets)

For Australia:

- Temple & Webster
- Kogan
- The Iconic
- Catch of the Day

For ME:

- Awok.com
- Crazydeals.com
- Souq.com

Company: Dressipi

Donna North

Sector: Retail

Company profile

Dressipi has developed true collaborative personalisation that enable retailers to personalise each customer touchpoint and provide valuable data insight to improve operational efficiencies. Today, Dressipi's online service improves total net incremental revenue for its retail partners by over 5%. In 2017, through our extension in store, we expect that number to increase to 15%. We typically see 5% (percentage point) reductions in returns. We do this by showing customers the right product at the right time and giving them confidence to make their purchases. We are not a traditional click-based recommender based on cohorts of customers. We offer genuine 1-2-1 personalisation where each customer has their own individual algorithmic model, which is specific to the fashion domain. Our focus is on improving key metrics for our retail partners by providing customers with true guidance to the best products for them. This improves revenue, reduces returns and builds brand loyalty and engagement.

The rich proprieta...

Purpose of visit

To meet new retailer partners for our service.

Business in Middle East & Australia

Yes. We have just signed our first international deal with Specialty Retail Group in Australia.

Company wish list (top 5 companies to reach in markets)

- David Jones
- Myer
- Sussan Group
- Premier Investments
- Forever New
- Cotton On Group

Company: brightblue consulting ltd

MichaelCross

Sector: Retail

Company profile

Brightblue are a data analytics consultancy which models client's historical sales data to unpick drivers, analysing how much is driven by media (TV, radio, digital, etc.) as well as price, promos, seasonality, economy etc. This enables clients to pull the best levers for growth, gives them justification and ROI on media as well as the ability to optimise marketing budgets to deliver more profit. We typically see incremental benefits of £2m – £16m in profit per client project. Since launch, Brightblue has had a dramatic impact in the effectiveness industry, bringing new methods and ideas; winning multiple awards for measuring social media, developing pioneering online measurement methodologies and coming in the top 100 start ups in the UK 2 years in a row. Our client list includes EE, HSBC, Pernod, Britvic, Royal Mail, Co-op, Secret Escapes, Rowse, Abellio and Hiscox.

Purpose of visit

Scope the markets for expansion - we have identified Australia, Germany, the Middle East and Singapore as countries we can export to so would fit into our plan

Business in Middle East & Australia

Not yet

Company wish list (top 5 companies to reach in markets)

- Woolworths
- Suncorp
- Westfarmers
- Harvey Norman
- Coca Cola

Company: Sthalter

Simon Binns

Sector: Retail

Company profile

Sthalter is biometric identity business created to make payment easier, faster and safer. Our product, Fingopay uses Vein ID scanning technology which the worlds best biometric for retail and hospitality and an individual can instigate many transactions beyond payment such as earn reward points, tickets or VIP access from one simple 3 second scan.

Purpose of visit

We have exclusive rights for our product in those markets and need to find distribution partners and retailers who would use Fingopay in their stores.

Business in Middle East & Australia

Not yet.

Company wish list (top 5 companies to reach in markets)

- Humanforce
- Westfield
- Hoyt's Cinema Group
- Wesfarms
- Woolworths

Company: Yocuda (eReceipts)

Andrew Carroll

Sector: Retail

Company profile

Through our eReceipts platform we help retailers with large store estates gain visibility of their instore customers and provide digital channels through which to communicate with them. In the UK we have identified over 37m unique customers (all linked to their transactions) and have digitised in excess of 500m receipts.

Purpose of visit

To expand our horizons outside of our UK client and partner base. We have stores live in 11 countries but they are all UK HQ companies (i.e. our technology is internationalised but we only currently sell to UK retailers).

Business in Middle East & Australia

No - although we are currently integrating with one UK retailer who has stores in Australia.

Company wish list (top 5 companies to reach in markets)

- Bunnings
- Landmark Group
- Westfield (helping their retail brands compete vs Amazon)
- Myer
- David Jones

Company: Decoded

Chris Monk

Sector: Retail

Company profile

Decoded works with some of the worlds' largest corporations to educate and demystify technology. We support business and governments on their journey through Digital Transformation. Through immersive face to face experiences and mind-blowing digital education products we teach people about innovation, cybersecurity, code & data science.

Purpose of visit

Decoded have a strong presence in Sydney, and Singapore, we are looking to expand across Australia and throughout the Middle East. We would be keen to host an event or support somehow in Sydney.

Business in Middle East & Australia

Yes, we run APAC from Sydney and the Middle East from the UK.

Company wish list (top 5 companies to reach in markets)

- Qantas
- Virgin Australia
- Emirates
- Qatar Airways
- Kuwait Airways

Company: RangeRoom

Gretchen Geoghegan

Sector: Retail

Company profile

RangeRoom's vision is to be the first fashion tech platform that puts the product at the core of everything we do. We work with both retailers and suppliers and we are one of the first B2B platforms offering solutions and new ways of working that reflect the growing speed-to-market models within retail. We are visual, fast and have got some great traction since launching in August of last year. Some of our early adopters are retailers like ASOS, River Island, New Look and suppliers like Visage, Dewhirst and Impulse among other major suppliers to the UK high street and beyond. Working with Made-by we also are looking to support businesses on RangeRoom transition with ease along the road to sustainability, tapping into their expertise as one of the key partners in the UK on sustainability practices. RangeRoom brings a tangible value proposition to businesses by providing transparency, visibility and more direct, dynamic communication across the product development process we are eradicating key inefficiencies. Issues like siloed practices, fabric proliferation or product duplication, to name a few are becoming a thing of the past.

Purpose of visit

To broaden our reach into the Australian market.

Business in Middle East & Australia

Yes, Melbourne based office.

Company wish list (top 5 companies to reach in markets)

- Westfarmers
- Iconic
- Just Group
- David Jones
- Myer
- Cotton on group
- Country road group
- Susan Group
- Sports girl
- Glassons
- Harris Scarfe
- Qantas

EDUCATION

Company: Equal Education

Paul Singh

Sector: Education

Company profile

Equal Education is a social enterprise specialising in providing one to one teaching to OOHC (out of home care children) with a focus on reducing the education gap. We provide one to one tuition, through recruiting and training specialist teachers. We review the needs of individual children and provide a tailored plan to work towards improving the education outcomes of children in out of home care children. We believe that the poor educational outcomes in OOHC is a major social problem. Using a systems and engineering perspective we would like to model and analyse the social problem to create data driven insights. We would use these insights to better inform our interventions and measure our impact.

Purpose of visit

To speak with the Victorian DET (dept of Education and Training) and the NSW premier and cabinet office to discuss social benefit bonds

Business in Middle East & Australia

Not yet.

Company wish list (top 5 companies to reach in markets)

- NSW Dept of Premier
- Cabinet Victoria DET
- Social Ventures Australia

Company: Educationalappstore.com

Justin Smith

Sector: Education

Company profile

At the Educationalappstore.com we help teachers and parents globally, progress a child's primary education through the use of apps. In June 2016 there were in excess of 5.3m apps found across the major app stores, with an estimated 500,000 categorised as "Educational". In the same period, education represented the third-most popular category of active apps within the App Store, with a share of 9.21 percent of all app downloads. However, according to the Association of Psychological Science and our own field research, most educational apps are marketed towards young children with a large number not held to any science based standards or subject to certification. This results in many teachers and parents simply not knowing how or where to start and jeopardising the integrity of the market. So in response to this opportunity we have created an easy to use discovery and recommendation engine, where the very best educational apps are organised based on age, subject and learning outcomes.

Purpose of visit

To develop further partnerships and business.

Business in Middle East & Australia

Not at present, but we do have individual subscribing parents and teachers from both regions.

Company wish list (top 5 companies to reach in markets)

- Gems Education
- G8 Education Ltd
- One Education
- Ministry of Education in both countries

Company: Pobble
Jon Smith
Sector: Education

Company profile

Pobble makes writing ridiculously exciting! Teachers use the Pobble platform to find the best teaching resources, give pupils a global audience for their work, and to assess writing. The literacy platform was started in 2013, by a group of teachers based in North Yorkshire, England. Since then, Pobble has gained the support of prominent education leaders and has received praise from bestselling authors such as Anthony Horowitz and Michael Morpurgo. Today, Pobble showcases over 100,000 pieces of writing, published by tens of thousands of teachers from all over the world. And this is just the beginning... pobble.com | pobble.com/forschools | pobble365.com | blog.pobble.com

Purpose of visit

Our 2nd and 3rd biggest markets for Pobble are UAE and Australia - we are particularly keen to develop the opportunity to meet with schools and understand the market better in Australia.

Business in Middle East & Australia

Yes, around 20 paying customers in the UAE and around 5 in Australia. Interestingly around 30% of our site traffic comes from Australia, so we have a big opportunity to convert that into revenue - however, we need to visit in order to understand the most effective way to tackle the market.

Company wish list (top 5 companies to reach in markets)

- Departments of Education in UAE and Australia would be top priority. (we have already obtained this approval in Queensland)
- Education distributors in Australia who could partner with us to scale.
- Then school leaders. To sell direct to

Company: SAM Labs

Jordan Pell

Sector: Education

Company profile

SAM is a ground-breaking toy that combines wireless Bluetooth blocks and a super simple application to allow kids to create, invent and learn, letting their imaginations run wild. SAM not only allows the kids to have fun and create but learn the fundamentals of STEM. The product hasn't just caught the attention of 1000's of kids (and big kids) all over the world but has caught the eye commercially - We are now retailing in John Lewis in Barnes & Noble as well as working with more than 1000 schools last year alone!

Purpose of visit

To better understand the Oz education and smart toy market, meet with interested parties and push the brand of SAM into APAC.

Business in Middle East & Australia

Not at present.

Company wish list (top 5 companies to reach in markets)

- Navigating 21 LLC (Existing relationship, want to meet face to face).
- Try and Byte (Existing relationship, want to meet face to face).
- iWorld (Existing relationship, want to meet face to face).
- Kookaburra (Interest with us and would love to meet).
- Any Re-Sellers and Distributors that focus on EDU

Company: HowNow

Nelson Sivalingam

Sector: Education

Company profile

HowNow lets anyone share and monetise their expertise by creating an online school with live classes, courses and a self-branded website in a matter of minutes.

Purpose of visit

We would like to establish relationships with educational institutions, speaker agencies, Department of Education and understand the local competitor landscape.

Business in Middle East & Australia

We currently have teachers in Australia and Middle East using our product.

Company wish list (top 5 companies to reach in markets)

- University of Sydney
- University of Melbourne
- Motivate Publishing
- Pearson

Company: Firefly Learning Ltd

TBC

Sector: Education

Company profile

Firefly is an online tool that empowers teachers, students and parents to learn more together. Schools can set homework, track progress, create rich resources and engage parents. The result is teachers have more time to focus on what matters most - teaching - and students can learn in ways that work best for them.

Purpose of visit

To meet partners and Departments of Education and build and strengthen relationships, and to learn more about the market.

Business in Middle East & Australia

We have an office in Sydney and serve clients in Australia.

Company wish list (top 5 companies to reach in markets)

- State Departments of Education
- University of Melbourne