

## **Angel member of BAN Flanders joins ambitious Belgian start-up**

### **LiveCrew gives classic retail the sales intelligence of online trade**

**December 16, 2022** - Belgian start-up LiveCrew has closed a seed round amounting to EUR 600K. The capital comes from the Belgian investment company Sambrinvest, and also from five business angels, including experienced investor and technology expert Walter Luyten via BAN Flanders. The young company will use the capital to further develop its product, recruit three more people to complete the core team and further internationalize in Paris and the Middle East.

For BAN Flanders, this is yet another confirmation of the value of its recent strategic choices: internationalization and the emphasis on breakthrough technology at the service of the entrepreneurial world.

LiveCrew wants to give managers of traditional stores a better insight into customer behavior and explain why a journey leads to a sale or not. It thus helps close the intelligence gap with e-commerce. The product uses AI technology to collect crucial data from merchant inputs. These data can then be combined with data from other systems, enabling LiveCrew's technology to learn and provide better advice to optimize the sales process.

Founder Jonathan Dory founded LiveCrew in 2020. He then had a 13-year career in retail at Samsonite. The latter immediately became LiveCrew's first customer: "I and many others in the traditional retail sector noticed an ever-increasing lag compared to e-commerce in terms of customer intelligence. E-tailers know exactly what's happening: where their visitors are coming from, which pages they look at and when they decide to bounce or buy. Physical retail has the benefit of a human interaction, but retailers don't know how to collect the information and are therefore left blind," according to Dory. That's exactly what LiveCrew brings them: its tools enable retailers to leverage the sales advisor's interaction with customers, by allowing the salesperson to fill out a short questionnaire after the consumer left the store.

"We collect the feedback, verify the quality and turn thousands of data points into actionable insights thanks to our intelligent dashboards. Our goal is to bring a data culture to physical retail and help them take better decisions on the basis of facts."

The company took its first steps in the French capital, but moves to Belgium a little later because of its central location and because Jonathan Dory wanted to return to his Belgian roots.

LiveCrew grows within Station F, the largest startup incubator in the world. Two funds helped the company on its way in 2020: Entrepreneur First and Digital Attraxion. These pre-seed investments enabled the starter to successfully carry out the first Proof-of-Concepts.



Recently, LiveCrew completed a full seed round worth 600K euro. Via BAN Flanders, the young company also came into contact with biotechnology expert Walter Luyten. Jonathan Dory: “Walter is familiar with AI technology and has previously supported young companies. We count on his expertise in the further development of our technology and, of course, on his large network.”

More recently, LiveCrew participated in the Future of Luxury Client Experience accelerator program, organized by one of the most prestigious luxury retail groups, Richemont. Some 250 startups applied, 6 were selected to launch POCs in Dubai. LiveCrew launched with Montblanc, Piaget and Jaeger-LeCoultre and eventually won their innovation award.

In the medium term, LiveCrew aims to become an established name as an expert in sales intelligence for brick-and-mortar stores – particularly in luxury and high value-added retail. The company has now laid a foundation in Europe and the Middle East. With its headquarters in Belgium, it is close to the fashion heart of Paris, but LiveCrew also wants to move to the US. Thanks to these foundations, LiveCrew is launching its innovation at many well-known retailers in Europe and the Middle East and aims to develop further in the US and Asia in the near future.

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**About LiveCrew** ( [www.live-crew.com](http://www.live-crew.com) )

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**About BAN Flanders** ([www.ban.be](http://www.ban.be)) #wisedeals

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