

ONES to WATCH

by The Lead Staff

COMPANIES TO WATCH

1. ATTENTIVE [MARKETING]

Founded by Brian Long and Andrew Jones, who previously built and sold TapCommerce to Twitter for a reported \$100 million, this personalized mobile messaging platform is creating new opportunities for enterprise retail brands to acquire, retain, and interact with mobile shoppers. **The company has raised \$13 Million from NextView Ventures, Eniac Ventures and Bain Capital Ventures, closing its Series A this past February.**

2. OAK LABS [IN-STORE]

At The Lead we tend to focus on the technologies and services that consumers don't see, Oak Labs bucks this trend. With a first-class leader in Healy Cypher (former Head of Retail Innovation at eBay) and a new offering in the wings, we believe Oak Labs will be defining the future of the in-store experience. **To date, the company has raised \$4.1 Million from Wing Venture Capital.**

UPDATE: At time of print, Oak Labs was acquired by ZIVELLO for an undisclosed sum with Healey Cypher assuming the role of CEO.

3. FLOW [SUPPLY CHAIN]

The company is lead by all-star entrepreneurs and a who's-who of investors including Forerunner, Fung Capital, Box Group, Bain Capital Ventures, BAM Ventures, Novel TMT and LocalGlobe. Co-founders Rob Keve (founder of Fizzback -acquired by NICE) and Mike Bryzek (co-founder of Gilt – acquired by HBC) have stepped into the rapidly innovating Supply Chain category. **Having Closed a \$16M Series A for a total of \$18.5 Million invested, this company has the pedigree, product and war chest to make noise for the foreseeable future.**

4. MODERN MEADOW [NEXT GENERATION TEXTILES]

This Brooklyn based startup is re-imagining leather with biofabricated materials. A fit for both the next generation textile and sustainability categories, this company is going after the \$91 Billion dollar leather goods industry (luggage, apparel, accessories, etc). Companies in this space are notorious for having to raise significant amounts of capital in order to build, sell and scale (think Bolt Threads with \$213 Million raised.) **But with \$40 Million Series B and a total of \$53 Million invested, we believe this company has the runway to make an impact.**

EXECUTIVES TO WATCH

STEPHANIE HORTON
Chief Strategy Officer,
Alexander Wang

CASSANDRA JONES
Head of Fashion
Macy's

GUIDO CAMPELLO
CEO
Cosabella

MICHELE LEVY
Founder & CEO
Melissa Shoes