



Shipup secures € 6 million in Series A funding to accelerate international expansion

Embargoed until 8am CET on June 30th



This new funding comes as the startup has managed to acquire more than 200 clients worldwide and continues to prioritize its international development.

Paris, France (June 30th, 2020) - After a first funding round of 1.2 million euros in June 2018, Shipup (shipup.co) completes a new round of funding of 6 million euros led by Elaia and the Smart Cities Fund from the Investments for the Future Program managed on behalf of Bpifrance.

Maximize customer retention from purchase to delivery. A bad post-purchase experience is the number one reason why e-commerce merchants are losing customers today. The competition between online brands is stiffening and the quality of service is increasingly becoming an issue of competition and differentiation: a dissatisfied customer, even on a single order, is almost always a lost customer. It is becoming urgent for e-commerce merchants to master their customer experience during the preparation and delivery of orders, this is what Shipup enables them to do.

A monthly turnover multiplied by 10. Launched in October 2016, Shipup tracks several million online orders per month and its monthly turnover has been multiplied by 10 since its seed tour in June 2018. The Paris-based team is made up of 23 people and a large number of recruitments are planned between the Paris office and the New York office in the next 12 months.

E-commerce prevails throughout the crisis and will drive the growth of Shipup. While annual growth in e-commerce was already very strong before the coronavirus crisis, at 15% per year, Shipup saw orders from its e-commerce customers increase by 40% in April 2020, during the lockdown, compared to April 2019. During this period, many consumers turned to e-commerce for the first time and thus acquired a new consumption habit that will continue after the crisis. More than ever, e-commerce is leading the way and Shipup has positioned itself as a benchmark player to help eRetailers.

Acceleration of international deployment. This new funding will notably allow the opening of an office in New York City by the end of the year. Shipup already has customers in Europe as well as the United States and Canada, while also working with some of the greatest success stories of e-commerce (Na-Kd, Cheerz, Birchbox, Withings, Feed., Le Petit Ballon, Respire, Aime, Ssense, Ysé, APC ...) but also more traditional merchants (Leclerc, Carrefour, Intermarché, Go Sport, Yves Rocher ...). From now on, Shipup will develop and focus on sales in North America, as well as on the large and innovative e-commerce market through the implementation of Shipup technology in the US e-commerce environment.

Samantha Jerusalmy, partner at Elaia, explains: "At Elaia we are convinced that Shipup has all the cards in hand to become a key player in the post-purchase experience. We were impressed by their complete and easy-to-use product, their solid execution and we are delighted to be able to support them in this acceleration and in their next international deployment challenge."

Edouard Combette, Investment Director at Bpifrance adds: "We are very proud to join the Shipup adventure alongside the founders and leading investors. We want to support them in their growth projects on a global scale and help them to deploy the expertise already acquired in France. "



About the founders

Romain Ogiela (CEO) and Térence Delahay (COO) met in the academic halls at the University of HEC Paris in 2012. Later at the beginning of 2016, they met Quentin Maurice (CTO) from l'Ecole Centrale Paris. That same year at the end of their studies, the trio set off on the adventure that is known today as Shipup. Térence and Romain notably have both worked as Data Analyst for Getaround (ex-Drivy), Dashlane and Casper, and Quentin as Country Manager for Rocket Internet.

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About Bpifrance

Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy). to help entrepreneurs meet their challenges (innovation, export...). For more information, please visit: www.bpifrance.fr and presse.bpifrance.fr - Follow us on Twitter: @Bpifrance - @BpifrancePresse

About Elaia

Elaia is a European top-tier VC firm with a strong tech DNA. We back tech disruptors with global ambition from early stage to growth development. For the past 17 years, our commitment has been to deliver high performance with values. We are proud to have been an active partner in over 70 startups including success stories such as Criteo (Nasdaq), Orchestra Networks (acquired by Tibco), Sigfox, Teads (acquired by Altice), Mirakl and Shift Technology. Learn more <http://www.elaia.com> • @Elaia_Partners