

**Companies to Watch in 2014:
View from Silicon Valley
Sergi Herrero, CEO,
L'Atelier BNP Paribas USA**



Poshmark: Shop from the closets of women all over the world



According to Vocus, by 2015, 50% of web sales will occur via social media. Social commerce may bring \$30 billion every year by 2015. Already, about 20% of online shoppers say they prefer to buy products through the Facebook page of a brand than its website.

Poshmark is a mobile application that works like a social network and allows you to buy and sell fashion. Thanks to a Pinterest-like

interface, women all over the world are able to put their closets online and thus buy and sell their clothes. Poshmark allows users to get inspired, choose a style mate whom they can follow and connect to new inspiring style icons when they want. Poshmark is different from other e-commerce platforms. The Poshmark Community uploads about \$1 million worth of inventory every day, providing users with a unique experience.



Modern Meadow: Now you can 3D print your meat



Each year, 300 million tons of meat is consumed worldwide. By 2050, this amount will probably reach 500 million tons. Meat is among the most environmentally-draining resources and industrial farming has been criticized for its consequences on food security, the environment and the well-being of the animals.

Modern Meadow has invented a tissue engineering technique based on

bioprinting. They are now applying this 3D printing technology to culture leather and meat, suppressing the need for animals. Their approach includes cell culture, biofabrication and bioreactors. Modern Meadow now works in collaboration with artists, designers and chefs to be able to make the highest quality meat and leather.



Amplify: A tablet to monitor K-12 classrooms



As many as 81% of American teachers believe tablets enhance learning. However, access to such tools is fairly unequal and disparities exist between students coming from higher and lower income families. Approximately 41% of teachers consider those disparities to result in learning gaps between students. Among other things, the price of tablets is a serious concern.

Amplify - a product from News Corporation's education unit - is a

10-inch Android tablet designed to bring connectivity to the classroom and to enable blended learning. It is preloaded with educational material for students, such as lessons, exercises and Khan Academy videos. With the tablet, the teacher can monitor students' devices, unlock and lock specific apps and run short tests to check if students understood the lesson. Amplify, which can be used for blended learning, costs \$299 and can be used by an entire school or district for a more homogeneous learning experience.



Lyft: Drive and share your car with people around you



In 2012, 17 million cars were sold in the U.S. This number is expected to reach the 20 million mark by 2019. A growing number of people are buying cars each year and Americans have been estimated to drive nearly 3 trillion miles annually. However, not all of these cars are filled to their capacity and this impacts transportation.

Lyft is an app launched in 2012 that allows its users to do carpooling within cities for

short distances, similar to taxi rides. Lyft cars wear pink moustaches and can be localized through a map available with the application. So if you don't want to pay as much as a taxi or cannot find one, just ask for a Lyft ride!

Asthmapolis: Track asthma symptoms thanks to inhalators



According to the Center for Disease Control around 26 million people suffer from asthma in the USA. Every year, the USA spends \$50 billion on medical costs. Another \$6 billion can be added to this amount due to indirect costs resulting from missed days of work and school. A large part of these expenses are due to insufficient use or misuse of asthma inhalers.

Asthmapolis has developed a technology that can help asthma patients

successfully follow their treatment with doctors being able to effectively monitor their patients. Thanks to a little sensor placed on the top of the inhaler and linked to a mobile application, patients can better control how they use their inhalers and doctors can advise them on proper usage. Moreover, the app is able to collect precise data on environmental conditions under which the patients used their inhalers and thus improve research in this field.

Peek: Get local help to “book amazing things to do”

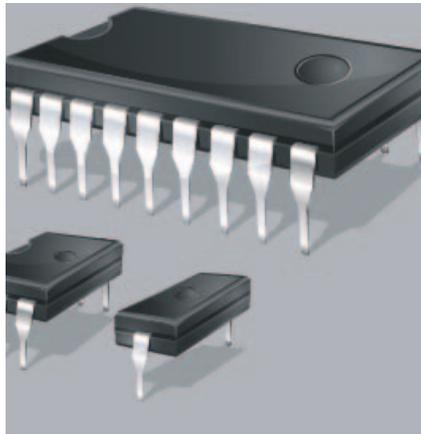


In 2012, people all over world took 6.8 billion trips. According to the ITB World Travel Trends Report, Domestic Travel was to grow by 2% reaching 5.77 billion trips, while international travel was expected to increase by 4% to 1.03 billion trips. Of all these trips, 54% were booked over the Internet while travel agencies accounted for 24% of these reservations.

Peek has transformed this industry to give it a more local and social flavor. When people book a trip their first concern is

about how to get to their destination and where to stay. However, they might find it challenging to identify places of interest and holiday activities. Peek has taken the challenge to put local people in contact with tourists in order to help them discover places of interest while providing them with useful travel advice so that they have a glimpse of what the true country looks like.

TruTag: Beating counterfeit medicines with an edible microtag



The human and financial consequences of counterfeit medicines are devastating. Every year, there are **100,000 fatalities** worldwide on account of counterfeit medicines. The pharmaceutical industry suffers losses of around **a trillion dollars** each year. TruTag helps tackle this enormous issue by providing a unique edible microtag that is directly integrated into a product's infrastructure. Each



edible tag is coded and can be scanned with a Smartphone. This data is sent to TruTag, which then provides a variety of product information, such as the product strength, expiration date and country of authorized sale. TruTag was awarded the Technology Pioneer award at the 2014 World Economic Forum in Davos for its role in bringing more safety to the Internet of Things.

Kcura and Relativity : Fraud is Big Business



For every legal case, lawyers and corporations spend countless hours reviewing previous cases and legal documentation, which results in huge time and money inefficiencies. 'Relativity' is a new piece of software from Kcura that helps law firms retrieve past cases and information relevant for the purposes of civil litigation. It enables lawyers to optimize their time management by using machine-learning techniques that automate the prioritization of documents for review. Kcura has partnered with



more than **75,000 customers** worldwide, encompassing both lawyers and corporations. Kcura works with **95 of the top 100** law firms in the US and has also recently started working with the US Department of Justice.

Augmedix: Reworking the doctor-patient relationship with a digital app



American doctors spend about 25% of their workday dealing with administrative errands such as reimbursement, coding and Electronic Medical Records. Augmedix is an early-stage company that builds health-centric applications for Google Glass. The app leverages the audio and video capabilities of Google Glass and enables doctors to digitally recall relevant patient information as they



conduct exams. Instead of spending time on their computers to retrieve information, doctors can now use these apps to boost doctor-patient relationships. It is a prime example of the foray of wearable devices into the healthcare industry.

Oyster: Changing the way we read eBooks

OYSTER



New York-based startup Oyster wants to revolutionize the e-books business by providing a subscription-based platform for e-books. With sales of e-books in the United States estimated to be worth over \$3 billion in 2012 — an increase of 44% in just one year — e-books represent a growing market. While several platforms already offer e-books, the market is clearly led by Amazon. All of the existing services, however, have the same pay-per-unit pricing model, except for Amazon with its Kindle FreeTime Unlimited, which is targeted at young children. Oyster is

a platform that offers a subscription-based model for e-books. Oyster offers unlimited access to its collection of e-books for a monthly fee of just under \$10. The subscription-based model has already received huge success for video content with companies such as Netflix providing on-demand movies and TV for a subscription fee. Oyster hopes to replicate this model for e-books and drive it to success.

AliveCor: Tackling cardiac health issues through mobile phone sensors



AliveCor has developed a mobile phone case with embedded sensors that enable patients or their doctors to obtain an electrocardiogram (ECG) reading within seconds. Users simply have to hold their Smartphones horizontally and place their fingers on the case in order to obtain their ECG readings. They can then send the report to their doctor or to a health institution. The AliveCor Heart Monitor device can be used in emergencies by

doctors and patients alike, as well as for preventive monitoring. It has primarily been created for patients who have already suffered from a heart attack and who can now monitor their heart rate from home. AliveCor has already been approved by the FDA and can be licensed by doctors to their patients. It will soon be available over-the-counter across pharmacies.

Learning Catalytics: Challenging the way we learn

learning | catalytics



In most classrooms, discussions and opinions form the backbone for meaningful interactions and idea generation. However, most students tend to pair up with the same set of friends, which can make idea generation and meaningful discussions counterintuitive. Education startup Learning Catalytics suggests suitable pairings across students based on their answers. This cloud-based learning analytics and assessment software enables teachers to pose open-ended, critical-thinking

questions to students. The software uses the answers provided by the students and then suggests suitable pairings between students. With the Learning Catalytics software, teachers can group students according to opposing ideas and opinions. The result: students are now compelled to defend their original idea and contribute to the discussion. The software is accessible across all mobile devices. The company was recently acquired by Pearson, a leading educational publishing company.



Sergi Herrero

CEO of L'Atelier

Sergi Herrero is the CEO of L'Atelier BNP Paribas, San Francisco. Sergi specializes in areas such as Strategy Development, Revenue Growth Planning, Project Management & Execution, Product Refinement, Business Process Optimization, and Market Penetration & Expansion. Prior to joining L'Atelier BNP Paribas, Sergi Herrero has held various posts at Vodafone Spain within the Key Accounts division.

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