



BeMyEye raises 2 million Euro to grow its store-checks in crowdsourcing.

Milan, 9 May 2014. **BeMyEye** is the innovative market research company performing store-checks in Italy through 28,000 "Eyes", individuals using a mobile app. The company today announces it raised 2 million Euro from three major VC firms - **360 Capital Partners**, **RedSeed Investments**, **Capital B!** - and a pool of business angels led by **Pietro De Nardis**. The funding will help the company to grow its "real-world analytics" in new markets.

BeMyEye, founded by **Gian Luca Petrelli** in 2011 and co-managed by former GfK executive **Luca Antonietti**, started operations at the end of 2012 and since then it helped some of the major brands and retailers to **measure key performance indicators inside stores**. Thanks to its widespread network of on-demand workers, BeMyEye can perform audits, mystery shopping, interviews and get sales leads on thousands of stores in few days while zeroing travel expenses. The method grants full reliability of the collected data thanks to photographic evidences and GPS checks. Customers log to BeMyEye's website to read in real time data analytics and galleries of pictures.

BeMyEye's customers include Consumer Packaged Goods companies (e.g. Unilever, Henkel, Barilla, Perfetti-Van Melle, Colgate-Palmolive, Illy), Modern Trade Retailers (e.g. Auchan, Conad, Finiper) Telcos (e.g. Vodafone, H3g, Fastweb), Electronics (e.g. Nespresso) that use the biggest Italian field force to have an "eye" inside supermarkets, traditional shops, bars, pharmacies, gas stations.

BeMyEye's workers are private individuals that use a free mobile app and perform micro-jobs on a voluntary basis earning cash for visiting stores in their vicinity.

360 Capital Partners is a Venture Capital firm, investing in Europe and more particularly in France and Italy. 360 Capital Partners, with under management over 300 Mio Euro cumulatively, is managed by a consolidated team which has invested, and/or exiting over 60 companies among which Selftrade, Yoox, Mutuonline, QXL, Thereson, Eatly.net, Windeln, Leetchi and many others.

RedSeed Ventures, is a venture capital managed by Elisa Schembari and Roberto Zanco. The company is backed by private investors including Roberto Italia (CEO at Space S.p.A., Senior Advisor at Cinven, Board Member at Bravofly Rumbo Group).

Capital B! is the investment holding of Mauro Del Rio, founder of Buongiorno! Its investments include Buongiorno (sold to NTT Docomo), Silicon Biosystem (sold to Menarini), Aerodron, ActiveAction and Restopolis

Pietro De Nardis, among the co-founders of Buongiorno, acts as business angel in several start ups among which DoveConviene, Restopolis and Aerodron.