

# DIGITAL EXPERIENCE CHANGES LIVES



ON LIFE

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Technology has revolutionized our lives and affected everything in it. The fabric we wear and touch has become smarter, we now have style assistants that can help us try new clothes without even going to the store and we can even make payments through mobile apps we use to chat with our friends

» SMART fabrics, digital payment systems and smart clothing assistants are changing our shopping experiences. Smart clothes can now produce data on health and sports performance. Smart shopping assistants can learn from your style and pick the right clothes. But for every application that changes our life, we pay a substantial price. As smartphones consume more and more of our time, each application is trying to increase its share.

## PAY BY TEXTING

Paym.es is a service that makes online payments easier. It gives consumers the opportunity to make and receive payments through messaging and social media like Facebook and Instagram.

The program has already received significant investments from Turkey and abroad. Currently, it has more than 43,000 users and a sales volume of over TL 400,000 (\$84,776). After successfully completing the StartersHub

XO program, Paym.es managed to receive almost \$1.8 million in investments, including \$50,000 from StartersHub and \$130,000 from Saudi Arabia-based venture capital fund, Daal.

## SHOPPING WITH MESSAGES

Paym.es builds a trust-based system between buyers and sellers, allowing the sales of products as easily as messaging with a friend through Instagram, Facebook, Etsy or Letgo.

With free registration and product listing, Paym.es collaborates with Stripe and PayU for its payment infrastructure. On the platform, the questions and complaints of the customers are answered and resolved by the sellers personally. Paym.es offers a competitive alternative to traditional marketplace platforms and e-commerce services, charging only 6 percent commission on each sale.

Providing services to its users through Facebook Messenger, the company is currently working on a beta version for Telegram for the Russian, the Middle East and the North African market. It is also working on a version for Whatsapp for Turkey.

The project is supported by Turkish Exporters' Assembly (TİM) and Turkish Economy Bank's (TEB) Venture Banking. It



was among the 50 most successful ventures at Slush 2017, one of the world's largest startup events in Helsinki.

With this investment, Paym.es looks to open up to markets like Russia, Spain, Turkey, the Middle East, North Africa and Latin America, where social media e-commerce is already reaching maturity.

## SMART FABRIC

Smart sensors have now shrunk to the level that they can become a part of the fabric. Thread in Motion is a venture that makes microsensors that can be part of the fabric, used in everything from suits and gloves to hats and coats.

These sensors can collect and share close to 30 different kinds of information, including body temperature and blood pressure. The information can then be used for health care and sports. The company has received its first investments and continues to make presentations for investors at international venture events. It was featured at the latest CES venture event.

## SMART STYLIST

Would not it be nice if a smart stylist could make suggestions depending on your style and gave you an opportunity to try new clothes without even going to the store? Today's smart stylists can serve through your smartphone or computer. Apart from your measurements, they know the brands, the colors, and the designs you prefer.

Clotie, a İş Bank Workup venture, gives a similar opportunity to try out clothes customized by a smart stylist based on a user's personal style.

The program became a part of İş Bank's Workup program at the end of last year, bringing knowledge-based shopping to the apparel sector.

Clotie, which reached agreements with three apparel brands like Jimmy Key, Blue, and Koton gets discounted or consigned products and can deliver them to the address. The service, which has opened up the service previously provided only for women to men on demand, now has over 350 customers.

