

SIMPLISTA WON THE PITCH COMPETITION WITH JUDGES' CHOICE AT GROCERYSHOP (SHOPTALK)

Groceryshop is a Shoptalk program for the grocery and CPG Industries, the goal of which is to provide an ecosystem for innovation. 12 startups pitched their businesses to a three-judge panel of industry leading professionals. Each startup was assessed on the basis of whether it addresses a big problem or area of opportunity and on the feasibility and scalability of its business model. Simplista was chosen as a winning startup and awarded a prize of \$10,000.

simplista.

