



*Exports technology to 43 countries*

## **Bosphorist leads Pre-SerieA investment in REM People**

**New generation research and retail-tech company REM People received its first VC based investment from Istanbul-based Venture Capital fund Bosphorist Venture Capital, which is a joint venture of Istanbul Portföy and BUBA Ventures and founded in 2016. REM People will further consolidate its presence in Europe, Asia Pacific and the MENA region, with this Pre-Serie A investment which is made over a company valuation of \$12 million.**

**REM People**, a new generation research and retail technology company working in retail analytics, received its first investment from **Bosphorist Venture Capital**, the venture capital fund of **Istanbul Portföy** and **BUBA Ventures**. The Pre- Serie A Investment Tour, based on a valuation of \$12 million, was one of the last and most important technology investments of the year.

REM People, which is one of the largest retail-tech and retail analytics companies in Turkey aims to increase its global presence with the raised fund. Speaking about the investment, **Bülent Peker, co-founder and CEO of REM People**, said "We plan to become a leader in the MENA region within two years while increasing our strength in Central and Western Europe and the Asia-Pacific region."

**Grew 40 times in last 3 years**

REM People which is founded in 2015 by techno-entrepreneurs with retail and technology experience and has so far been one of the global players by growing with its own resources, continues its operations successfully in its offices in Istanbul and Dubai. One of the fastest growing initiatives of the Turkish start-up ecosystem, REM People has grown 40 times in the last 3 years. More than 35 percent of REM People's \$ 4 million turnover comes from technology exports. REM People serves dozens of brands in 43 countries, including world giants such as Canon, Danone Nutricia, Huawei, Kellogg's, Microsoft, Mondelez, Nestle, P&G, PepsiCo, Red Bull and Unilever and many others.

### **Touches 100 thousand sales points in a month**

REM People, a new generation retail analytics company, measures the sales, marketing, layout, display, price and overall retail performance of companies' sales points. Companies using REM People technologies perform 500 thousand tasks at approximately 100,000 sales points per month. Rem People becomes companies' eyes in the field, with its own technology, %100 domestic software and artificial intelligence solutions. With a total of 40 employees with a 20-person R & D team, REM People is taking firm steps in the global market with the technology infrastructure it offers in Turkey and abroad.

### **About Bosphorist Venture Capital:**

*Bosphorist Technology Fund, which is an Istanbul-based venture capital investment fund that was founded in 2016 with the joint venture of one of the most important portfolio management companies in Turkey, BUBA Ventures and İstanbul Portfoy, in addition to the funding they provide, they also support business development, finance, M&A and other strategic management decisions. Bosphorist focuses on the enterprises which works in Internet of Things, e- commerce, finance technologies, agricultural technologies, biotechnology and artificial intelligence.*

### **About REM People:**

*REM People was founded in 2015 with the aim of providing independent auditing and consulting services to retail companies. Operating in the field of retail analytics, REM People measures the efficiency of companies at their point of sale and offers solutions. REM People serves world's giants such as Adel Kalemcilik, Bayer, Bel Groupe, Canon, Danone Nutricia, Haribo, Huawei, Intel, JBS Seara, Kellogg's, Kimberly Clark, Microsoft, Mondelez, Nestle, P&G, PepsiCo, Pernod Ricard, Red Bull, Superonline, Samsung, Turkcell and Unilever in 43 countries.*