

Ecommerce chat startup Blueprint raises £1M

Led by Magnus Rausing, heir to the Tetra Pak fortune, Blueprint, which lets brands sell to their customers through SMS, Facebook Messenger and WhatsApp messages has raised £1M seed investment. The investment was supported by Hambro Perks and Founders Factory, with the private beta version of the platform expected next month.

With more than 200 companies, including challenger brands like Ugly Drinks, Ohne, and Empirical Spirits, already signed up to the waiting list, there is clearly a strong demand for new ways to sell to customers. As we adapt to new ways of living, buying and engaging with people and brands, Blueprint's timely offering is completely reimagining the retail process.

Using a mix of sophisticated natural language processing and machine learning in combination with real-world customer service agents, Blueprint is shaking up e-commerce by allowing customers to make purchases possible through a single SMS or WhatsApp message.

"We started Blueprint following years of experience struggling with the slow, disconnected and

impersonal nature of marketing and the clunkiness of purchasing online. At the same time consumers have become fatigued with long-term, fixed subscription services that don't offer them the flexibility in purchasing. We're blurring the lines between conversation and commerce to create a modern purchasing experience. This new investment will help us push further to break down the barriers that previously held both consumers and vendors hostage.” – Harvey Hodd, CEO and co-founder, Blueprint

Blueprint aims to disrupt the retail process that has been built on email or online communication and traditional, clunky checkout systems and offer brands higher retention rates, greater engagement and clearer ROI on marketing spend.

Co-founders Harvey Hodd (CEO) and Rory Jeffries (COO), aim to launch the platform in private Beta in May with a full roll-out expected in Q3 2020.

“Harvey and Rory’s Blueprint platform represents the future of how we will buy and unlock a totally new type of commerce. They truly understand this space having been on the other side as an eCommerce brand themselves and have taken their learnings to build an industry-leading platform. The potential for conversational commerce is immense

thanks to its central role in building the 1:1 relationship between consumer and brand, enabling speedy purchasing and a personalised customer experience.” Magnus Rausing, founder of MAHR projects

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