

Neocom Raises \$4.5M to Revolutionize E-Commerce Experience

MUNICH, GERMANY, February 6, 2024 /EINPresswire.com/ -- [Neocom](#), a pioneer in simplifying online shopping, today announced a major funding milestone of \$4.5 million, led by [Carbide Ventures](#) and [Sangha Capital](#). This significant investment takes the company further in addressing two major challenges in online shopping: the overwhelming number of choices for consumers and a lack of detailed customer data for retailers.



Sebastian Slomski & Dana Nedamaldeen

Dana Nedamaldeen, CEO & Founder, emphasized the consumer-focused vision, "We're on a mission to redefine digital storefronts, harnessing artificial intelligence to cut through the clutter of choice overload for consumers and elevate the customer experience. With this latest round of funding, we're poised to accelerate our growth across the board—economically, in our team size, and through product innovation—further expanding our technological edge in our category."

The company's strategic shift to the U.S. is a crucial first step in its global expansion strategy. This move demonstrates Neocom's ambition to become a leader in the e-commerce sector, bringing its innovative solutions to a wider audience. At the heart of Neocom's technology are smart algorithms that guide customers step by step to the perfect product by asking use-case-oriented questions without technical details. Users receive precise product recommendations in real time that best match their desired requirements. Meanwhile, the Neocom platform also analyzes customer behavior during the discovery process, presenting store operators with valuable data.

Sebastian Slomski, CTO & Founder, highlighted the company's strategic approach to data, "The zero-party data and insights we generate through the consumer interactions are invaluable for retailers and brands. They offer a profound understanding of customer preferences, enabling more effective and personalized activation strategies with the gathered data. This is a game-changer for companies."

Dan Weirich, Partner at Carbide Ventures, emphasized the value of Neocom's data-driven strategy, "Our investment in Treasure Data showed us the power of quality customer data. Neocom's expertise in harnessing and applying this data makes them a standout in the e-commerce industry. We're thrilled to support their expansion into the U.S. market."

To date, Neocom has helped over 5 million consumers to find their perfect product. The many opportunities offered by the platform also impress well-known companies. With the recent funding, Neocom is poised to revolutionize the online shopping experience, addressing the twin challenges of consumer choice overload and the lack of in-depth customer data. The company's strategic relocation to the U.S. is a critical step in its global expansion and commitment to leading the e-commerce sector.

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