

Leav, a Montreal start-up, launches new retail technology unique in Canada

Montréal, November 24, 2020 - Leav, a Quebec start-up, launches on December 1st, 2020, its new technology for retailing in Canada. It enables merchants to automate the payment process by positioning traditional checkouts in the cloud. With this contactless shopping solution, customers can use this platform to shop via their smartphone without having to go through the checkout process.

To mark this launch, Leav is deploying Canada's first full payment automation in its pop-up store at the Montreal Eaton Centre from December 1st 2020 until January 15th 2021. The event brings the online shopping experience to the physical world in a safe and sanitary manner.

Leav's president, Charles-Étienne Simard, says - "We've been thinking for a long time about how to improve the shopping experience, which is now undergoing accelerated changes. Consumers want to touch as few things as possible and don't want to wait in line. More than ever, they also want to support and stay in touch with the brands they love. This is where Leav steps in; by optimizing the shopping experience, we enable merchants to reconnect with their customers in a secure manner."

What are the benefits for retailers?

Leav is designed to be compatible and simple to install for an existing business, without the complex infrastructure or large investment required by computer vision and artificial intelligence technologies. Leav also protects merchants against shoplifting through the same platform, using a security system that recognizes paid and unpaid items in real time.

"By automating the checkout, the retailer will be able to spend more time reconnecting with its customers, which will increase the size of the average basket and help the retailer maximize the loyalty value of its customers, all while ensuring a simple, intuitive, and sanitary experience," explains Charles-Étienne.

About Leav

Leav, a stand-alone web application, was created in 2019 by three 21-year-old entrepreneurs, Charles-Étienne Simard, Olivier Roy and Evgeny Grachev, to revitalize the retail market. With complementary skills, they shared a cohesive vision of a futuristic retail environment in which consumers feel valued and in control of their shopping experience. The technology allows them to automate their payment process with a contactless shopping solution.