

# NearSt - United Kingdom

Near.st is on a mission to get people back into local shops. They make it easier for shoppers to find and buy products from shops nearby than it is to order those same items online for delivery.

**Country:** UK

**Year:** 2015

**Weight class:** Middleweight

## **What inspired you to build this startup?**

Nick Brackenbury: "It was a literal light bulb moment! Our co-founder broke a light bulb but we couldn't find where to buy one locally. When you look at the bigger picture, we see that local shops are going out of business and our shopping streets are disappearing. However at the same time more and more people want to shop locally and support businesses. So we started this project to bring consumers and local shops together via a modern platform."

## **Why do you deserve to win GITR?**

"We believe that we deserve to win because our startup helps both businesses and communities. Online shopping is great, but it has a negative effect on the local community, we are not making money ourselves but focusing on improving business and community relations."

## **Are you looking for investments whilst here in Medellin?**

"Yes, we are looking for investors from the retail, ecommerce and mcommerce industries so that we can expand not only in the UK, but outside as global product."

## **Do you have partnerships with both small and large businesses?**

"Yes, we want to have partnerships with all retailers on the shopping street. Any store that has a physical shop can be partner."

---

### ABOUT GET IN THE RING FOUNDATION

The Get in the Ring Foundation is a non-profit organization that connects startups to resources such as capital, talent and expertise that help them in growing their company. The foundation is active in 80 countries around the

world and works together with leaders of entrepreneurship ecosystems around the world. Get in the Ring is known for its unique pitching format where two startups literally face off against each other in the ring.

---



Get in the Ring Foundationnewsroom