

**FOR THE EXCLUSIVE USE OF CHRISTOPHERBERNOT@GMAIL.COM**

From the New York Business Journal:

<http://www.bizjournals.com/newyork/blog/techflash/2015/02/meet-alice-your-new-app-luxury-concierge.html>

## Meet ALICE, your new app luxury concierge

Feb 9, 2015, 1:33pm EST

Elite hospitality players and other investors have placed a large seed bet on a Manhattan startup that's building a mobile app for both the front and back end of luxury hotels.

ALICE, an acronym for "A Life Improving Customer Experience," has closed a \$3 million investment round to build the platform to host the entire concierge experience.



A look at the user interface of the Alice app for hotel management.

Unnamed principles of **Tishman Realty** and the founders of the coworking space NeueHouse led the round, with help from 645 Ventures and Seamless founders Jason Finger, Todd Arky and Paul Appelbaum.

The app is already in several high-end hotels, including Sixty LES, Gansevoort Meatpacking and the Skyline Hotel in Manhattan. Guests can use the app to request services, but the same app acts as the fulfillment and management platform for workers confronted with the requests.

"We started as a mobile concierge platform for guests, but quickly realized that there is an equivalent, if not greater, need in efficiently managing the fulfillment of that request," said president Alex Shashoua, who founded the company along with CEO Justin Efron and Wall Street technologist Dmitry

Koltunov.

Karl Finegan, a board member at Neuehouse, said he first encountered the app at The Setai and was skeptical the technology would undermine the luxury experience.

"We were so inspired by the potential here that we tracked the team down and convinced them to take our investment capital," he said.

By the way, 645 Ventures is a new fund created by Nnamdi Okike, a former Insight Ventures principal.

*Sign up for New York Business Journal's free email newsletter delivering exclusive news scoops and local business intelligence.*

**Ben Fischer**  
Contributor

