# Basket secures £2 million crowdfunding to accelerate AI shopping assistant expansion



Basket, an innovative AI-powered shopping assistant, is in the process of crowdfunding £2 million to enhance its platform, which aims to redefine the online retail experience. The tech start-up has already garnered attention and investment from notable figures in the entrepreneurial world, including James Watt, the co-founder of BrewDog. This funding round marks a significant milestone for Basket as it endeavors to expand its services and increase its market presence.

The start-up recently secured £2.5 million in an oversubscribed seed funding round led by Lightbank Ventures. This latest funding will be allocated to broaden its operations internationally, develop much-anticipated product features, and forge stronger relationships with retailers and publishers. Notable investors in this round include Dan Cobley, Justine Roberts, Rob Small, and Harry Hugo. Also included in this funding was a £250,000 prize awarded during a competitive pitch contest run by BrewDog's James Watt and Crowdcube earlier this year. Watt lauded Basket's potential, claiming it could become "the next UK unicorn," highlighting its capacity to disrupt the global online shopping landscape.

Basket operates as a mobile app and browser extension that allows users to consolidate products from any online retailer into a single 'basket.' This feature significantly simplifies the shopping process, as users receive notifications about price drops for items they wish to track. Following its participation in Watt’s 'The Next Unicorn' initiative, Basket successfully attracted additional funding aimed at accelerating product development and expanding into new sectors. Reflecting on the company, Watt stated, “It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself," suggesting a strong consumer application for the product both in the UK and globally.

As the online retail space becomes increasingly competitive, ventures like Basket are not just emerging but are also positioned as potential disruptors. The company’s ability to leverage advanced technology while addressing real consumer needs indicates a promising trajectory, especially as it continues to build and solidify its brand identity in the crowded e-commerce marketplace. The upcoming crowdfunding campaign is poised to boost its momentum, ensuring Basket is well-equipped for its ambitious growth plans.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thegrocer.co.uk/news/basket-crowdfunding-2m-to-roll-out-ai-shopping-assistant/705368.article), [[4]](https://bdaily.co.uk/articles/2023/06/07/brewdogs-james-watt-announces-seven-figure-investment-across-five-businesses)
* Paragraph 2 – [[1]](https://www.thegrocer.co.uk/news/basket-crowdfunding-2m-to-roll-out-ai-shopping-assistant/705368.article), [[2]](https://startupsmagazine.co.uk/article-basket-grabs-ps25m-seed-funding-turbocharge-critical-phase-growth), [[5]](https://www.crowdfundinsider.com/2023/06/208480-brewdogs-james-watt-provides-250k-in-funding-to-basket-a-digital-commerce-tech-startup/)
* Paragraph 3 – [[3]](https://retailtechinnovationhub.com/home/2023/6/12/e-commerce-startup-basket-bags-funding-from-brewdogs-james-watt-in-hunt-for-britains-next-unicorn), [[6]](https://bdaily.co.uk/articles/2023/06/07/brewdogs-james-watt-announces-seven-figure-investment-across-five-businesses)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/basket-crowdfunding-2m-to-roll-out-ai-shopping-assistant/705368.article> - Please view link - unable to able to access data
2. <https://startupsmagazine.co.uk/article-basket-grabs-ps25m-seed-funding-turbocharge-critical-phase-growth> - Basket, an e-commerce start-up, has secured £2.5 million in an oversubscribed seed funding round led by Lightbank Ventures. The funds will be used to expand into global markets, develop in-demand product features, and grow retailer and publisher relationships. Notable investors include Dan Cobley, Justine Roberts, Rob Small, and Harry Hugo. The funding also includes a £250,000 prize awarded to Basket following a competitive pitch contest hosted by investors Crowdcube and BrewDog founder James Watt earlier this year. James Watt described Basket as 'the next UK unicorn' set to disrupt the global online shopping space.
3. <https://retailtechinnovationhub.com/home/2023/6/12/e-commerce-startup-basket-bags-funding-from-brewdogs-james-watt-in-hunt-for-britains-next-unicorn> - Basket, a mobile app and browser extension that allows users to save products from any online retailer into one 'basket', has secured undisclosed funding from James Watt, founder of BrewDog. This follows Basket's participation in Watt's 'The Next Unicorn' project, where he teamed up with Crowdcube to invest in UK startups with the potential to become the next British unicorn. The funding will enable Basket to expedite product development and expand into new sectors and markets. James Watt stated, 'It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself.'
4. <https://bdaily.co.uk/articles/2023/06/07/brewdogs-james-watt-announces-seven-figure-investment-across-five-businesses> - BrewDog co-founder and CEO James Watt has announced that all five finalists of his Next Unicorn competition will each receive a share of his £1 million investment. The finalists include Basket, Mous, Tallow & Ash, Uncouth, and Yum Bug. Each company will receive a minimum of £150,000 to help propel them towards their intended unicorn status. James Watt commented on Basket, 'It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself. It genuinely helps the consumer and I think it’s got applications in the UK and globally.'
5. <https://www.crowdfundinsider.com/2023/06/208480-brewdogs-james-watt-provides-250k-in-funding-to-basket-a-digital-commerce-tech-startup/> - James Watt's 'The Next Unicorn' project, in collaboration with Crowdcube, has provided Basket with £250,000 in funding. Basket is a tech startup that allows shoppers to place items in a 'basket' and receive notifications when there is a price drop. The funding will enable Basket to expedite product development and expand into new sectors and markets. James Watt stated, 'It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself. It genuinely helps the consumer and I think it’s got applications in the UK and globally.'
6. <https://bdaily.co.uk/articles/2023/06/07/brewdogs-james-watt-announces-seven-figure-investment-across-five-businesses> - BrewDog co-founder and CEO James Watt has announced that all five finalists of his Next Unicorn competition will each receive a share of his £1 million investment. The finalists include Basket, Mous, Tallow & Ash, Uncouth, and Yum Bug. Each company will receive a minimum of £150,000 to help propel them towards their intended unicorn status. James Watt commented on Basket, 'It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself. It genuinely helps the consumer and I think it’s got applications in the UK and globally.'
7. <https://www.crowdfundinsider.com/2023/06/208480-brewdogs-james-watt-provides-250k-in-funding-to-basket-a-digital-commerce-tech-startup/> - James Watt's 'The Next Unicorn' project, in collaboration with Crowdcube, has provided Basket with £250,000 in funding. Basket is a tech startup that allows shoppers to place items in a 'basket' and receive notifications when there is a price drop. The funding will enable Basket to expedite product development and expand into new sectors and markets. James Watt stated, 'It’s difficult to find real innovation in tech and e-commerce, but Basket is something I would 100% use myself. It genuinely helps the consumer and I think it’s got applications in the UK and globally.'