

The 20 Most Innovative Startups In Tech

Joor makes it easy for boutiques to buy wholesale from designers.



Company: Joor

Founders: Mona Bijoor

Location: New York, NY

Funding: \$2.25 million from Battery Ventures, Lerer Ventures, Great Oaks VC, Landis Capital, Forerunner Ventures, William M. Smith and Richard Mishaan.



Why it's innovative: Before Joor, if a boutique wanted to carry designer brands, it was a painful and tedious process. It had to call each company and play phone tag before eventually placing an order.

Joor makes wholesale buying much easier. It works with hundreds of brands and thousands of boutiques and allows boutiques to place bulk orders with multiple brands at once on its platform. The boutiques also have profile pages, so designers can see where their products will be sold.

Right now Joor only works with fashion labels, but it has plans to move into other categories, like home decor. It's a great way for small mom and pop shops to carry big name brands.

