eComID

eComID raises $17m to build the Shopping Passport for the future of commerce

Systemiq Capital leads the seed round as eComID expands internationally and accelerates its AI-powered Shopping Passport.

STOCKHOLM, SWEDEN – August 25, 2026

eComID today announced a $17 million seed round led by **Systemiq Capital**, with participation from **Regeneration.VC**, **Course Corrected**, **Stadium** and returning investor **CapitalT**.

The funding will accelerate eComID's international expansion, product development and the team building the shopper context layer for the next generation of online shopping.

Shopper context for eCommerce

AI is changing how people discover and buy products. Yet even the most advanced shopping experiences still start with almost no context. A store may know what is in the basket, but not the person behind it: their size, fit, taste or preferences.

eComID is building the missing layer.

Its Shopping Passport lets shoppers carry relevant context across connected brands, helping each store understand them from the first visit. Vera, eComID's AI shopping agent, combines that context to power sizing intelligence, smart conversational search and personalized product discovery directly on brands' own sites.

Smarter decisions. Better fit. Fewer returns. More purchases people love and keep.

Customer and shopper traction

Launched in 2024, eComID now works with more than 60 brands and reaches 20 million shoppers every month. Growth to date has come without a dedicated sales or marketing team.

Shoppers using eComID have a 30% lower return rate, while brands using the platform see a 10% higher conversion rate. Partners include COS, J.Lindeberg, Axel Arigato, NN07, Peak Performance, Haglöfs, Asket and Stadium. eComID was also named one of Fast Company's Most Innovative Companies of 2025.

> *"AI without context still starts from zero,"* said **Oscar Rundqvist**, co-founder and CEO of eComID. *"The best shopping experience should feel like walking into a store that already knows how to help. We're building the missing layer between shoppers, brands and AI to make that possible.*
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> *We've reached this point through the strength of the product and the trust of our partners. This round lets us move faster, enter new markets and build the infrastructure we believe the next era of commerce will run on."*

Scaling the Shopping Passport globally

The new capital will support expansion into new international markets, accelerate the Shopping Passport rollout, deepen eComID's sizing and discovery capabilities, and build the team and infrastructure needed to serve more global brands.

Backed by retail and investor leaders

The round is led by London-based Systemiq Capital, a transatlantic investment fund backing audacious founders redefining the physical economy. Its founding LPs include Paul Polman, former CEO of Unilever and co-founder and co-chair of The Fashion Pact. Regeneration.VC and Course Corrected bring deep experience in consumer climate technology and early-stage climate investing.

Stadium, Sweden's largest sports and sports-fashion retailer and one of eComID's earliest customers, is now also becoming an investor. CapitalT, which led eComID's 2024 pre-seed round, is investing again. **H&M Group**, which first backed eComID in 2023, remains a strategic investor.

> *"eComID is solving a structural problem in digital commerce: AI cannot personalize without context. This phenomenal team deeply understands the needs of the brands and has built a product that aligns a better shopper experience with stronger economics and fewer unnecessary returns. Its traction and speed of execution are world class. We believe this is just the start and eComID will become the foundational infrastructure for intelligent commerce,"* said **Gemma Bloemen** who leads Applied AI at Systemiq Capital.

The round also brings together founders and retail leaders including **Alan Mamedi**, co-founder of Truecaller; **Sebastian Knutsson**, co-founder of King; **Henrik Nordvall**, former CEO of Matalan and former Managing Director of H&M UK & Ireland; **Maria Raga**, former CEO of Depop, **August Erséus**, founder of Legora; **Alexandra Sack**, Managing Director of Lundhags; **Gustav Gisseldahl**, former Head of Merchant Growth at Klarna Creator Platform and co-founder of APPRL; **Filip Ekvall**, Chief Commercial Officer at Primark; **Bo Eklöf**, Stadium co-founder, and **Lucas Otterling**, co-founder of Brickanta. Existing angel investors **Madeleine Persson** and **Anaheta v. Berenberg-Consbruch** also participated.

With this round, eComID takes the next step toward making the Shopping Passport a global standard for personalized commerce - and making online shopping feel less like guesswork.

“Ever since we invested in eComID at pre-seed, we’ve been true believers in both the vision and the team. At CapitalT, we back exceptional teams using technology to solve real-world problems and build a better, more sustainable future. eComID embodies that mission. They’ve shown that sustainability and profitability can go hand in hand - and have the ambition and potential to fundamentally change global commerce for the better,” said **Janneke Niessen**, Founding Partner at CapitalT.

About eComID
eComID is the Shopping Passport for modern commerce. Its shopper context layer helps brands understand and personalize every shopper from the first visit, combining AI-powered sizing, conversational search and product discovery.

Based in Stockholm, eComID works with more than 60 brands and reaches 20 million shoppers every month. eComID is ISO/IEC 27001:2022 certified, SOC 2 Type 2 compliant and GDPR compliant.

Press inquiries
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