



Retail Business Services

Retail Business Services, MassChallenge Join Forces

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MASSCHALLENGE

Retail Business Services – the services company of Ahold Delhaize USA – is entering a new partnership with Boston-based nonprofit MassChallenge to bring new opportunities to promising start-ups in Massachusetts and beyond.

MassChallenge is a global network for innovators that guides entrepreneurs through the early stages of building a business. Founded in 2009, MassChallenge's mission is to equip bold entrepreneurs to disrupt the status quo and create meaningful change – for free, no strings attached. With nearly 50 partners on deck for the 2021 accelerators in Boston, Houston, Austin and Rhode Island, participating entrepreneurs will have ample opportunity to connect with global brands and build strategic partnerships.

As a member of MassChallenge's partner network, Retail Business Services will recruit tech start-ups to help enhance the shopping experience – whether that's online or in-store.

"It's a great opportunity to extend our existing partnerships with start-ups," said Eric Braun, Director of Innovation, Retail Business Services. "By partnering with MassChallenge, we can reach more start-ups that are in the grocery, retail and technology spaces. We grow when we involve people who think differently from the way we do and when we have input from different perspectives – so this is a great opportunity to involve those voices."

You can watch a video about the partnership [here](#).