market
Key pillars of initial objectives

A new philosophy in e-commerce

Market.gr is a **game-changing project** aiming to redefine how we perceive e-commerce in Greece.

In a market where large marketplaces often overburden professionals and distance consumers from merchants, Market.gr proposes a different approach: fair, simple, and sustainable.

With **simplicity in design**, **transparency in relationships**, and a **healthy commercial mindset** at its core, Market.gr seeks to create a platform where everyone benefits — partners, consumers, and the market as a whole. Our philosophy is reflected not only in the product, but also in the branding, the communication, and our daily presence.

With a clear identity, cutting-edge technology, and continuous upgrades, we are steadily building the foundations for a marketplace that will stand as a point of reference — now and in the future.

November 2025

Περιεχόμενα

Market.gr — Fast, secure, stable, and forward-thinking

Market.gr is not just a hub of e-shops, nor another marketplace — it is an intelligent search engine and an essential tool for e-commerce. Market.gr is a lightweight, intelligent search layer that connects all e-shops and private sellers, helping users find what they need quickly, clearly, and without bias.

How it works

- **From e-shops to Market.gr:** Thousands of online stores send their products.
- **AI at the gateway:** Before going live, AI cleans the data, categorizes products, normalizes attributes (size, brand, color), and fixes errors.
- **Structured storage:** The cleaned data is stored in a database designed for fast search.
- **High-speed search:** The search engine organizes products so results and filters appear instantly.
- **Akamai edge delivery:** Pages, images, and even cached search results are delivered from the server closest to the user.

Smart search for the visitor

When the visitor starts typing, the AI doesn't wait — it works in real time:

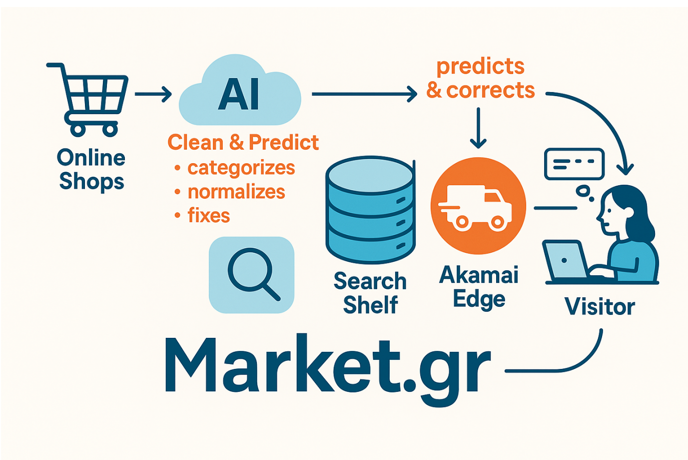
- It predicts what they're looking for.
- It suggests relevant categories and keywords.
- It corrects mistakes or incomplete terms.
- It ranks the most relevant results at the top.

So by typing "iphon", the user immediately sees iPhone 15, the Smartphones category, and related terms like Apple mobile — before even pressing enter.

Why it matters

- Fast: Results in under 1 second, with the most popular searches pre-cached at the network edge.
- Secure: Akamai protects against attacks, while AI ensures users see clean and accurate data.
- Stable: Replication, caching, and continuous monitoring keep the system always available.
- Proactive: AI guides the experience, helping users find what they want effortlessly.

In short: Market.gr combines speed, security, and intelligence to deliver the smoothest product discovery experience in Greece and beyond.



What Market.gr is

Market.gr is a new-era, AI-driven marketplace platform that restores healthy commercial activity and brings fairness back to the market. .

The visitor can:

- search for and find the product they want
- compare its price across different stores
- see reviews and the reliability of each partner
- complete the purchase directly from the e-shop, with no intermediaries

The cost for the merchant isn’t based on high sales commissions but on a low, flat redirection fee. This allows businesses to sell and grow, while consumers enjoy transparency, choice, and better prices.

The problem it solves

Today, most major marketplaces:

- Burden stores with **high commissions** (20–30%).
- **Distort competition** through paid ads, reward tactics, and preferential treatment.
- Use **complex pricing structures** and service processes.
- **Distance the customer** from the merchant, keeping them “locked” inside the platform.
- Create **deliberate barriers** for professionals, both financial and procedural.
- Maintain **poor communication** with visitors, relying solely on chatbots.
- Apply **strict and punitive policies** toward their partners.
- **Foster dependency** on a closed ecosystem with no flexibility.

On the other hand, smaller marketplaces lack the budget, visibility, branding, strategy, and broad professional partnerships — and their technology is often outdated.

The result: Professionals struggle to remain sustainable, while consumers end up paying higher prices and losing direct, human-level service.

Market.gr comes to overturn the current model by offering:

- Low or zero entry cost for professionals.
- Transparency and direct transactions with the e-shop, without intermediaries.
- Fair competition that strengthens partner sustainability.
- Modern technology capable of meeting the growing needs of consumers.
- UI/UX, branding, and aesthetics that match today’s market standards.
- Strategic upgrades in technology and design, aiming for continuous evolution.
- Automations that reduce operational costs and enable fairer pricing.
- A healthy mindset embedded in the company’s DNA, based on a win-win-win approach:
    - Win for Market.gr
    - Win for e-shops/partners
    - Win for visitors/consumers

At the same time, it follows a continuous upgrade strategy to stay at the top — technologically, aesthetically, and in the public's daily awareness — through content creation, participation in conferences and events, and alternative forms of exposure.

Differentiation from existing marketplaces

Market.gr stands out because:

- It takes no sales commission — it operates with a small, flat redirection fee.
- It focuses on transparency and simplicity in the user experience.
- It highlights each store's branding instead of overshadowing it.
- It relies on AI technologies (intelligent search, product grouping, smart suggestions) to deliver the best possible user experience.
- It is designed as a long-term project, with the ability to expand into food delivery, coffee orders, supermarkets, pharmacies, as well as second-hand and refurbished products.

Parallel Strategy Development

Market.gr does not approach its presence in fragments. Instead, we design the website, social media, and all activities to move forward together, creating a unified, consistent, and vibrant ecosystem.

Website

- The homepage will always remain minimal, clean, and distraction-free, following a Google-style logic.
- The results pages will include:
  - A header with the essential information (exactly as on the homepage).
  - In the main area: filters on the left, product/store results on the right with sorting options (price, ratings, availability).
  - A footer containing only copyright and links to all legal notes.
- The internal text pages will follow the same approach: a stable header and footer, with simple, clear, and elegant content to maintain a sense of cleanliness and professionalism.

Social Media & Περιεχόμενο

- Daily presence with category samples, products, trends, tools, and information that strengthen the brand's aesthetic and continuity.
- LinkedIn: articles on business steps, participation in events and initiatives.
- YouTube: short how-to videos, trends, unboxing, branding content.
- Instagram / Facebook / TikTok: short-form videos featuring trends, unboxing, e-shop showcases, and branding pieces.
- Blog posts: a daily "snapshot" of everything we publish across social, LinkedIn, YouTube, etc.
- Market.gr podcast / videocast: continuous reference to our values and goals, responses to visitors, commentary on market topics, and transparency about our policies.

Actions & Public Presence

- Participation in conferences and speaking engagements.
- Social initiatives focused on ecology, accessibility, and collaborations with organizations.
- Interviews on podcasts, websites, television, radio, and print media.
- Exposure through alternative channels such as sponsorships, taxis, radio, and free press.
- Initiatives and partnerships with non-profit organizations, highlighting our commitment to social values.

This way, we create a continuous and multidimensional presence that strengthens the trust, recognition, and stability of Market.gr across both the digital and physical ecosystems.

Brand Ethos (Values & Vision)

At Market.gr, we believe that e-commerce should operate with equality, transparency, and simplicity at its core. Our brand is not just a shopping platform — it is an effort to shape a new culture in online commerce; a culture that respects professionals, delivers value to consumers, and builds a sustainable future for everyone participating in the market.

Our values

- Fairness: Every professional has an equal opportunity to showcase and sell their products.
- Transparency: Clear cost policy, straightforward price presentation, no hidden charges.
- Simplicity: Clean design, easy usability, and a direct experience for visitors and partners.
- Sustainability: A healthy model that allows businesses to grow and consumers to benefit.

Our mission

To restore healthy commercial activity in e-commerce by creating a fair marketplace that benefits both merchants and consumers.

Our vision

For Market.gr to become the most trusted reference point for online shopping in Greece, and gradually expand into new categories (supermarkets, pharmacies, food, tickets).

Simplicity in branding & usability

Our philosophy is reflected at every level:

- Branding: Clean, minimal, and professional aesthetics.
- Usability: Fast search, easy navigation, an experience with no unnecessary steps.
- User experience / UX: Stable, intuitive, and respectful of the user’s time and needs.

Marketing to professionals / partners (B2B)

Our strategy for professionals focuses on attracting and supporting the e-shops and partners that will form the foundation of Market.gr

- E-shop outreach: Our goal is to approach the first 8,000+ Greek e-shops, offering them a fair and sustainable alternative to major marketplaces.
- Special incentives for early partners: Lower or even zero participation cost. Reduced or free visibility for stores with low traffic. Discounts in specific categories, as well as seasonal offers for off-season shops.
- Tailored presentation material: Communication packs (brochures, digital kits), along with posts, tips, and insights that strengthen partners' marketing.
- Acquisition channels & networking: Targeted campaigns in sectors with high e-commerce activity (electronics, fashion, cosmetics, home goods). Parallel collaboration with professional associations and B2B exhibitions.
- Hosted presence option: For partners without an e-shop or for makers/producers, there will be an option to participate through our own platform with a dedicated page (e.g., market.gr/my-eshop).
- Continuous partner support: A support team that truly listens to professional needs and provides solutions. A simple, fast onboarding process with a clear pricing policy and no "fine print."

Our goal is to build an ecosystem of partners that grows with us, based on trust, fair collaboration, and genuine support.

Early-bird proposal and other offers

We propose an aggressive acquisition strategy in the form of a 1+2 month free offer for all e-shops that register as early birds.

- The first month is given to everyone as a free trial period.
- During the launch phase, we offer an additional 2 free months, giving every new e-shop a total of 3 months at no cost and with no commitment.
- A 50% discount on the monthly subscription (for 1 month) to e-shops that publicly showcase their partnership with Market.gr — offered by the account manager as an extra benefit after onboarding.
- Zero subscription cost if a store's visits exceed a predefined threshold (e.g., 100,000) or fall below a minimum (e.g., 100).

Our experience in the field shows that such a strategy minimizes entry barriers, eliminates the likelihood of rejection from professionals, and creates a strong initial customer base that accelerates the platform's network effect.

Marketing to visitors / customers (B2C)

Our strategy for visitors aims to build trust, recognition, and steady traffic. Market.gr seeks to become the reference point for smart and fair online shopping.

- Social media & digital campaigns: A strong presence on Facebook, Instagram, TikTok, X, and Google Ads with targeted campaigns by product category.
- Communication policy: A clear message — “Here you find prices, value, and stores, and you buy directly from the source.” No misleading offers or clickbait.
- Why users should visit Market.gr:
    - Full transparency in prices.
    - The low promotion cost will allow for better retail prices, free from the heavy commission percentages of other marketplaces.
    - Real-time store comparisons.
    - Reliability through ratings and reviews.
    - A simple and fast user experience.
- Acquisition actions:
    - Seasonal campaigns (Back to School, Black Friday, Christmas).
    - Targeted newsletters/messages with product and partner suggestions.
    - Real person / chatbox for direct communication.
- Community & engagement:
    - A blog with buying guides, advice, and tips, turning Market.gr into a tool of daily value for consumers.

Our goal is to attract visitors who return again and again because they find usefulness, reliability, and real benefit — not just products.

Memberships / Revenue model

Market.gr differs radically from traditional marketplaces because it does not take a commission on sales. Instead, it operates with a flat redirection-cost model: the consumer is sent directly to the merchant's e-shop, and the store pays only a small, fixed amount for the traffic. .

Cost policy

- Zero cost for small or newly launched stores.
- A small, flat redirection fee, regardless of the sale value.
- Flexible membership packages with additional visibility and marketing tools for those who need them.

Benefits for professionals

- No sales commission → higher profitability.
- Access to a large number of visitors without overwhelming costs.
- Stable and predictable marketing expenses.
- Optional upgrades with visibility tools, analytics, tips, and insights.

Benefits for consumers

- Prices stay lower because stores aren't burdened with commissions.
- Complete transparency: users see the store, the price, and the reliability, and purchase directly from the source.
- Better service, since the relationship is directly with the e-shop and not mediated by a third party.

With this model, Market.gr acts as a trust bridge connecting professionals and consumers, creating a true win-win relationship. More precisely: Win (Market.gr) – Win (e-shop) – Win (visitor).

The Market.gr revenue model is further strengthened by additional income generated through advertising placements and sponsorship partnerships.

Production (Product & Technology)

The development of Market.gr is built on a combination of technological excellence and ease of use, ensuring the best possible experience for both consumers and professionals.

UI/UX development & continuous improvement

- Clean and flexible interface focused on simplicity.
- Responsive design, optimized for both desktop and mobile.
- Continuous evaluation of the user experience with a focus on simplification and speed.

AI features & automations

- Intelligent search with synonym support, automatic corrections, and product grouping.
- Real-time suggestions in the search bar.
- AI-based product categorization and tagging for accuracy and consistency.
- Predictive insights for partners (e.g., product trends).

Technical specifications, speed & security

- High-performance servers with a focus on search speed and low response time.
- Security-by-design architecture: data protection, stability, and resilience.
- Lightweight backend enabling seamless scalability without delays.

Legal & policy framework

- Full GDPR compliance for consumer and partner data.
- Transparency in operational and pricing policies.
- Accessibility for all users, following international accessibility standards (WCAG).

In this way, Market.gr is not just a marketplace; it is a smart, secure, and transparent ecosystem that can grow continuously alongside the market.

Note:
A technical manual is available that provides more detailed and in-depth descriptions of the technology, features, and requirements for the project's technical implementation. The manual also includes detailed sections on application security and performance, the design and implementation of API integrations, as well as cost estimates for potential collaboration with providers such as Akamai.

Internal organization (Team & Processes)

The success of Market.gr is supported not only by technology but also by the proper organization of the team and its workflows.

Roles & responsibilities

- Management / Strategy: Goal-setting, strategy definition, and development oversight.
- Technology & Development: Platform implementation, AI features, and system security.
- Marketing & Communication: Design and execution of B2B and B2C campaigns, branding, and social media.
- Support team: Partner (e-shop) support, onboarding, query handling, and ongoing communication.
- Financial & Admin: Financial planning, cost control, resource management, and partnerships.

Collaborations

- Creative agencies for branding and design.
- Legal and accounting partners for GDPR, contracts, and financial matters.
- Technical partners for specialized functionality (e.g., APIs, payments).

Management tools & workflows

- Use of project-management tools (e.g., Trello, Asana, Notion) for clear progress visibility.
- Agile methodology: short sprints, continuous evaluation, and ongoing improvement.
- Transparent communication between teams, with weekly reports and milestones.

In this way, Market.gr operates as a flexible and well-organized structure, ready to scale as the platform grows.

Automation strategy

We propose that the platform be built from the start with automations that ensure functionality and scalability, reducing human error and saving time. Examples include:

- Automatic onboarding of new stores.
- Daily XML validation for e-shop feeds to ensure accuracy and compatibility.
- Automatic product import and updates into the database.
- Partner billing based on clicks and their selected packages.
- Payments via cards, PayPal, and other secure methods.
- Automatic invoicing and document delivery to partners.
- Self-monitoring mechanisms (e.g., alerts in case of errors).
- Automated email, SMS, and message updates for customers and partners.

In this way, Market.gr can operate smoothly, with low operational costs, consistent quality, and immediate scalability.

Market overview

Competitive analysis – Weaknesses

- **Skroutz**: Although dominant in the market, it is marked by excessive complexity and an “aggressive” strategy. Its ecosystem is overloaded, difficult for the average user, and extremely expensive for partners. Over time, it has lost the simplicity and usability consumers are looking for.
- **Shopflix**: A project that started strong but never developed a clear character or identity. Despite not offering low pricing, it still gives the impression of a “cheap” solution with no personality or differentiation. It feels like an impersonal tool with no community and no long-term vision.
- **BestPrice**: Reliable in terms of functionality, but it hasn’t left a memorable “footprint” in the consumer’s mind. It’s hard to recall as a brand — it operates subconsciously without momentum, loyalty, or emotional connection.
- **Other smaller projects** (totos.gr, find.gr, hobbymarket.gr, directmarket.gr): They lack strategy, technology, and brand identity. They have insufficient budgets, no unified vision, and inadequate technical infrastructure to inspire trust or gain meaningful market share.

Successful marketplace case studies

1. Vinted (Lithuania)

Vinted, a marketplace for second-hand branded items, reached a €1 billion valuation in 2019 and is now estimated at around €5 billion. (Wikipedia)

- In 2023, it became profitable for the first time, with €18 million net profit, a 61% increase in revenue to €596 million, and pre-tax earnings tripling to €95 million. *(Financial Times)*
- Its success is partly due to the fact that it does **not charge commission to sellers** — a strategy that effectively expands its market. *(Financial Times)*

2. Letgo (Europe / USA)

It became a unicorn with a valuation exceeding $1 billion after receiving investments between $100M and $500M within a few months. *(Wikipedia)*

- It launched with zero fees, focusing on rapid market penetration and strong brand awareness.

3. Carousell (Asia)

A startup from Singapore, valued at $1.1 billion after a $100M funding round. *(The Wall Street Journal, Wikipedia)*

4. Motorway (UK, Used Car Marketplace)

It became a unicorn with a valuation above £1 billion after securing £190 million in funding and surpassing £2.2 billion in annual sales growth. *(Wikipedia)*

5. HomeToGo (Germany, Vacation Rentals)

It was valued at approximately €1.2 billion during its listing on the Frankfurt Stock Exchange. *(Wikipedia)*

6. Greek landscape (Skroutz, Viva Wallet)

Major Greek startups such as Skroutz and Viva Wallet have surpassed €1 billion in valuation, demonstrating strong potential in the local market. *(Elevate Greece)*

Conclusion & benchmarking insights

Marketplace examples such as Vinted, Letgo, Carousell, Motorway, and HomeToGo show that the model remains highly attractive to investors, with valuations exceeding €1 billion when strong growth strategy, scalability, and transparent revenue models are in place. In Greece, cases like Skroutz and Viva Wallet demonstrate that the local market has the potential for major success stories.

For Market.gr, however, it is essential that the plan, strategy, and execution mature before being presented to the wider public. The market does not tolerate experiments, trial-and-error, or amateur approaches — consumers are already cautious and skeptical. We need a holistic solution that is stable, reliable, and capable of building long-term trust.

Conclusion: The competitive landscape shows a clear need for a marketplace that is simple, fair, clearly defined, and built on a sustainable collaboration model. Market.gr aims to fill this gap by combining technology, transparency, and genuine character in a way that is currently missing from the Greek market.

The e-commerce market in Greece & the framework for Market.gr

Market size & definitions (TAM)

- **B2C physical products (products-only):** estimates for 2024 range from ~US$8.8 billion (ECDB) to ~US$14.3 billion (other analysts) due to methodological differences; a practical reference range is €8–13 billion. (ECDB, Verified Market Research)
- **Total e-commerce (products + services/travel):** ~US$31.9 billion GMV in 2024, with a projected US$40.7 billion by 2028 (CAGR ~6.3%). (Business Wire)

Penetration & consumer behavior

- **Share of citizens who made an online purchase (2024):** ~65% in Greece, +35 pp since 2014 (Eurostat). The EU overall stands at 77%. (Trading Economics, European Commission)
- **Mobile as the primary channel:** an estimated ~65% of transactions are made via smartphone. (Mordor Intelligence)

Supply structure (fragmentation)

- ≥20,000 Greek businesses have an organized digital sales channel; the ecosystem remains highly fragmented (SMEs). (ECONOMIA.GR)

Macro trends

- Southern Europe (including Greece) maintains a positive, structural e-commerce growth rate despite demand deflation in the rest of Europe. (Insider)
- The digital maturity of SMEs is rising (+17% in the relevant index from 2022→2024), creating a larger “supply” of online stores. (aueb.gr)

Why Market.gr now

Market gap: For consumers, there is no neutral aggregator with Google-style search that connects Greek e-shops with transparent pricing and direct navigation to the store (no cart). For e-shops, there is no low-cost demand channel that reduces CAC compared to performance ads and competes with cross-border platforms. (The strong cross-border flow — Temu/Shein — intensifies the need for a Greek discovery hub.) (Ecommerce News)

Market.gr revenue model:
Merchant subscriptions (tiered SaaS) + CPC/CPA out-clicks + promoted placements / brand shelves.
No checkout → low regulatory complexity & fast scalability.

Target market & share (TAM/SAM/SOM)

- **TAM (GR, products-only 2025):** guidance ~€10 billion (mid-range). Assuming 8% CAGR → ~€14.7 billion in 5 years. (Based on ECDB and alternative analyses, aligned with growth momentum reflected in sources) (ECDB, Verified Market Research)
- **SAM (Phase 1 categories for Market.gr):** Electronics, Fashion, Home — estimated at ~60% of TAM → ~€6.0 billion (2025). (Fashion consistently ranks among the top online categories) (ecommercedb.com)

SOM scenarios & revenue (Year 5)
Assumptions: TAM('30)=€14.7 billion, blended take-rate for Market.gr at 2.5% (subscriptions + CPC/CPA), no basket.

Scenarios	SOM within TAM	GMV through Market.gr	Revenue (2,5%)
Conservative	**0,5%**	€73,5M	**€1,84M**
Base	**2,0%**	€294M	**€7,35M**
Enhanced	**3,5%**	€514,5M	**€12,86M**

Small unit economics (tergets)

- **Average AOV in the ecosystem:** €60–€120 (electronics/fashion/home).
- **Blended take-rate target:** 2.0–3.0% of GMV (subscription + CPC/CPA).
- **Merchant CAC (payback <2 months):** €40–€70 with early-bird offers & bundling with Cron Courier.
- **Merchant LTV (12m):** €300–€600 (depending on tier & traffic share).

Competitive landscape & differentiation

- Against marketplaces/metashops: Market.gr operates as an aggregator/traffic engine (no checkout), fully aligned with e-shops rather than competing with them.
- Against cross-border discounters: it focuses on speed/proximity, Greek SLAs, and high-quality search with real-time filters from store XML/feeds.

Note on market size figures

Differences between sources (ECDB, ResearchAndMarkets, etc.) are due to varying definitions (physical-products only vs. products+services/travel) and exchange-rate assumptions. For Market.gr’s financial planning, a dual-base approach is recommended (products-only & total GMV) with a 20–30% sensitivity range. (ECDB, Verified Market Research, Business Wire)

Financial Planning (Οικονομικός Σχεδιασμός)

The financial strategy of Market.gr is based on a rational allocation of resources across development, marketing, and stable operations, with the goal of sustainability and rapid profitability.

Budget Branding & Setup

- Creation of brand identity (logo, guidelines, visual identity).
- UX/UI development aligned with the branding.
- Estimated cost: to be defined through collaboration with a creative agency.

Budget for Product & Technology Development

- Platform implementation (backend, frontend, database).
- Integration of AI features (search, grouping, suggestions).
- Security infrastructure, hosting, and automations.
- Estimated cost: to be determined based on technical proposals and the MVP development plan.

Marketing Budget

- Launch campaign strategy (social media, digital ads).
- B2B communication (e-shop presentations, offers for new partners).
- B2C communication (transparency campaigns, seasonal promotions).
- Estimated cost: to be defined after a media plan and test campaigns.

Memberships Revenue / Profitability Outlook

- Revenue based on redirections instead of commissions.
- Multiple package tiers (free, basic, premium).
- Additional revenue from placements, marketing tools, support services, and brand-management offerings.
- Profitability outlook: to be validated through a financial model and sensitivity analysis.
- New categories / new products (Supermarkets, Pharmacies, Food/delivery, refurbished, second-hand, etc.)

Valuation & Objectives

- Goal: to attract funding for the launch and growth of Market.gr.
- Valuation: requires a financial study based on comparable projects in Greece and internationally.
- Strategic objective: break-even within 18–24 months, with gradual market-share expansion.

In short, Financial Planning is the domain where specific data points (proposals, media plans, benchmarks) are needed to build a complete model. We have the strategy and the framework, but the exact amounts must be defined in collaboration with external partners (financial advisors, agencies, developers).

Financial Planning – Summary

Category	Indicative Actions	Estimated Cost / Revenue	Notes Next Steps
Branding & Setup	Logo, guidelines, UX/UI design, visual identity	TBD (with creative agency)	Required agency proposal for accurate budgeting
Product & Technology Development	Backend, frontend, database, AI search, hosting, automations	TBD (with technical proposal)	Define MVP cost & roadmap
Marketing	Social media campaigns, digital ads, B2B/B2C outreach, seasonal offers	TBD (with media plan)	Run test campaigns for optimal allocation
Operational Expenses	Support team, admin, legal & accounting partnerships	TBD	Gradual integration by project phase
Memberships Revenue	Redirection-based model, subscription tiers, promoted placements & marketing tools	Target: Break-even in 18–24 months	Requires sensitivity analysis for revenue scenarios
Valuation	Goal: attract funding & enable scaling	TBD (via benchmarking)	Comparative study with international projects

Initial capital estimation

Top Prep Items

Category	Amount (€)	
Board Setup	20.000,00 €	
Initial Legal/Accounting	5.000,00 €	**23.000,00 €**

Prep (8 months)

Category	Amount (€)	
Market Research	5.000,00 €	
Company Registration	5.000,00 €	
Mockups & Prototypes	1.000,00 €	
Demo Build (Blueprint)	5.000,00 €	
Database/AI/ IT Development	150.000,00 €	
Automations (n8n/API/etc)	50.000,00 €	
Branding/Book/ Microsite	20.000,00 €	
Marketing B2B Setup	5.000,00 €	
Marketing B2C Setup	5.000,00 €	
Office Space & Equipment	100.000,00 €	
Various	81.000,00 €	**427.000 – 533.000€** (+~25%)

Opex (Monthly & 4m)

Category	Monthly (€)	4 months (€)	
People (9-10 staff)	25.000,00 €	100.000,00 €	
Office Rent	2.000,00 €	8.000,00 €	
Tech/Servers/Tools	5.000,00 €	20.000,00 €	
Miscellaneous/Other	5.000,00 €	20.000,00 €	**148.000 – 251.000€** (+~70%)

Summary Totals

Category	Total (€)
Board + Legal (Top)	25.000,00 €
Prep Block (8 months)	427.000,00 €
Opex 4 months (People + Rent +Tech + Misc)	148.000,00 €
Marketing Campaigns 4 months (100k/mo)	400.000,00 €
GRAND TOTAL (12 months)	**1.000.000,00 €**

Monthly Timeline (12m)

Month	Phase	**Fixed** (One-off)	**Opex** (Monthly)	**Marketing** Camp.	Total Cost	
M1	Prep	132.500,00 €	0,00 €	0,00 €	132.500,00 €	
M2	Prep	2.500,00 €	0,00 €	0,00 €	2.500,00 €	
M3	Prep	16.000,00 €	0,00 €	0,00 €	16.000,00 €	
M4	Prep	17.000,00 €	0,00 €	0,00 €	17.000,00 €	168.000,00 €
M5	Prep	96.000,00 €	0,00 €	0,00 €	96.000,00 €	
M6	Prep	106.000,00 €	0,00 €	0,00 €	106.000,00 €	
M7	Prep	40.000,00 €	0,00 €	0,00 €	40.000,00 €	
M8	Prep	42.000,00 €	0,00 €	0,00 €	42.000,00 €	284.000,00 €
M9	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	
M10	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	
M11	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	
M12	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	548.000,00 €
						1.000.000 € - 1.200.000 €

Roadmap / Estimated Timeline

Initial Steps Roadmap for Cost Assessment

1. **Definition of Scope and Core Features**
    - What the platform does (e.g., search across e-shop products, redirect without checkout)
    - What the core functions are (e.g., search engine, XML parsing, admin panel, user login, B2B access)
    - User types (visitor, member, admin, B2B client)

2. **Technical Requirements Mapping**
    - Which technologies will be used (e.g., Bolt.new, Netlify, Supabase, n8n)
    - Whether it will run on a server or be serverless
    - How XML feeds will be integrated (reading, parsing, indexing)
    - How connections with e-shops and couriers will work (e.g., Cron Courier API)

3. **Wireframes / Mockups (UI/UX sketches)**
    - Design of core pages (Home, Search Results, Product Page, E-shop Page, etc.)
    - Definition of branding tools (logo, fonts, colors)

4. **Data Volume & Automation Requirements**
    - How many e-shops will initially connect (~50–200)
    - Number of products per feed (~100–10,000 per shop)
    - Cost analysis of parsing, indexing & update jobs (e.g., via n8n cron jobs or AWS Lambdas)

5. **Human Resource / Workload Estimation**
    - Web development hours for initial implementation
    - Design/UX (logo, UI/UX screens)
    - DevOps or hosting setup
    - Project management and testing

6. **Infrastructure & Operational Cost Estimation**
    - Hosting, APIs, external tools (e.g., Algolia, Supabase, Cloudinary, etc.)
    - Domains, SSL, backups, analytics, affiliate tracking tools

7. **Initial Budget Estimate & Implementation Phases**
    - Possible phase breakdown: MVP → Pilot → Scale
    - Cost estimation per phase

18-Month Scaling Scenarios

The following diagrams outline three 18-month scaling scenarios (conservative, base, aggressive) targeting €400,000 in monthly revenue. The revenue assumption is based on ~1,000 active customers out of a total pool of ~8,000 e-shops. We adopt a 20-60-20 contribution distribution: 20% of customers are expected to perform above average (+30–50%), 60% around the average, and 20% below average (−30–50%). Revenue ramp-up varies across scenarios, while the first months include increased one-off and advertising expenses.

To convert gross revenue to net revenue, VAT is deducted where applicable (e.g., if the €400k includes 24% VAT, net pre-VAT revenue is ~€322.6k), followed by corporate income tax applied to the resulting profit (according to the applicable tax rate).

Scenario	Total Cost (18m, €)	Total Revenue (18m, €)	External Cash Needed (€, min)	Peak Run. Deficit Bef. Inject (€, max)	Breakeven Month
S1_**Conservative**	1.222.000,00 €	2.440.000,00 €	763.000,00 €	137.000,00 €	M12-15
S2_**Base**	1.222.000,00 €	3.220.000,00 €	489.000,00 €	132.500,00 €	M10-13
S3_**Aggressive**	1.222.000,00 €	3.660.000,00 €	452.000,00 €	132.500,00 €	M9-12

18-Month___S1_Conservative

Month	Phase	Fixed (Prep/ One-off)	Opex (Month)	Ads (Month)	Total Cost	Revenue	Net Cash (Month)	Ext. Cash Injected	Cum/ve Cash (After Inject)
M1	Prep	132.500,00 €	0,00 €	0,00 €	132.500,00 €	0,00 €	-132.500,00 €	132.500,00 €	0,00 €
M2	Prep	2.500,00 €	0,00 €	0,00 €	2.500,00 €	0,00 €	-2.500,00 €	2.500,00 €	0,00 €
M3	Prep	16.000,00 €	0,00 €	0,00 €	16.000,00 €	0,00 €	-16.000,00 €	16.000,00 €	0,00 €
M4	Prep	17.000,00 €	0,00 €	0,00 €	17.000,00 €	0,00 €	-17.000,00 €	17.000,00 €	0,00 €
M5	Prep	96.000,00 €	0,00 €	0,00 €	96.000,00 €	0,00 €	-96.000,00 €	96.000,00 €	0,00 €
M6	Prep	106.000,00 €	0,00 €	0,00 €	106.000,00 €	0,00 €	-106.000,00 €	106.000,00 €	0,00 €
M7	Prep	40.000,00 €	0,00 €	0,00 €	40.000,00 €	0,00 €	-40.000,00 €	40.000,00 €	0,00 €
M8	Prep	42.000,00 €	0,00 €	0,00 €	42.000,00 €	0,00 €	-42.000,00 €	42.000,00 €	0,00 €
M9	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	0,00 €	-137.000,00 €	137.000,00 €	0,00 €
M10	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	0,00 €	-137.000,00 €	137.000,00 €	0,00 €
M11	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	100.000,00 €	-37.000,00 €	37.000,00 €	0,00 €
M12	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	200.000,00 €	63.000,00 €	0,00 €	63.000,00 €
M13	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	240.000,00 €	203.000,00 €	0,00 €	266.000,00 €
M14	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	300.000,00 €	263.000,00 €	0,00 €	529.000,00 €
M15	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	892.000,00 €
M16	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.255.000,00 €
M17	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.618.000,00 €
M18	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.981.000,00 €

18-Month___S2_Base

Month	Phase	Fixed (Prep/ One-off)	Opex (Month)	Ads (Month)	Total Cost	Revenue	Net Cash (Month)	Ext. Cash Injected	Cum/ve Cash (After Inject)
M1	Prep	132.500,00 €	0,00 €	0,00 €	132.500,00 €	0,00 €	-132.500,00 €	132.500,00 €	0,00 €
M2	Prep	2.500,00 €	0,00 €	0,00 €	2.500,00 €	0,00 €	-2.500,00 €	2.500,00 €	0,00 €
M3	Prep	16.000,00 €	0,00 €	0,00 €	16.000,00 €	0,00 €	-16.000,00 €	16.000,00 €	0,00 €
M4	Prep	17.000,00 €	0,00 €	0,00 €	17.000,00 €	0,00 €	-17.000,00 €	17.000,00 €	0,00 €
M5	Prep	96.000,00 €	0,00 €	0,00 €	96.000,00 €	0,00 €	-96.000,00 €	96.000,00 €	0,00 €
M6	Prep	106.000,00 €	0,00 €	0,00 €	106.000,00 €	0,00 €	-106.000,00 €	106.000,00 €	0,00 €
M7	Prep	40.000,00 €	0,00 €	0,00 €	40.000,00 €	0,00 €	-40.000,00 €	40.000,00 €	0,00 €
M8	Prep	42.000,00 €	0,00 €	0,00 €	42.000,00 €	0,00 €	-42.000,00 €	42.000,00 €	0,00 €
M9	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	100.000,00 €	-37.000,00 €	37.000,00 €	0,00 €
M10	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	160.000,00 €	23.000,00 €	0,00 €	23.000,00 €
M11	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	240.000,00 €	103.000,00 €	0,00 €	126.000,00 €
M12	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	320.000,00 €	183.000,00 €	0,00 €	309.000,00 €
M13	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	672.000,00 €
M14	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.035.000,00 €
M15	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.398.000,00 €
M16	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.761.000,00 €
M17	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	2.124.000,00 €
M18	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	2.487.000,00 €

18-Month___S3_Aggressive

Month	Phase	Fixed (Prep/ One-off)	Opex (Month)	Ads (Month)	Total Cost	Revenue	Net Cash (Month)	Ext. Cash Injected	Cum/ve Cash (After Inject)
M1	Prep	132.500,00 €	0,00 €	0,00 €	132.500,00 €	0,00 €	-132.500,00 €	132.500,00 €	0,00 €
M2	Prep	2.500,00 €	0,00 €	0,00 €	2.500,00 €	0,00 €	-2.500,00 €	2.500,00 €	0,00 €
M3	Prep	16.000,00 €	0,00 €	0,00 €	16.000,00 €	0,00 €	-16.000,00 €	16.000,00 €	0,00 €
M4	Prep	17.000,00 €	0,00 €	0,00 €	17.000,00 €	0,00 €	-17.000,00 €	17.000,00 €	0,00 €
M5	Prep	96.000,00 €	0,00 €	0,00 €	96.000,00 €	0,00 €	-96.000,00 €	96.000,00 €	0,00 €
M6	Prep	106.000,00 €	0,00 €	0,00 €	106.000,00 €	0,00 €	-106.000,00 €	106.000,00 €	0,00 €
M7	Prep	40.000,00 €	0,00 €	0,00 €	40.000,00 €	0,00 €	-40.000,00 €	40.000,00 €	0,00 €
M8	Prep	42.000,00 €	0,00 €	0,00 €	42.000,00 €	0,00 €	-42.000,00 €	42.000,00 €	0,00 €
M9	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	200.000,00 €	63.000,00 €	0,00 €	63.000,00 €
M10	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	300.000,00 €	163.000,00 €	0,00 €	226.000,00 €
M11	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	360.000,00 €	223.000,00 €	0,00 €	449.000,00 €
M12	Operation	0,00 €	37.000,00 €	100.000,00 €	137.000,00 €	400.000,00 €	263.000,00 €	0,00 €	712.000,00 €
M13	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.075.000,00 €
M14	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.438.000,00 €
M15	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	1.801.000,00 €
M16	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	2.164.000,00 €
M17	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	2.527.000,00 €
M18	Operation	0,00 €	37.000,00 €	0,00 €	37.000,00 €	400.000,00 €	363.000,00 €	0,00 €	2.890.000,00 €