



The Pitch in Key Numbers

REDEFINING HOW THE WORLD FINDS PRODUCTS

A thoughtful view of the journey ahead, the milestones that will define Market.gr's evolution, the resources required, and the momentum needed to transform a clear vision into a living experience, one that begins to reshape how digital markets work today.



What is Market.gr?

Market.gr is a thin, intelligent search layer that sits above every e-shop and private seller, helping people find exactly what they want quickly, simply, and without the complexity of a traditional marketplace.



Problem worth solving

Online shopping is fragmented and frustrating, with thousands of e-shops scattered and no simple way to compare or discover products.

Visibility is expensive for merchants, confusing for users, and private sellers are almost invisible, and the market lacks fairness, clarity, and a single intelligent entry point.



Our solution

Market.gr creates a unified, intelligent entry point to the market with a simple AI search and a conversational experience that instantly finds products from all e-shops and private sellers. It brings a fresh, clean design, free from the inefficiencies and high costs of big players and without the mistakes of smaller ones, and operates with no percentage taken from sales, offering a fair and transparent digital marketplace for everyone.

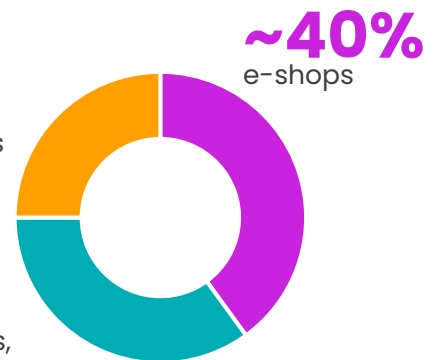
The Market



~25%
Marketplaces

~35%

Super Markets, Cross-borders market, classified



The competitors

skroutz

~€38M

BEST PRICE
.GR

~4M

SHOPFLIX.GR

~600K

Snif

~400K

market

Initial estimation

~8M+

Funding needed



€1.200.000

Funding will be used for



Building the MVP, beta launch, and full platform



Technical services, servers, and essential equipment



Branding, marketing, and early communication



Recruiting core teams



Office setup and operational infrastructure



Three months of operating costs

Estimated 5-Year Valuation



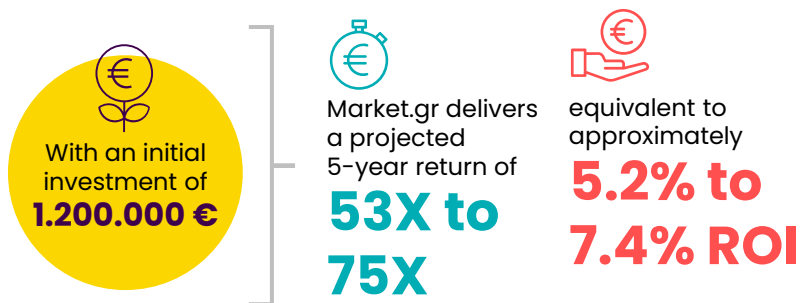
Market.gr is projected to reach €8–9M in annual revenue by year five,

based on stable monthly performance of €500–600k in revenue and €300–400k in operating cost after the break-even point at 18–20 months.

With strong margins and a highly scalable **AI-driven marketplace model**, the platform fits international benchmarks that value comparable businesses at 8X–10X their projected revenue. This places the five-year valuation of Market.gr in the range of approximately

€64M–€90M

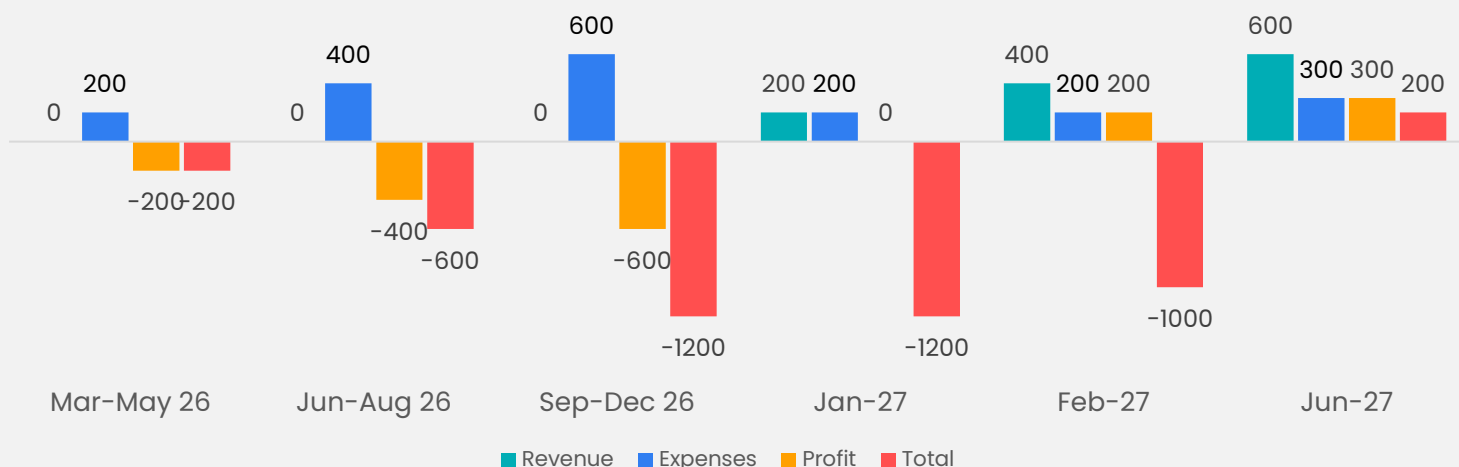
ROI Projection (5 Years)



Milestones — How Market.gr Will Be Built



Financial Projections



The financial projections are indicative estimates based on proportional calculations using known cost benchmarks such as Google Ads, salaries, operational expenses etc. The projected traffic is modeled using competitor performance, expected rerouting sources, and potential risk scenarios that may influence the project's trajectory.

The detailed costs and the specific scenarios used in this estimation are included in the full project presentation for further analysis.