

The logo for 'Market' features the word in a lowercase, rounded sans-serif font. The letters are color-coded: 'm' is red, 'a' is orange, 'r' is yellow, 'k' is teal, 'e' is blue, and 't' is purple. The 'm' is stylized to form a heart shape.

The heart of the market

B2C

The market has become complicated.

Too many voices, too many offers, too many promises.

Everyone is trying to find what's real, what's quality, and what's fair — but the picture is often blurry.

Trust is lost easily, and that makes choices harder than they should be.

B2B

Businesses are trying to stay afloat in an environment filled with rules, costs, and constantly changing platforms.

Promotion and growth feel like a complex equation, often unfair, expensive, and exhausting.

When everything requires effort just to be seen, the true essence of the market gets lost.

B2C

Market.gr brings a clear, reliable lens to the market.

An intelligent, AI-assisted platform that doesn't decide "who gets shown."

No filters, no noise, no bias.

So everyone can see the true picture — simple, quiet, fair.

B2B

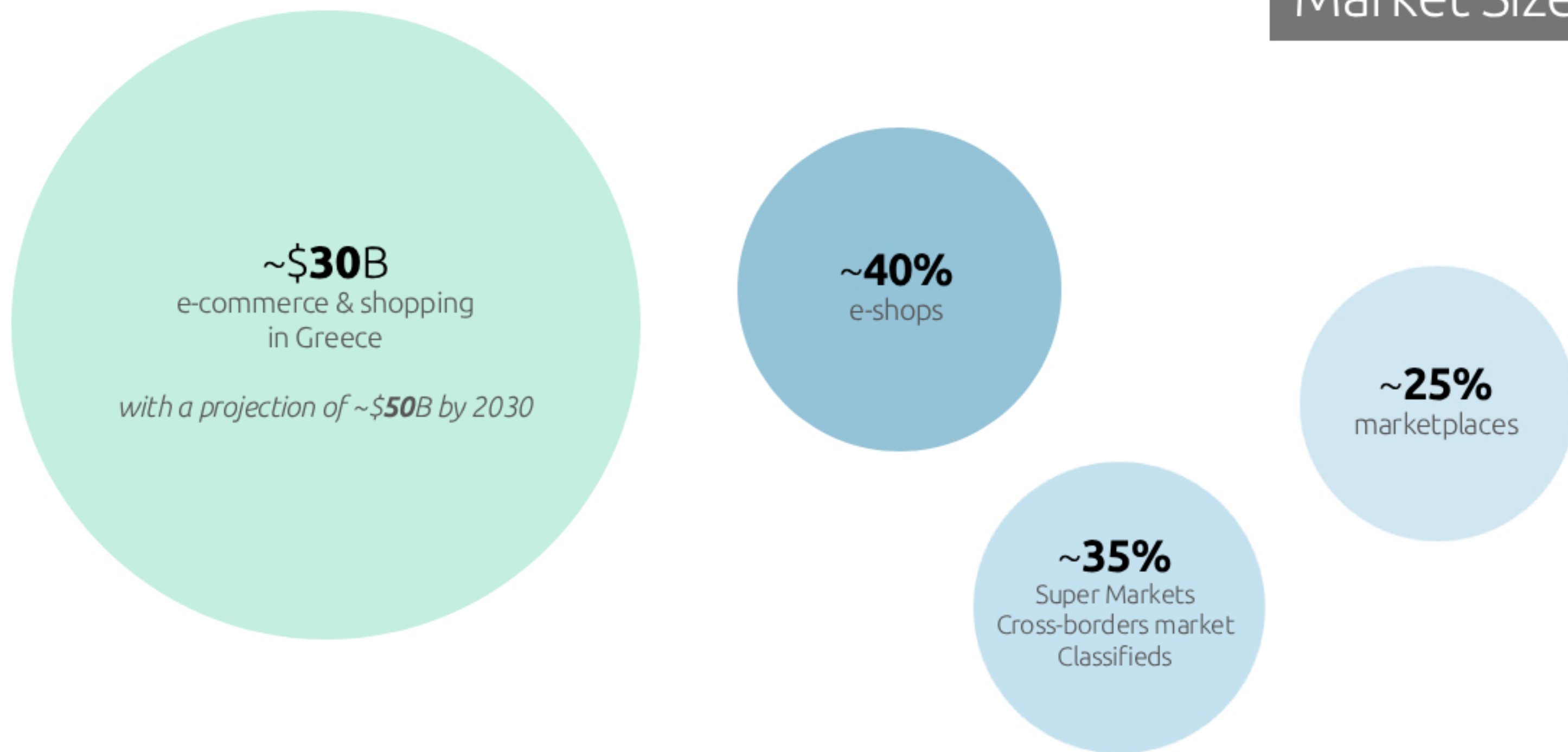
An environment of transparency and true equality.

A fair, transparent environment where everyone has a place and no one needs to "buy" visibility.

With clear terms, low fees, and a model that respects the effort of every professional.

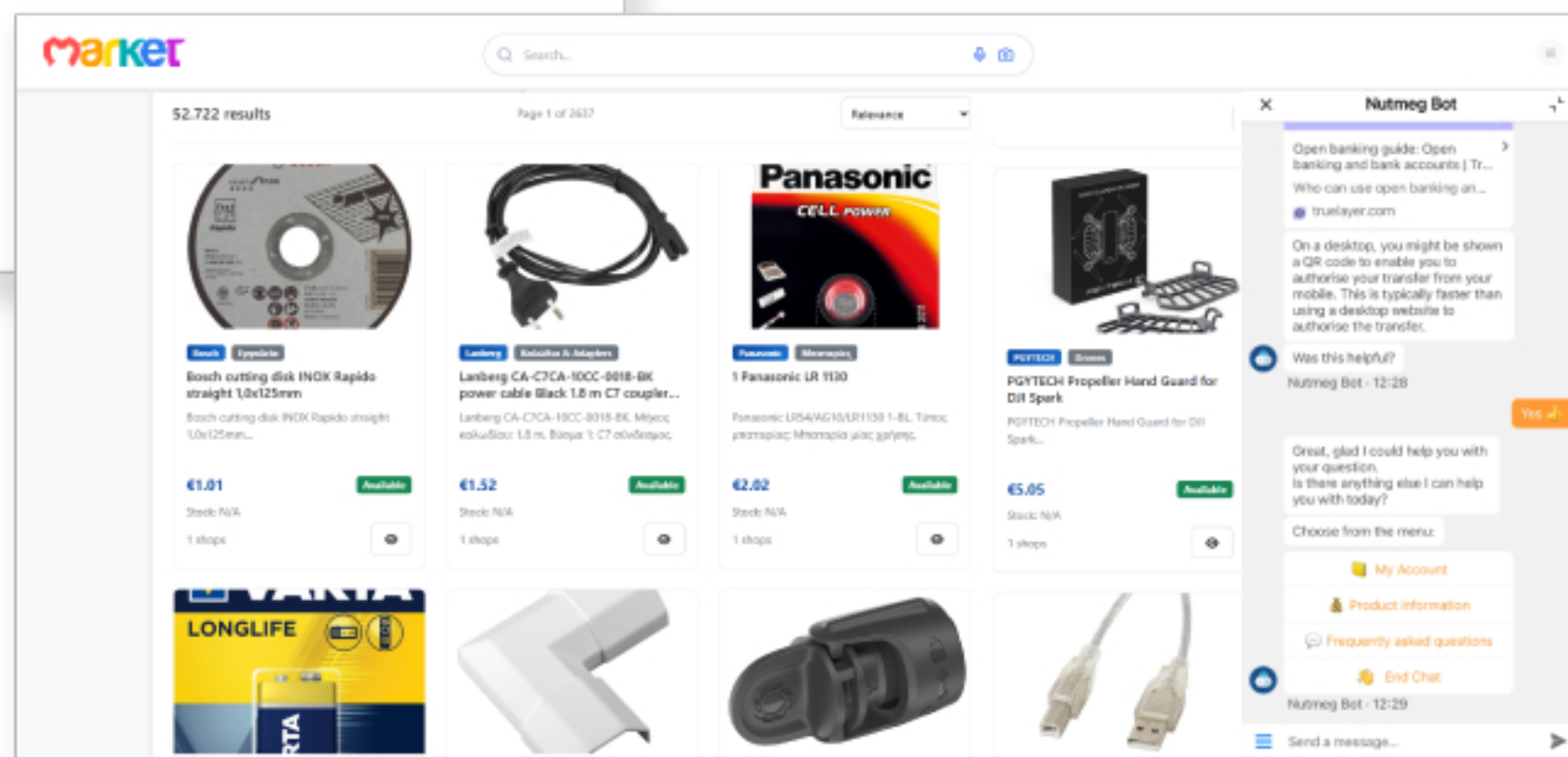
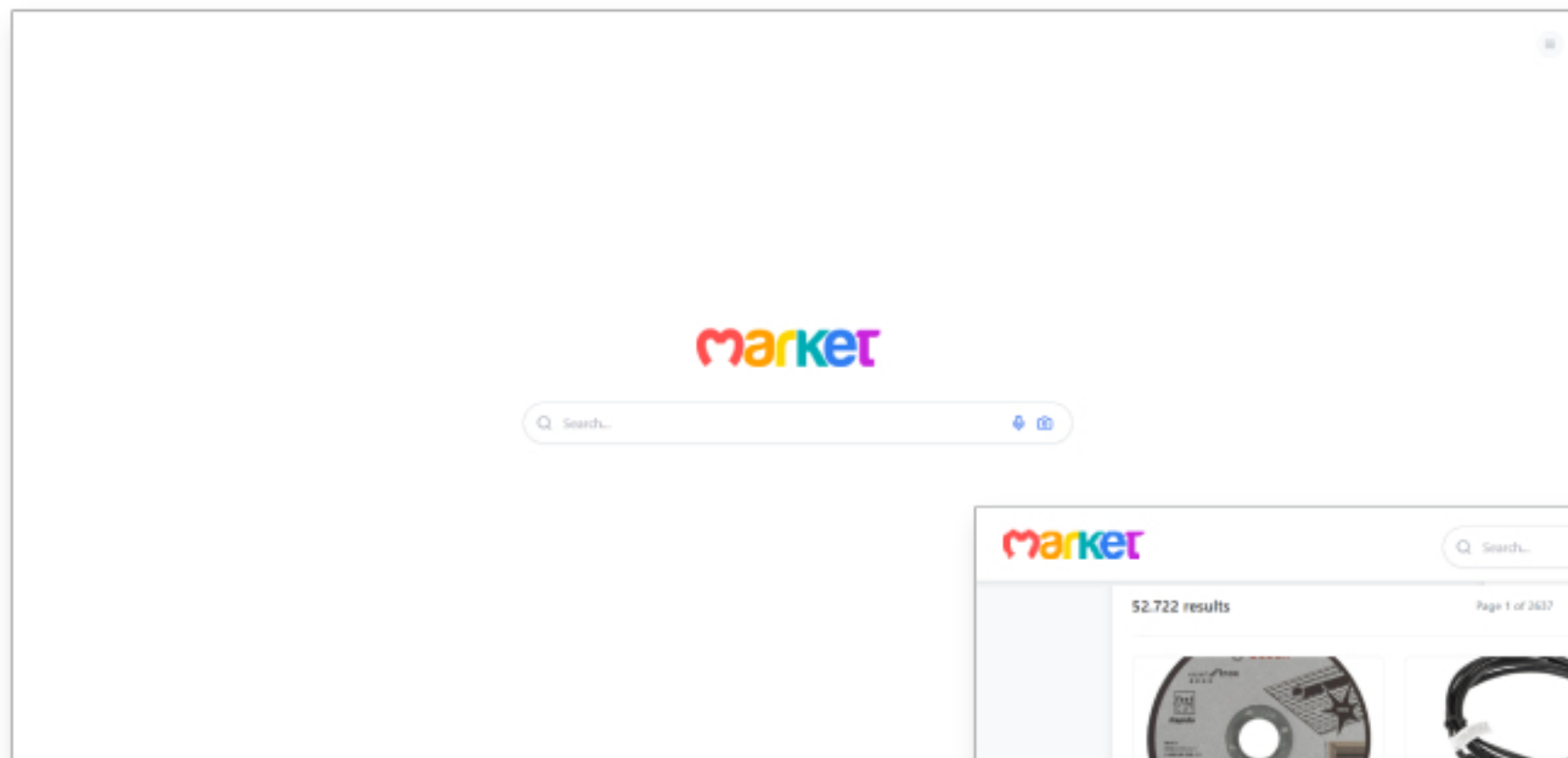
Because the market can operate simply, honestly, and for everyone's benefit.

- The country's two largest marketplaces (Skroutz and BestPrice) show a clear decline in traffic over the past 12 months, with drops ranging between –20% and –30%.
- The third-largest marketplace (Shopflix) is growing at around +15%, but absolute numbers remain low at roughly 0.6M visits/month, far behind the first two.
- Independent e-shops (Plaisio, Kotsovolos, Public) are maintaining or increasing their organic traffic — with Kotsovolos showing the strongest rise (+25%) — indicating that consumers increasingly trust brands directly rather than intermediaries.
- Smaller players like Snif, Find, and Totos show large fluctuations — from sharp growth to significant decline — a sign that users are exploring alternatives but without stability or loyalty yet.
- Organic traffic is decreasing, while paid traffic remains low or inconsistent — suggesting that marketplaces are not being boosted by advertising but are instead burning through user trust.
- Overall, the market shows fatigue toward traditional marketplaces and a clear search for new, cleaner models — more transparent, more objective, and more reliable.



The above distribution is **an estimate based on comparative data and market trends**, as no officially published sources provide precise visibility into how e-commerce is divided across these three specific categories.

(Sources: International Trade Administration, Mordor Intelligence, Verified Market Research, ELSTAT, Hellenic Competition Commission)



Market.gr features a clean, minimal design with the search bar at the center. Results appear across categories and products, while filters and suggestions are handled through natural conversation with the AI — either typed or via voice. With a free account, users can access their profile and search history from any device: mobile, desktop, or web.



Transparency and simplicity. Each e-shop pays only for real clicks that lead directly to its own site — with no commissions, no intermediaries, and no ranking manipulation. For users, the platform remains completely free, while value is created through unbiased visibility and intelligent AI-driven matching between products and purchase intent.

B2C

Visitor acquisition

We build trust, recognition, and steady traffic.

- Social & Digital campaigns

A strong presence on Facebook, Instagram, TikTok, X, and Google Ads with targeted campaigns.

- Experience & communication

A clear message, real prices, and direct purchasing from the source, without clickbait.

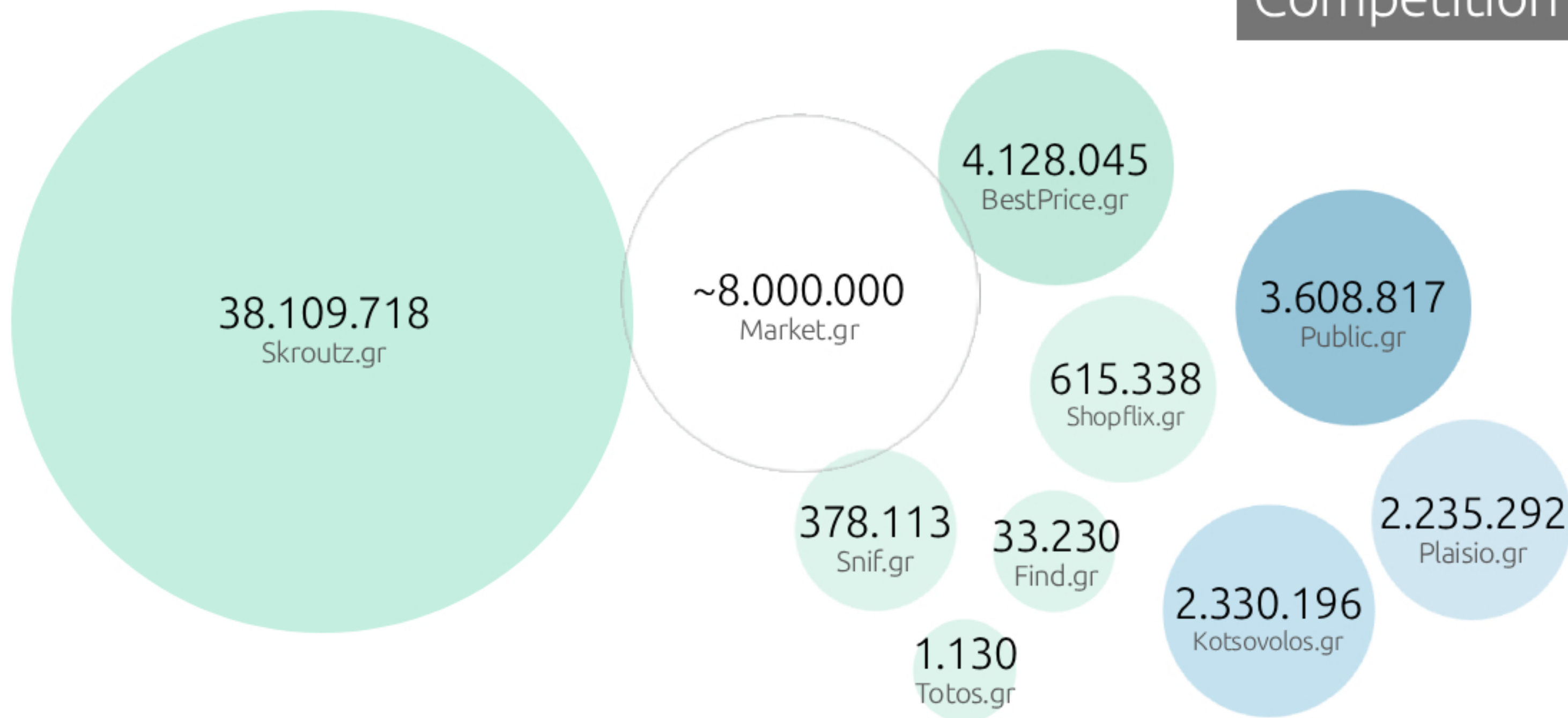
- Community & value

Blog content, tips, and guides that make Market.gr a daily tool for consumers.

B2B

Partner acquisition (e-shops) & Early-Bird offers

- Targeting 8,000+ Greek e-shops with a fair, simple, no-risk alternative.
- 3 months free (1 trial + 2 launch months). A 50% discount for those who publicly showcase their partnership with Market.gr.



Average monthly traffic for the period **October 2024 - September 2025**.
Projection for Market.gr's trajectory after the first funding round.

Sources:  SEMRUSH  similarweb

A new philosophy in search

Absolute simplicity and speed
AI and personalization
AI suggestions / corrections
No filters

A new philosophy of entrepreneurship

Greek identity with a European vision
Transparency and trust
An honest commercial philosophy
A long trial period
The marketplace of marketplaces

Low-cost business model

Low operational cost
Low fees
Zero-commission model



- High capital efficiency: every **€1 generates ~€6** in annual revenue.
- **Low operational cost:** fully automated, with no logistics or warehouses.
- Stable monthly margin: **~66% net operating margin.**
- Second-round objective: consolidation in the Greek market and advanced AI upgrades.