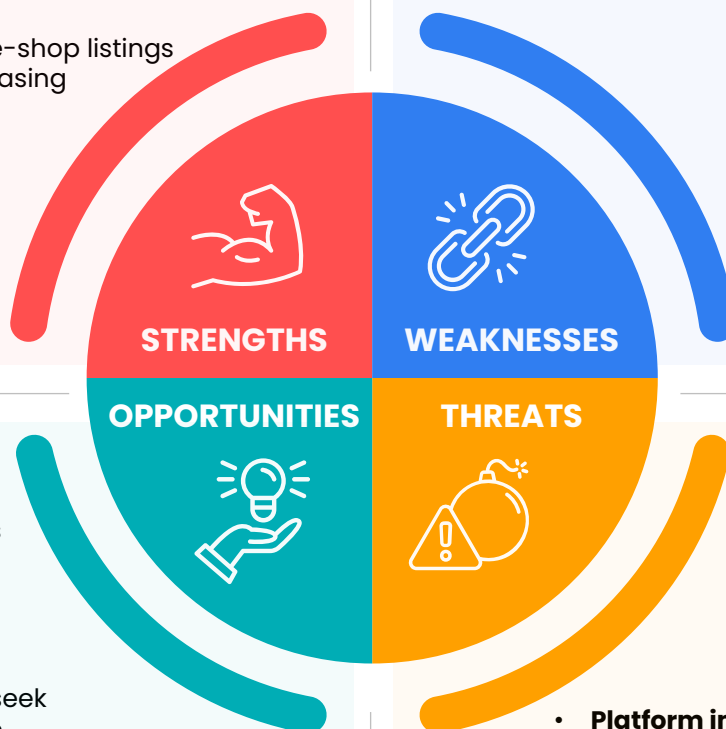


- **Unique business model:**
No percentage taken from sales, offering a fair and predictable system for merchants.
- **AI-first platform:**
Conversational AI search and semantic product discovery reduce friction and outperform traditional filter-based systems.
- **Lightweight technology:**
Serverless architecture, low infrastructure cost, and high scalability.
- **Clear value for merchants:**
Low CPC, transparent pricing, and no hidden fees attract businesses frustrated by existing marketplaces.
- **Large accessible market:**
Direct access to over 8.000+ Greek e-shops creates immediate onboarding potential.
- **Dual supply model:**
Combines professional e-shop listings with private sellers, increasing product variety.
- **Brand positioning:**
Clean, calm, minimal interface differentiates Market.gr from overcrowded competitors.

- **Early-stage trust gap:**
Brand awareness is initially low compared to established players.
- **Complex data aggregation:**
Requires continuous updates of product feeds, prices, availability, and categories across thousands of e-shops.
- **AI dependency:**
Accuracy of natural-language search must constantly improve to maintain user satisfaction.
- **Merchant onboarding effort:**
Requires education and communication to explain the non-commission model to sellers.
- **Marketing-heavy lift:**
Achieving strong consumer adoption necessitates sustained investment.



- **Market fragmentation:**
With thousands of scattered e-shops, users need a unified entry point — Market.gr fills this gap.
- **Demand for fairness:**
Merchants increasingly seek alternatives to expensive, percentage-based platforms.
- **Regional expansion:**
The model can scale to Cyprus, Balkans, and Eastern Europe with minimal adaptation.
- **Shift to AI discovery:**
Global e-commerce is moving toward conversational and predictive search — Market.gr is aligned early.
- **White-label potential:**
Technology can be licensed or replicated for other markets or sectors.
- **Niche coverage:**
Ability to support categories underserved by existing marketplaces (local sellers, micro-brands, private sellers).
- **Better UX expectation:**
Consumers want cleaner, simpler shopping experiences than current platforms offer.

- **Strong incumbents:**
Established players with deep budgets (Skroutz, BestPrice) may react aggressively.
- **Platform imitation:**
Competitors may attempt to copy the AI search layer once Market.gr gains traction.
- **Advertising volatility:**
Rising acquisition costs may affect early user growth.
- **Feed inconsistencies:**
Poor-quality product feeds from merchants could impact search accuracy.
- **Economic instability:**
Merchant budgets for CPC or subscriptions may tighten during downturns.
- **Regulatory risks:**
Future EU marketplace regulations might add operational complexity.