

# Sve Tu Platforma - Investor Pitch Deck

## Executive Summary

**Sve Tu Platforma** (“Everything Here”) - Digital ecosystem for the Balkans combining marketplace, climate solutions, crypto payments, and green energy.

## Key Highlights

- **75% product ready** - Marketplace fully functional
- **€150M TAM** in Serbia alone, €1B+ across Balkans
- **Path to €10M ARR** within 3 years
- **First-mover advantage** in integrated marketplace+maps
- **4 revenue streams** with strong synergies

## Investment Ask

- **Amount:** €300K pre-seed
- **Valuation:** €2M pre-money (15% equity)
- **Use of funds:** Marketing (60%), Team (30%), Tech (10%)

## Problem & Solution

### The Problem

- **Fragmented digital services** across Balkans
- **No dominant marketplace** (Avito-like platform)
- **Limited crypto adoption** despite high interest
- **Energy crisis** driving demand for alternatives

### Our Solution

**One Platform, Multiple Solutions** 1. **Marketplace with integrated maps** - “Everything nearby”  
2. **Climate solutions** - B2B/B2C HVAC services 3. **Crypto payments** - Spend USDT in real stores 4. **Solar energy** - Green power generation

## Market Opportunity

### Total Addressable Market (TAM)

- **Serbia:** €150M (marketplace) + €50M (climate) + €20M (crypto)
- **Balkans (5 countries):** €1B+ combined
- **Growth:** 30%+ CAGR in e-commerce

### Market Timing

- Post-COVID digital acceleration
- Growing smartphone penetration (80%+)
- Increasing crypto adoption
- ESG/green energy trends

### Competition

- **Local:** Fragmented, no clear leader
- **International:** Not adapted to local needs
- **Our advantage:** Local expertise + modern tech

## Product & Traction

### Marketplace (svetu.rs) - **READY**

- **Full functionality:** Listings, maps, chat, reviews
- **Multi-language:** Auto-translation (sr/en/ru)
- **B2B storefronts:** CSV/XML import
- **Mobile-ready:** Progressive Web App
- **Scalable architecture:** Microservices, Docker

### Current Status

- **Development:** 75% complete (1 week to production)
- **Infrastructure:** Production-ready on svetu.rs
- **Missing:** Active users (cold start)

### Go-to-Market Ready

- Paid promotion system built
- SEO foundation in place
- Analytics integration ready

## Business Model

### Revenue Streams

1. **Marketplace** (70% of revenue)
  - Promoted listings: €5-50/listing
  - Premium accounts: €20-100/month
  - Transaction fees: 2-5%
2. **KlimaGrad** (20% of revenue)
  - Installation services: €200-500 margin/project
  - Maintenance contracts: €50-200/month
  - B2B projects: €5-50K/project
3. **Coin.SveTu** (5% of revenue)
  - Transaction fees: 1-2%
  - Partner commissions: 0.5-1%
4. **SolarPower** (5% of revenue)
  - Power Purchase Agreements
  - Installation services

## Financial Projections

### Revenue Forecast (Conservative)

Period	Users	MRR	ARR	Status
Month 3	5K	€5K	€60K	PMF validation
Month 6	20K	€20K	€240K	Scaling
Year 1	50K	€50K	€600K	Break-even
Year 2	200K	€200K	€2.4M	Profitable
Year 3	500K	€800K	€10M	Market leader

### Unit Economics

- **CAC:** €3-5 (target: <€3)

- **LTV:** €50-100
- **Payback period:** 2-3 months
- **Gross margin:** 70-80%

## Go-to-Market Strategy

### Phase 1: Launch & PMF (Months 1-3)

- Focus 100% on Belgrade
- Target young professionals (25-35)
- Digital marketing + PR
- Goal: 5K users, €5K MRR

### Phase 2: Scale (Months 4-12)

- Expand to Novi Sad, Niš
- Launch B2B features
- Add KlimaGrad pilot
- Goal: 50K users, €50K MRR

### Phase 3: Expand (Year 2)

- Enter Montenegro, Bosnia
- Full product suite
- Strategic partnerships
- Goal: 200K users, €200K MRR

## Team

### Current Team

- **CEO/Founder:** Product vision, strategy, 10+ years experience
- **CTO:** Full-stack development, DevOps
- **Advisors:** Industry experts in fintech, e-commerce

### Hiring Plan (with funding)

- **Month 1:** Marketing Manager
- **Month 2:** Sales Lead (B2B)
- **Month 3:** Customer Success
- **Month 6:** Country Managers

### Advisory Board

- Former executive from regional telco
- Successful marketplace founder
- Crypto/blockchain expert

## Competitive Advantages

1. **First-Mover Advantage**
  - First integrated marketplace + maps in Balkans
  - No dominant player to compete with
2. **Technical Excellence**
  - Modern tech stack (Go, React, PostgreSQL)
  - Scalable microservices architecture

- Ready for millions of users
3. **Local Expertise**
    - Deep understanding of Balkan markets
    - Multi-language support
    - Cultural adaptation
  4. **Ecosystem Approach**
    - Multiple revenue streams
    - Cross-selling opportunities
    - Network effects

## Investment Terms

### Pre-Seed Round

- **Target:** €300K
- **Valuation:** €2M pre-money
- **Equity:** 15%
- **Type:** SAFE note with 20% discount on next round
- **Timeline:** Closing in 4 weeks

### Use of Funds

- **60% Marketing:** User acquisition, PR, content
- **30% Team:** Key hires (marketing, sales)
- **10% Technology:** Infrastructure, security

### Expected Returns

- **Next round:** Seed (€1-2M) in 9-12 months at €10M+ valuation
- **Exit potential:** €100M+ within 5 years
- **Exit strategy:** Regional M&A or European strategic

## Milestones & KPIs

### Next 12 Months

- **Month 1:** Launch marketing, 1K users
- **Month 3:** Product-market fit, 5K users
- **Month 6:** €20K MRR, launch KlimaGrad
- **Month 9:** Expand to 2nd country
- **Month 12:** €50K MRR, ready for Seed

### Success Metrics

- User retention: >40% monthly
- NPS score: >50
- CAC/LTV ratio: >3x
- Gross margin: >70%

## Why Now?

### Market Timing

- Post-COVID digital transformation
- 80%+ smartphone penetration
- Growing disposable income
- EU integration driving standards

## Why This Team?

- Technical expertise proven
- Local market knowledge
- Execution track record
- Vision for regional leadership

## Why This Opportunity?

- **Large market:** €1B+ TAM
- **No dominant player:** Fragmented competition
- **Multiple moats:** Tech, brand, network effects
- **Expansion potential:** 7 countries, 20M+ people

## Ask & Next Steps

### We're Looking For

- **Smart money:** Investors with marketplace/platform experience
- **Regional connections:** Help with expansion
- **Strategic guidance:** Scaling and internationalization

### Investment Package Includes

- 15% equity stake
- Board observer seat
- Monthly updates
- Preferential rights in future rounds

### Next Steps

1. **Due diligence:** Full access to metrics, code, team
2. **Terms negotiation:** Flexible on structure
3. **Closing:** Target within 4 weeks

### Contact

- **Email:** investors@svetu.rs
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*“Building the digital future of the Balkans, where everything is truly here”*