Listx

RESELLING MADE EFFORTLESS



Try Pitch



Erki Kert

Co-founder

- Former Director of Financial Services at Bolt.
- Former co-founder and CEO of a global fintech company.
- Former Management Board Member at LHV Bank.
- Expertise in building B2B and B2C products with a global reach.



Priit Viru

Co-founder

- Former CEO and CFO of a successful global adtech company.
- Former Head of Financial Advisory Services at Deloitte.
- Strategic advisor to tech companies.
- Experience in building networks of supply and demand.



Aleksandr Žuikov

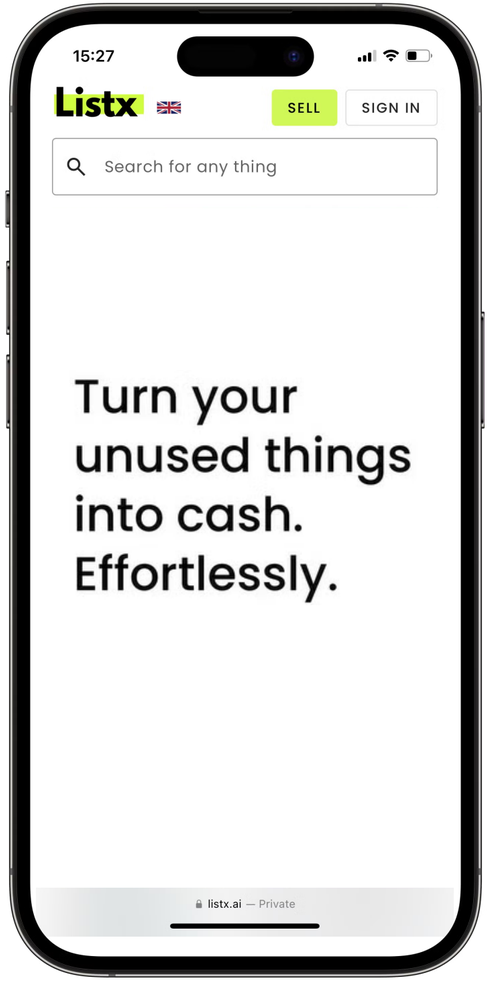
Co-founder

- 15 years of professional engineering experience, 10 years of leading agile teams.
- Expertise in building end-to-end global B2C products from real full-stack to cloud infrastructure in Wise and Bolt
- Experience in building eCommerce solutions for marketplaces.

Try Pitch

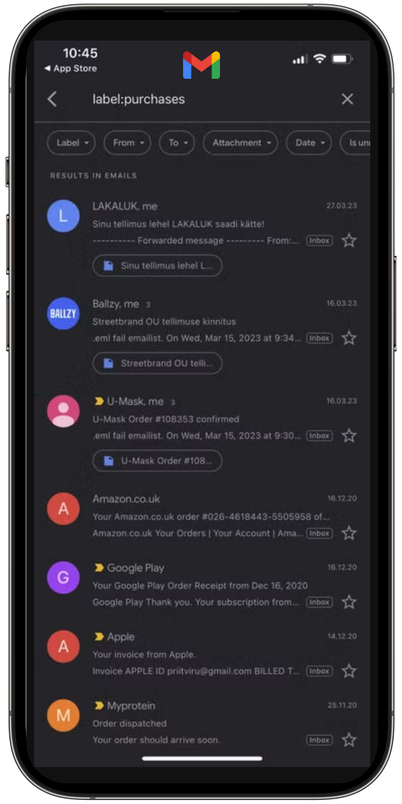
01 Only 15%-25% of people sell the things they no longer use.

02 Existing secondhand marketplaces are struggling to turn a profit due to high CAC and low LTV with limited possibilities to increase their margins from commissions.

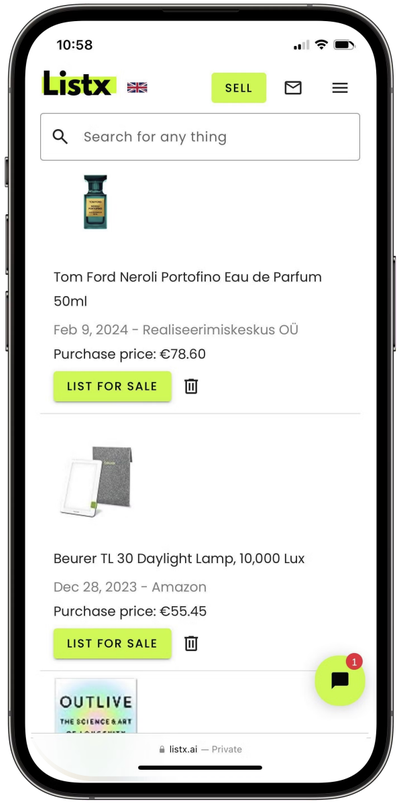


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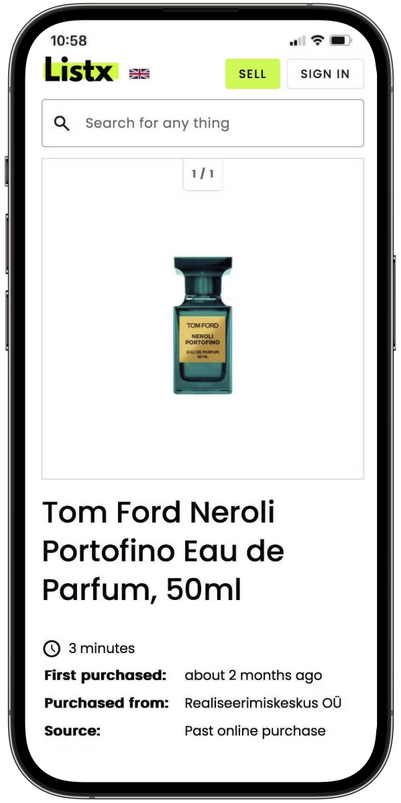
Reselling made effortless



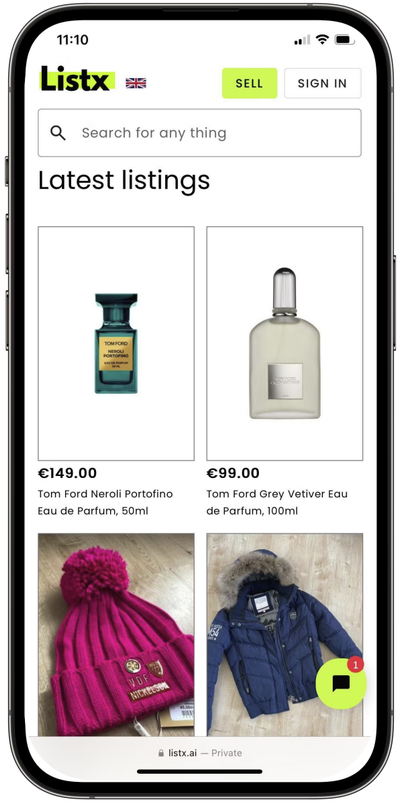
Collecting purchase information from Gmail



Overview of all purchases



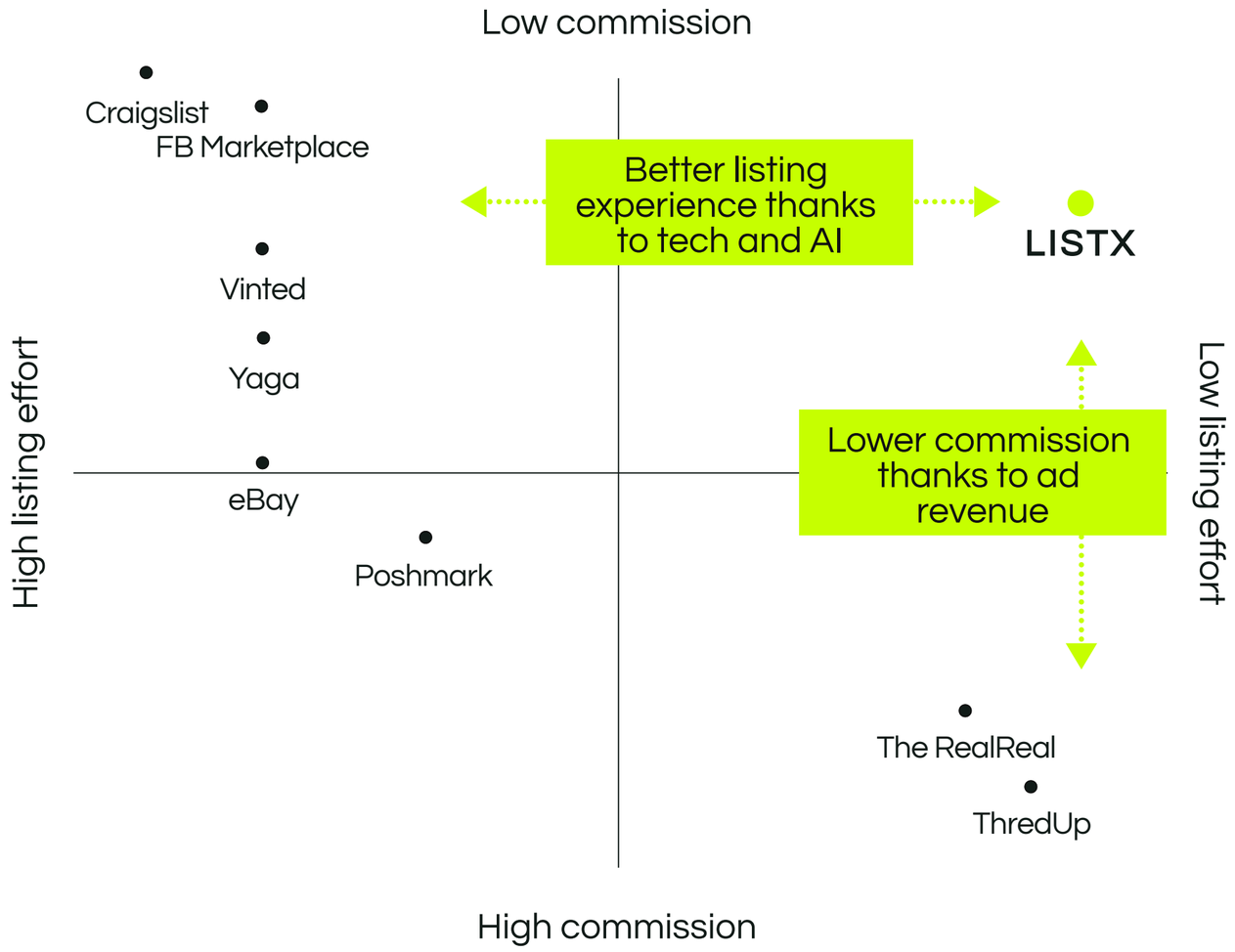
AI created listing



Instant sell or listed on Listx and other marketplaces

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Historic purchase data x AI = better user experience & monetization



Better user experience

- All effort from listing and selling process removed
- Lower commissions than other marketplaces

Alternative monetization

- Monetization through targeted advertising based on purchase behaviour
- Possibility to offer additional 3rd party services based on inventory of things

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Monetization is driven by larger supply per user and purchase behaviour based advertising

Actual Listx data

30%	of onboarded users willing to share inbox access at signup
50	average # of purchases identified per user
5 500+	total purchases identified

2x	higher LTV per customer with the same CAC as existing marketplaces
60%	higher ARPU compared to existing marketplaces

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01 Launch prototype with friends & family
Test circular economy hypothesis with merchants

02 Test MVP with targeted strangers
Conduct questionnaire to establish niche focus

03 Customize marketplace for local market & niche
Test marketing messages and channels with targeted niche

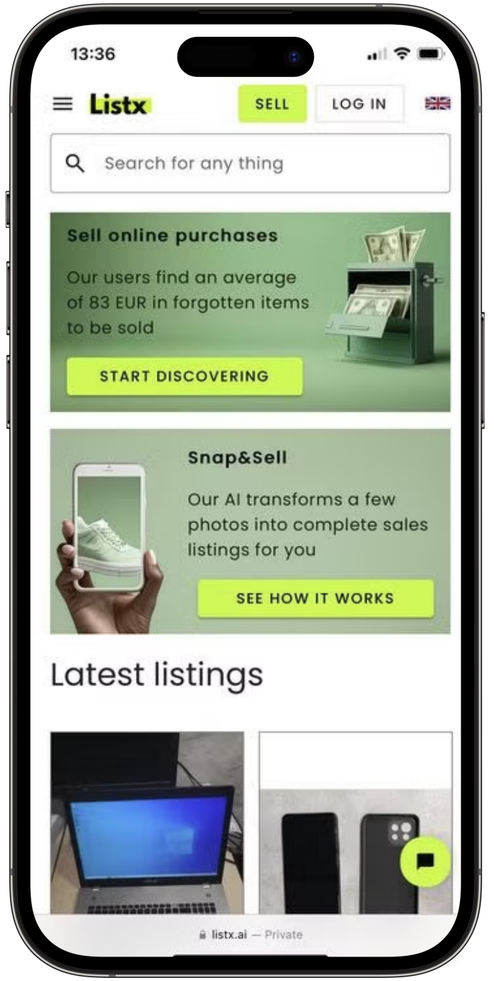
04 Develop minimum viable marketplace

05 Cooperate with circular economy partners to solve initial demand deficit

06 Start paid ads and email marketing campaigns to build trust & recognition
Create content and a community around minimalism & circular economy

07 Cooperation with niche influencers, email marketing and new feature delivery. Convert buyers to sellers & establish network effect

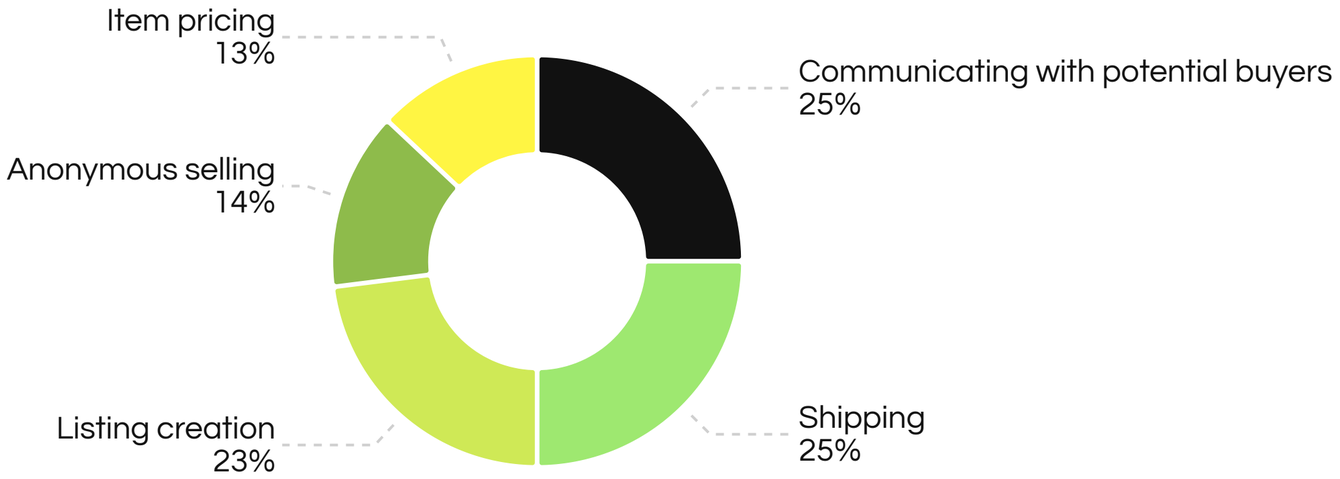
08 Enter a new market with focus on cross-border supply



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Ultra focused on solving target niche problems

TOP 5 REASONS PEOPLE ARE NOT SELLING THEIR PRELOVED THINGS ONLINE



Listx Questionnaire & Analysis

High-level strategy

Always work on supply side solutions that deliver the highest impact (ROI) for the target segment problems.

Next big items

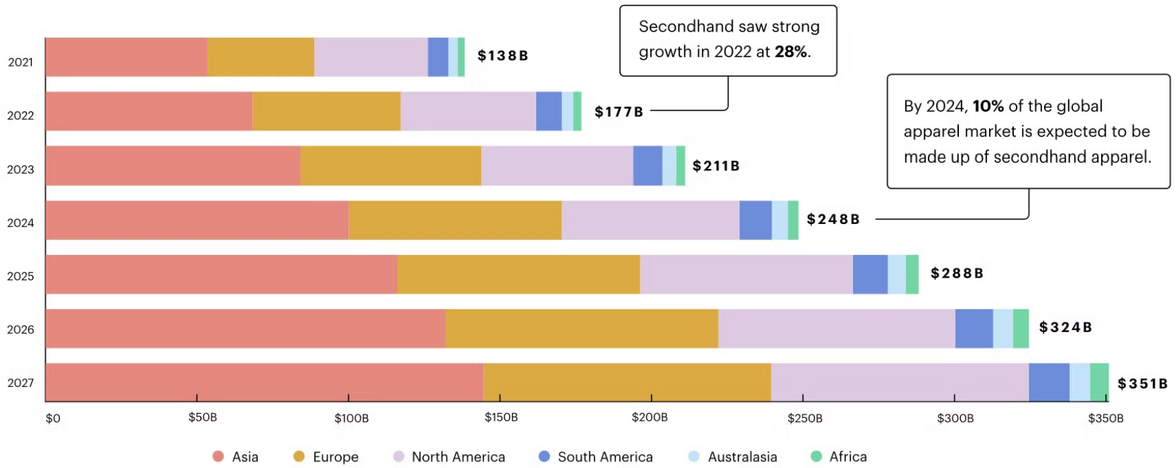
- Payments to enable trust between buyers and sellers
- AutoPricing
- Chatbot based Q&A and negotiations
- SmartShip (automated tool for finding the best shipping option)

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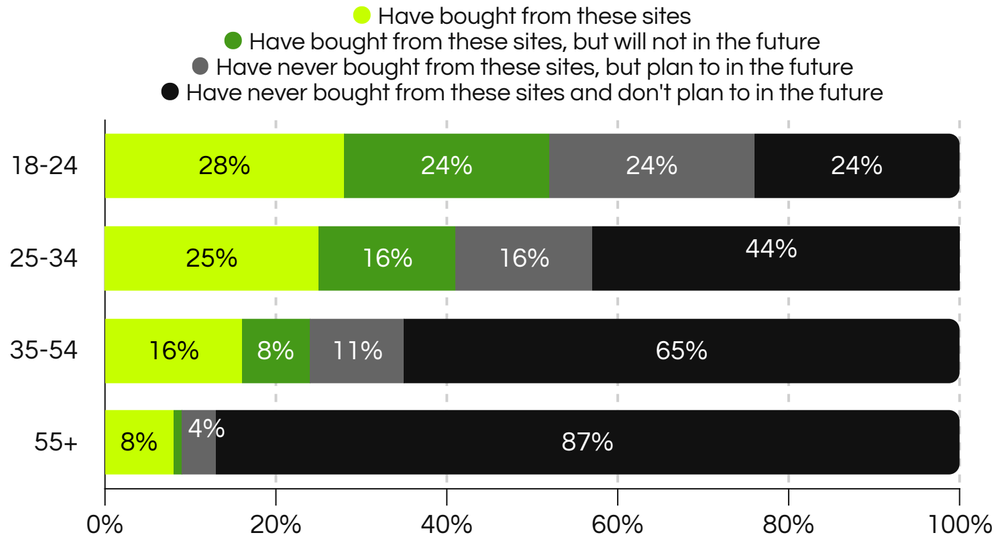
Selling preloved items is gaining momentum but there is still a huge untapped opportunity in bringing new participants to the market

Global Secondhand Market Set To Nearly Double by 2027, Reaching $350 Billion

Online resale is expected to grow 21% each year on average over the next 5 years



Experience in purchasing from online secondhand stores (2022)



There are on average 2x less sellers than buyers on the market

ThredUP, GlobalData, CivicScience

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Organize all your physical things

Make everything you own digitally available and manageable.

Connect physical items with services to extract maximum value and prolong their lifespan.

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We're raising €500k to develop the platform and validate our hypotheses

USE OF FUNDS

01 Marketing for user acquisition (supply & demand)

02 Team salaries

03 Infrastructure costs

04 Improve UX & Front-end

KEY ACTIVITIES & MILESTONE

- Iterate and develop the platform to reach the minimum viable marketplace
- Validate at scale that removing friction from the reselling process unlocks untapped supply
- Validate at scale that having automatic supply translates to higher LTV at the same CAC and that we are able to monetize purchase behaviour data.
- Test marketing messaging and find first indications of PMF
- Milestone: 10 000 users with actual sales happening through Listx platform.

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