



Bazarium

The swap-first marketplace for everyday goods

Swipe, Match, Swap, Sustain.

Enabling frictionless item swapping at scale, reducing waste while unlocking idle value in households.

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bazarium.app



Unused Value, Unusable System

- Households own thousands in unused goods
- Resale requires pricing, discounting, fees
- Swapping is slow, uncertain, and trust-heavy
- Items stay stored or get discarded

92M

**Tons of fashion
waste annually**





Interest Before Effort

Bazarium removes pricing friction and only creates effort after mutual intent is confirmed.

- List item in seconds
- Discover compatible items locally
- Match only when both sides show interest
- Negotiate after match

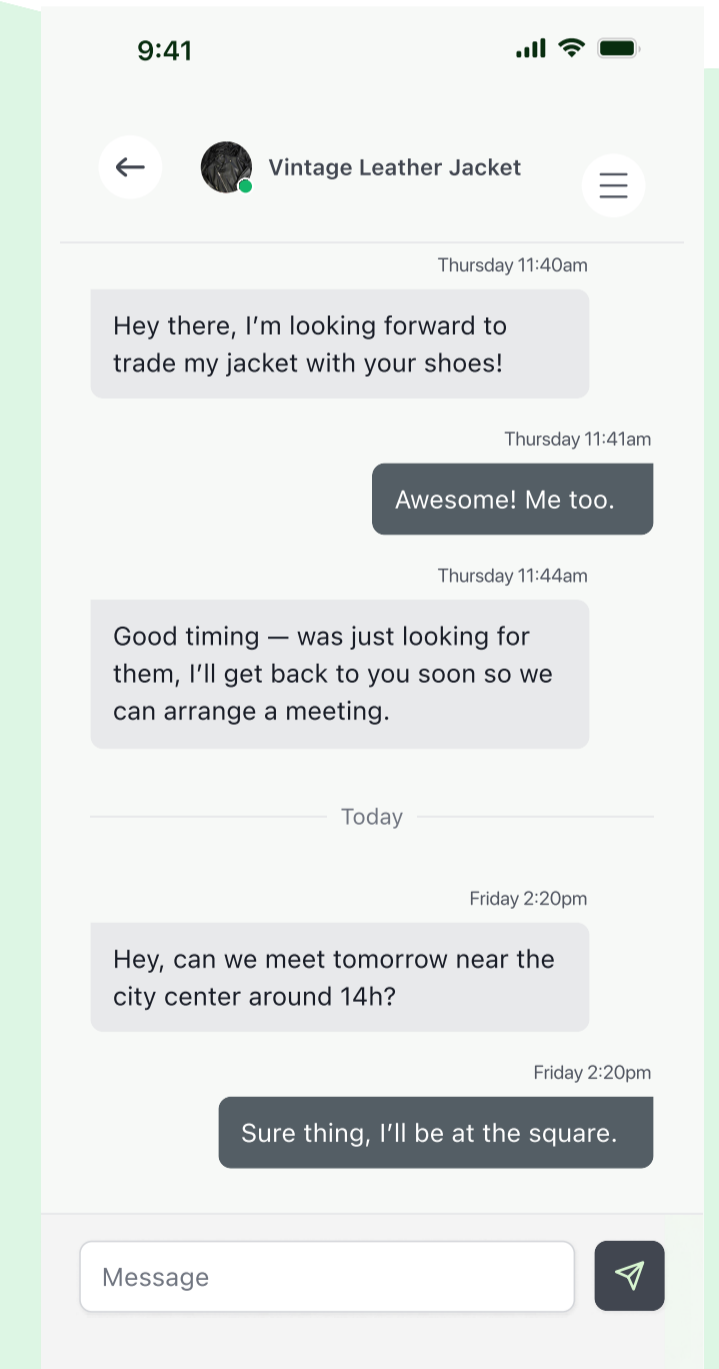
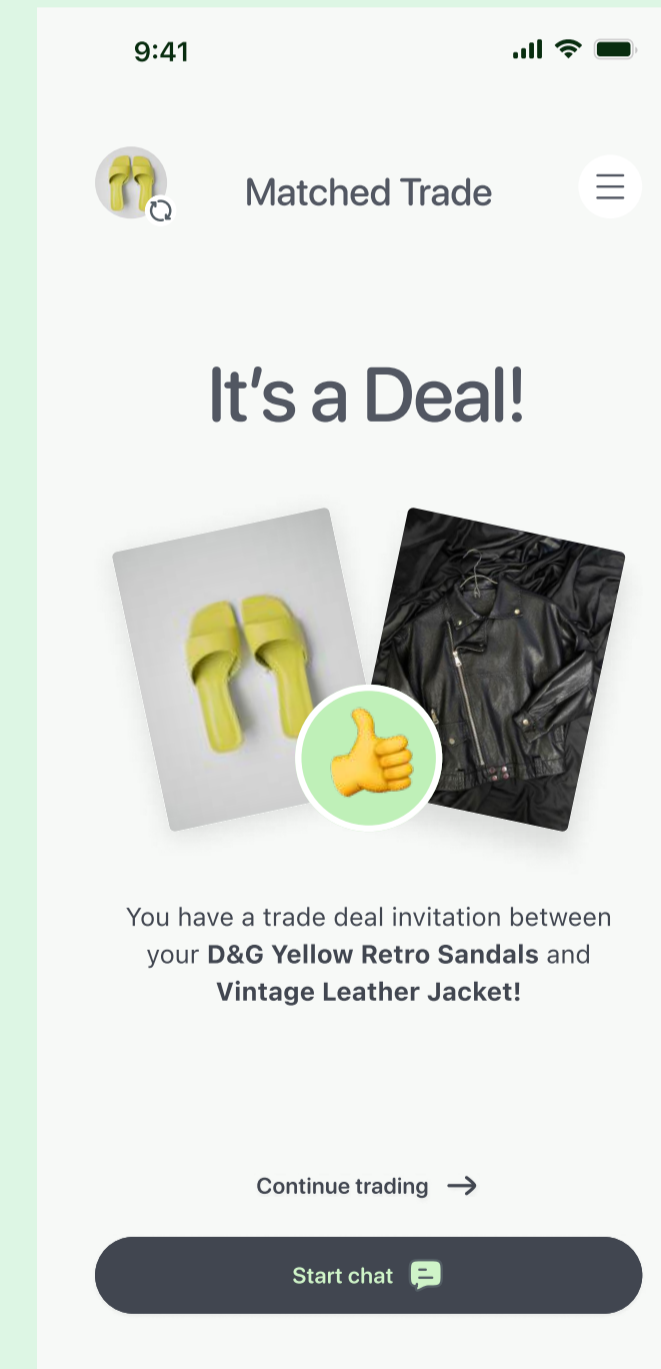
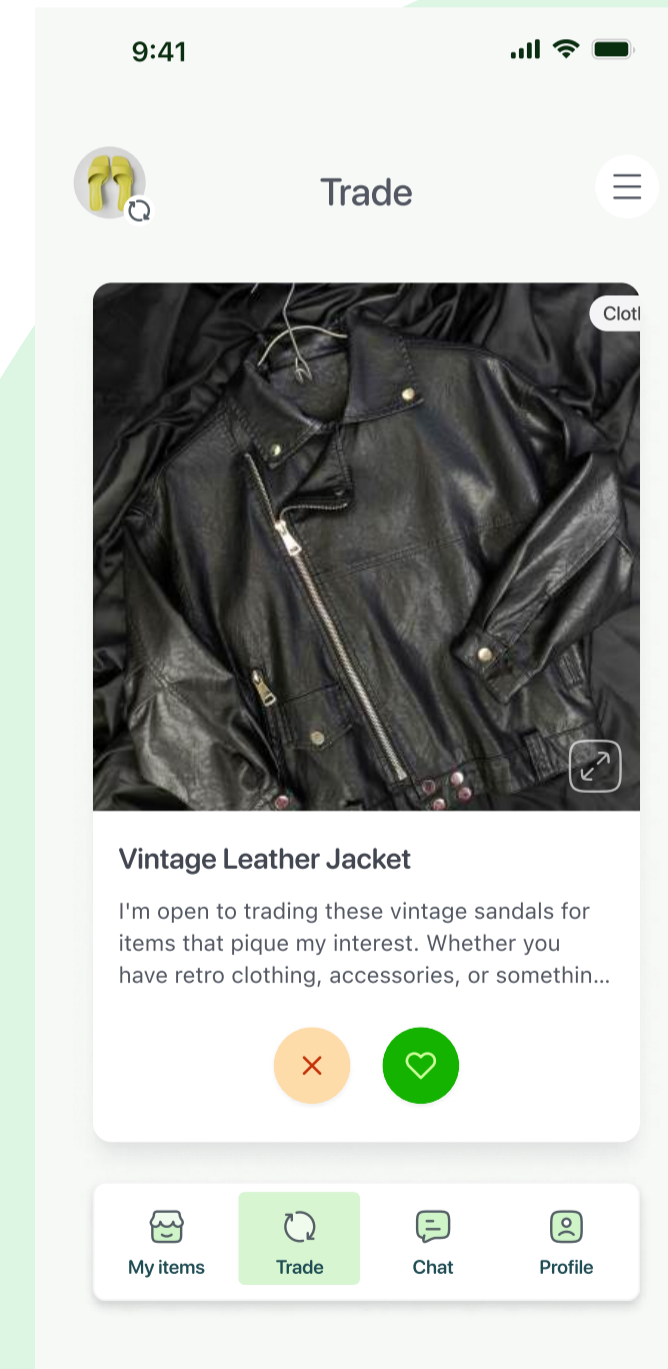
Swipe



Match



Swap





Why Swapping Finally Works?

01

Rising cost-of-living increases willingness to exchange

02

Resale fatigue (fees + low resale value)

03

Urban density enables local liquidity

04

Regulatory push toward reuse & longevity (EU regulation)



A Massive, Untapped Market

- Urban Millennials & Gen Z**
Value-conscious, sustainability-minded
- Families / Household Managers**
Want low-cost goods, reduce clutter
- Niche Collectors & Hobbyists**
High swap activity for specific items

SOM

50-150M

First-City Swap Users

SAM

6.5-7B

Online & Urban Reuse Segment

TAM

~15B

Germany Second-Hand Economy



Start Narrow. Scale Wide.



PHASE 1

Urban users, high-turnover categories
Fashion, home goods, books



PHASE 2

Furniture, collectibles, niche communities
Expand into larger items & niche communities



PHASE 3

Infrastructure for everyday reuse
Build infrastructure to scale horizontally across categories





Freemium Drives Liquidity



FREE MODEL

- Unlimited basic swapping



PREMIUM MODEL

- Priority matching
- Item boosts
- Unlimited discovery
- Verified trust badge



FUTURE LAYERS

- Brand partnerships
- Circular take-back programs
- Logistics integrations



Early Validation



PROTOTYPE

Functional prototype complete



CUSTOMERS

Initial user interviews confirm willingness to swap locally



USER GROWTH

Growing organic interest via social channels



PARTNERSHIPS

Partnerships in discussion

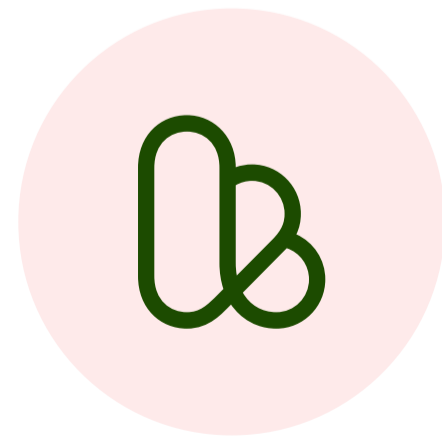


Why Others Failed & Why We Won't



Vinted

- Optimized for selling, not true swapping



Kleinanzeigen

- High friction negotiation
- No structured swap logic



Bazarium

- **Mutual-Interest Gating** → No effort without confirmed interest
- **Category-First Liquidity Building** → Density before expansion
- **Intent-Triggered Negotiation Flow** → Structured, guided, low-friction swaps
- Built specifically for **swap-first behavior** (Not a resale platform with swaps added later)



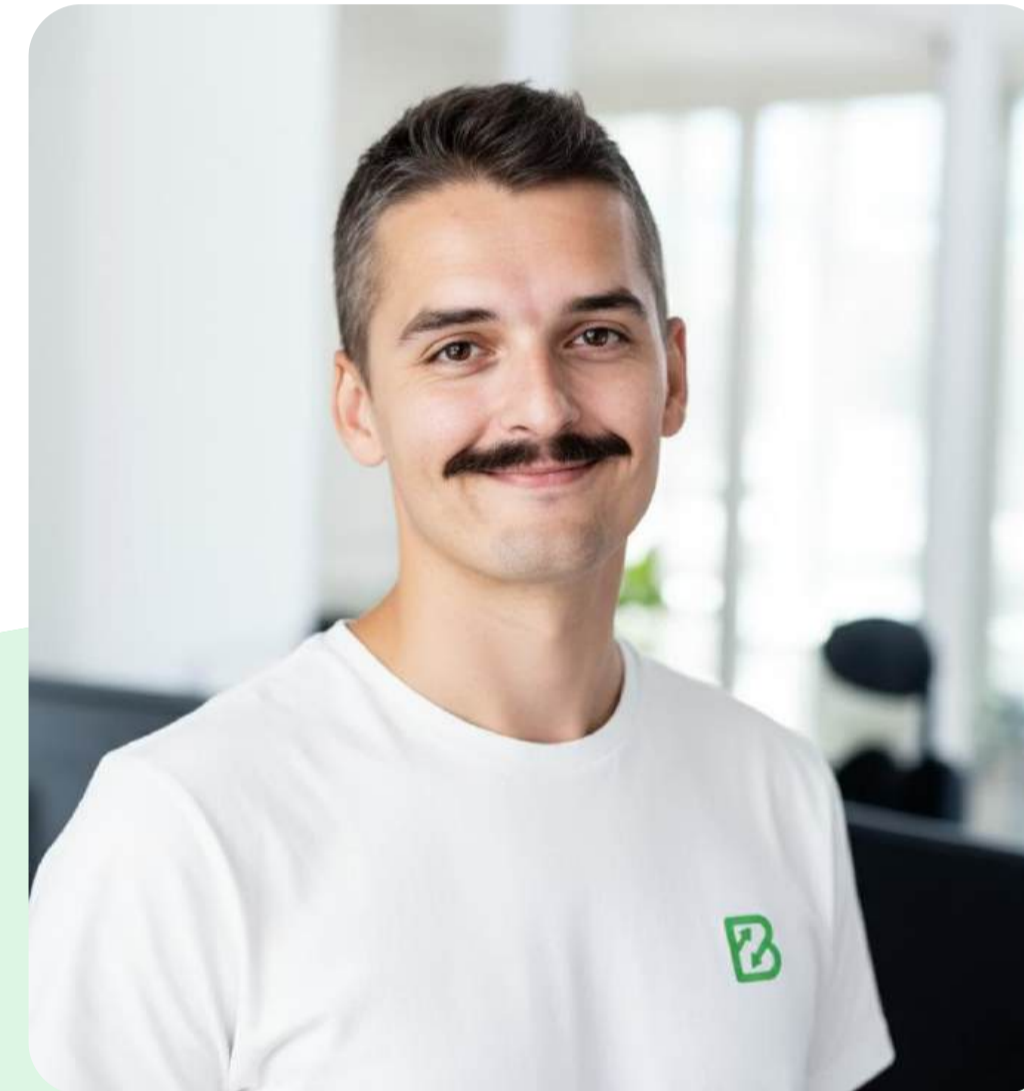
Product-Driven Founders



Eldin Zaimovic

(Founder & CEO): Tech development expertise

Software Developer



Sergej Vavan

(Co-Founder & COO): Design and product design lead

Product Designer





Invest in the Future of Sustainable Living

We're seeking €250K:

- for product development
- to execute liquidity experiments in first city
- to secure strategic sustainability partnerships

250K

to demonstrate a self-sustaining swap ecosystem with repeat swaps, laying the foundation for rapid global expansion.