



swapplanet

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# PROBLEM

KIDS GROW FAST

BUT THEIR CLOTHES DON'T!

# PAIN POINTS

1. Kids need a **recurring & expensive** supply of clothing
2. No easy way to **recover value spent**
3. Storing **creates clutter**
4. Environmentally **unsustainable!**

# SOLUTION

SWAP WHAT THEY HAVE,  
FOR WHAT THEY NEED!



# HOW IT WORKS



PARENTS ORDER OUR FREE BAG TO THEIR HOME.  
THEY FILL IT AND OUR COURIER COLLECTS IT



WE SORT THE CLOTHES  
AND PAY PARENTS IN OUR CURRENCY (PLANETS)



## Μπλε Ζακέτα / Ελαφρύ Μπουφάν Babybol

SKU: EB-02-0028

€6,20 +  12,0

Τιμή χωρίς πλανήτες: €18,20

Τιμή στα καταστήματα: €23,00

 **Εχουμε μόνο 1 κομμάτι . Απόκτησέ το τώρα!**

 Προσθήκη στο καλάθι

 Προσθήκη στα Αγαπημένα

**Μάρκα:** Babybol

**Ηλικία:** 2 μηνών (Υποσημείωση: Ηλικία βάσει [πίνακα μεγεθών Swarplanet](#))

**Μέγεθος:** 92εκ.





**Φύλο:** Αγόρι

**Εποχή:** Φθινόπωρο / Χειμώνας

**Υφασμα:** Κυρίως Συνθετικό

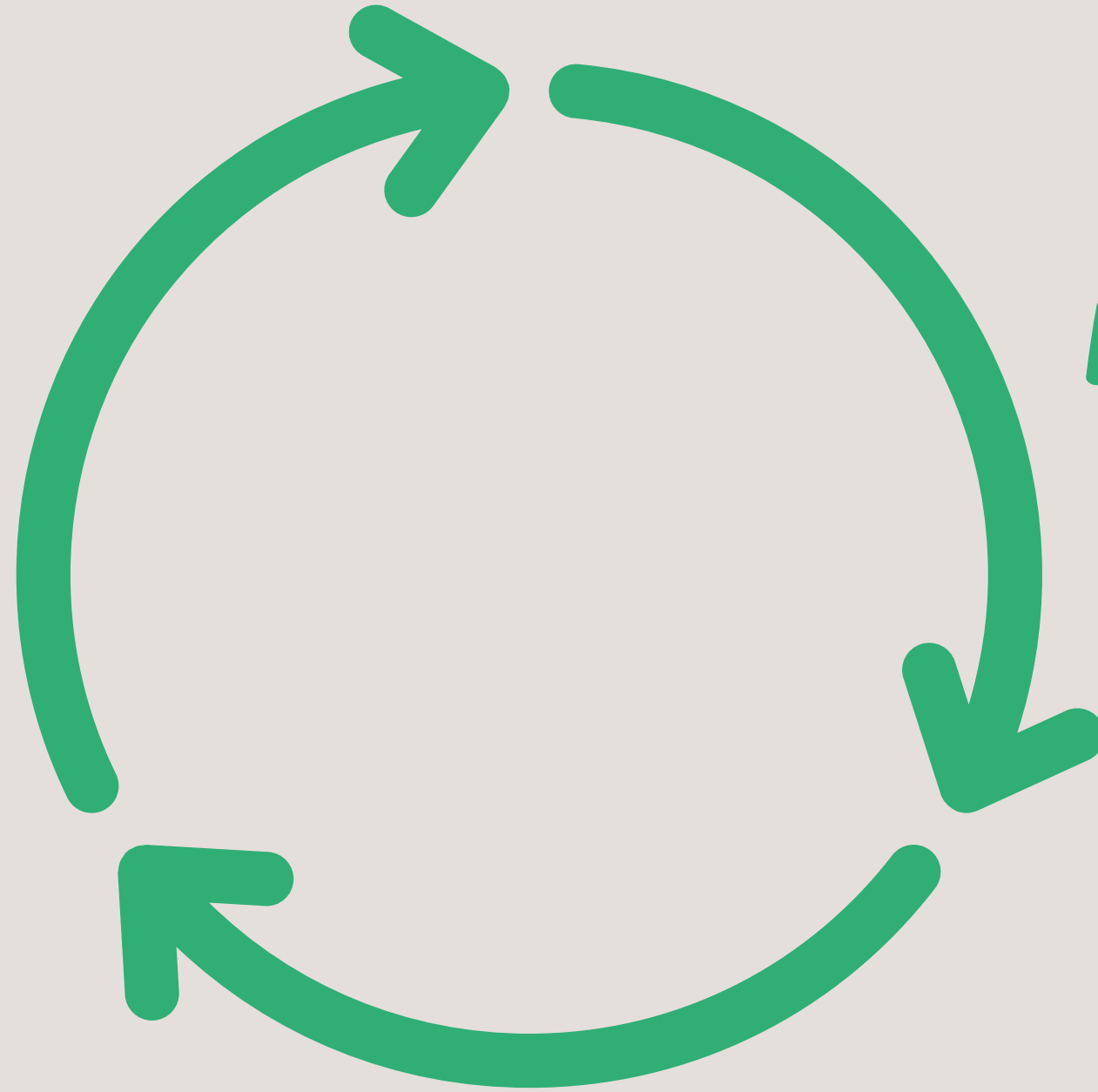
**Κατάσταση:** Πολύ καλή κατάσταση

**Σου αρέσει; Δες περισσότερα από Elina-B**

-  100% Αυθεντικά Pre-Loved Προϊόντα
-  Εγγυημένη ποιότητα - 14 ημέρες δωρεάν επιστροφή
-  Αποστολή παραγγελίας την επόμενη μέρα
-  Παράδοση 2-4 ημέρες

**WE WASH, PHOTOGRAPH, AND UPLOAD TO OUR SITE.  
PARENTS SHOP FOR WHAT THEY NEED**

SEND



EARN

BUY



UNTIL THE KIDS **STOP** GROWING

The logo for FABRIC REPUBLIC N.E.C. is displayed within a white rectangular area that is framed by a blue border. The text "FABRIC REPUBLIC" is in a bold, black, sans-serif font, with "N.E.C." in a smaller font inside a small circle to the right.

**FABRIC  
REPUBLIC** N.E.C.

The logo for KHORA XΩΡΑ features the word "KHORA" in large, bold, yellow, hand-drawn letters. Below it, the Greek word "ΧΩΡΑ" is written in a smaller, yellow, hand-drawn font. The text is enclosed within a hand-drawn black circular frame consisting of several overlapping curved lines.

**KHORA**  
ΧΩΡΑ

**REJECTED CLOTHES GO TO  
PARTNER NGOS & CHARITIES**

# WITH SWAPPLANET, PARENTS:

- **Monetise** their closets
- Shop a **multi-brand site** (over 2,000 brands)
- Reduce their **carbon** and **water footprints**
- **Declutter** their closets
- **Without** leaving their homes



# HOW DO WE MONETISE?

Parents pay a combination of Euros and Planets

We charge an average :

**€4.20 PER ITEM**

# UNIT ECONOMICS ARE KEY

OUR UNIT COST IS €2.10, COVERING:

Shipping

Packaging

Laundry

Sorting

Photography

**GROSS MARGIN: 50%**

**LIFETIME VALUE: €900**

(5 years x €15 per month)

**CUSTOMER ACQUISITION COST: €25**

**LTV/CAC: 36x**

# SIZABLE MARKET



€60BN

TAM

Children's clothing in Europe, 2023

Source: <https://www.statista.com/outlook/cmo/apparel/children-s-apparel/europe>



€3BN

SAM

Second-hand children's clothing  
(an estimated 5%)

AND..



# SECOND-HAND IS THE FASTEST-GROWING SEGMENT IN CLOTHING



Growing 25x faster  
than the clothing  
sector as a whole

Surpassing fast fashion

AS NEW PARENTS ADOPT SUSTAINABLE HABITS

# GROWTH = UNICORNS!

Consumer/Ecommerce/News/

## Secondhand clothing marketplace Vinted raises at a valuation of €3.5bn

Lithuania's secondhand fashion unicorn raises a further €250m at a pre-money valuation of €3.5bn.

thredUP jumpstarts European expansion with acquisition of Remix



BOF PROFESSIONAL

## Vestiaire Collective Hits \$1.7 Billion Valuation With New Fundraise

Investors are piling into the fast-growing resale space, with the European platform attracting high-profile backers like SoftBank in its latest funding round.

## Etsy is acquiring UK-based social selling site Depop for \$1.625B in a mostly cash deal

Ingrid Lunden @ingridlunden / 1:44 PM GMT+3 • June 2, 2021

Comment

FOR US, CLOTHING IS ONLY THE START!

+BOOKS

+EQUIPMENT

+TOYS

+MATERNITY

ALL HAVE SHORT USEFUL LIVES



**OUR MISSION?**














**LESS SHOPPING,  
MORE SWAPPING!**





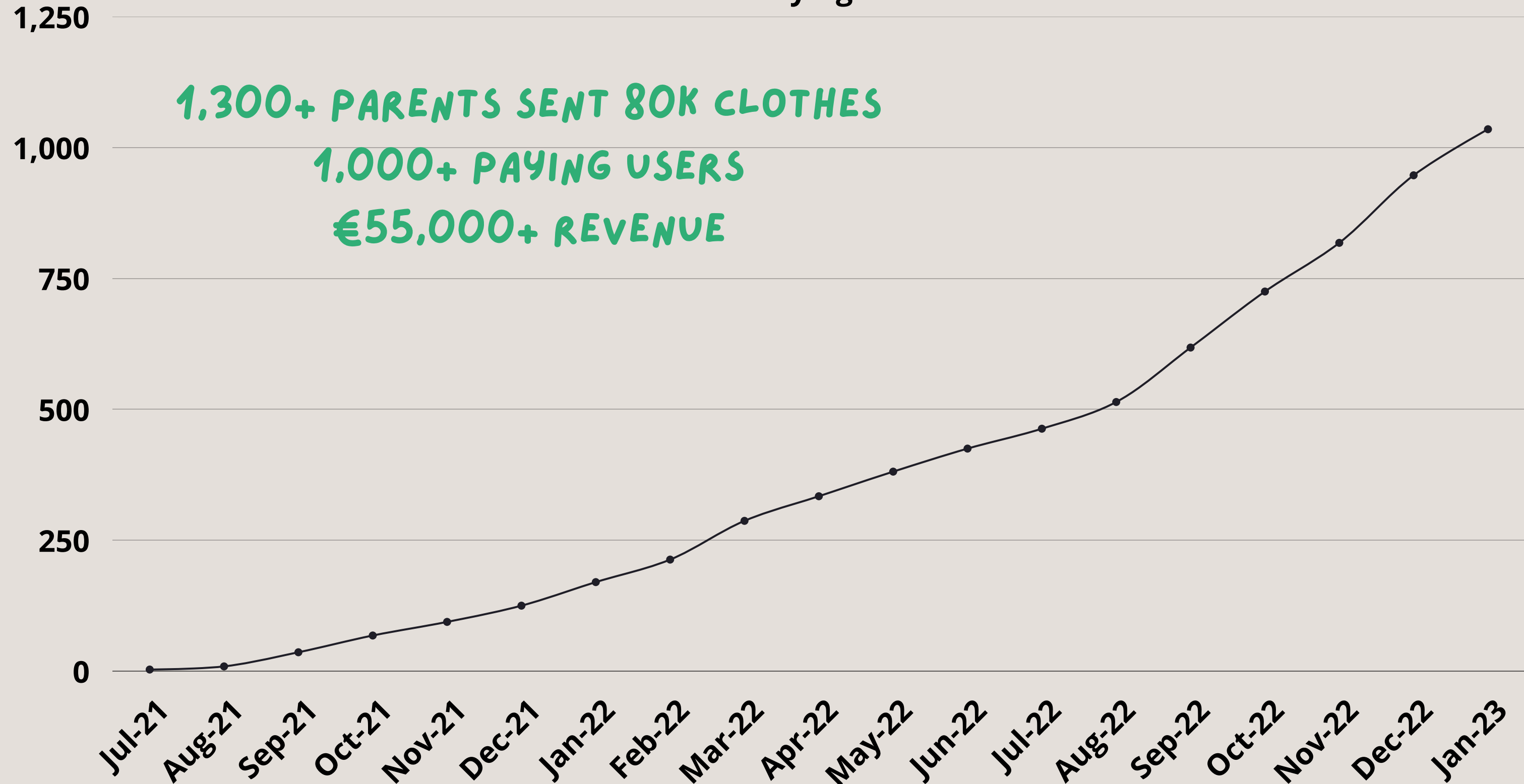
**AND TO BECOME**  
**THE LEADER**  
**IN THE SWAPPING ECONOMY**

# EXISTING MODELS LEAVE A HUGE GAP

	P2P MARKETPLACES (E.G. VINTED)	CONSIGNMENT PLATFORMS (E.G. THREDUP)	DONATING	
MADE FOR PARENTS				
EARNING POTENTIAL FOR PARENTS				
CONVENIENCE TO PARENTS				

# TRACTION

· # of Paying Users



1,300+ PARENTS SENT 80K CLOTHES

1,000+ PAYING USERS

€55,000+ REVENUE

# PATH TO €100M+

## Geographical expansion:

2021/22: Greece

2023: France, Belgium, & Netherlands (Hub)

2025: Germany & Poland (Hub)

2026: Italy & Spain

2027: Egypt & Turkey

## Horizontal expansion:

We've started with clothing and are quickly expanding into related products such as books, maternity, toys, and equipment

**TARGET POPULATION: 120 MILLION CHILDREN**



**IN 2026 ALONE WE'LL SAVE:**

**15 MILLION KG OF CO<sub>2</sub>**  
**(EQUIVALENT TO 800,000 TREES)**

**&**

**2.6 BILLION LITRES OF WATER**  
**(EQUIVALENT TO 240,000 HOUSEHOLDS)**

# THE FOUNDERS



## **SHERIF BARAKAT**

Co-Founder

CEO/CFO

10 yrs private equity & EBRD

5 yrs engineering

B.Eng. (McGill), MBA

2 children: living the problem



## **HELENA STAMOU**

Co-Founder

Customer Retention & CMO

20 yrs marketing & PR,

events & partnerships,

BA, MA, MBA

8 siblings!



## **JIMMY NICOLAIDES**

Co-Founder

Customer Acquisition & CTO

10 yrs product development

Entrepreneur & inventor

B.Eng, MSc Eng.

1 kid

# GO TO MARKET

## Online:

- Paid Ads (Facebook/Instagram, Google/Youtube/Display)
- Referrals
- Influencers
- Webinars
- Blog
- PR (articles in on-line news outlets)
- Social Media (Educational, Sales, Offers, Reviews, Editorial Content)
- Partnerships with e-shops targeting the same audience

## Offline/Traditional:

- Partnerships with schools, sports centres, etc
- PR (TV & Radio spots)
- Offline eco and fashion events for brand awareness
- Sales: Onboarding calls to new users that haven't converted



# THANK YOU!



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