

Gled

Rijeka, Croatia



Ivo Jurčić
Co-founder / CRO



ivo@gled.hr



www.gled.hr



linkedin.com/company/yourstartup

THE ASK

€300K



We plan to use it in the course of 15 months, the goal is to expand the team with a sales department and customer succes and become the leading SaaS for real-estate listing automation.

MARKET OPPORTUNITY

1,400+

REAL ESTATE
AGENCIES
in Croatia

4,000+

REAL ESTATE
AGENTS
in Croatia

3,000-4,000

BROKERAGE
ASSISTANTS
in Croatia

7,000

POTENTIAL CUSTOMERS

in the short-to-medium run, based only in Croatia.

Expansion potential: Slovenia, Serbia, Hungary, Bosnia and Herregovina.

THE PROBLEM



The biggest problem in the Croatian (and west-Balkan) real estate market is the lack of new properties for agency portfolios.



Real estate agents spend hours every day trying to source real estate from private owners.



Our solution does that work for them in minutes, automatically.

Gled can become the new default way of sourcing real estate.

THE SOLUTION



Gled compiles every single piece of real estate (including construction land, parcels, parking lots, etc.) that private owners are trying to sell or rent and shows it in real time on a single platform.



This saves realtors the trouble of going to multiple individual free listing websites, where 90%+ of listings are not from private owners but other competing agencies.



Users see new properties in real time, the history of the price change and can save listings.



Unlike competitors, Gled is the only one that shows listings from Facebook Marketplace, is integrating WhatsApp notifications thanks to Infobip technology, and shows real estate that owners are trying to sell AND rent.

BUSINESS MODEL



Subscription-based
monthly recurring
revenue.



Pricing starts at
70.00 euros for a single
seat, with multi-seat
pricing.



Average agency takes
3 seats; additional seats
are 30.00 eur and pricing
diminishes with number
of agents.

Customers are real-estate agents, brokerage assistants, agency owners and real estate sales team leads. Channels are inbound marketing via website trial demo, outbound marketing via Meta ads leading to demo signup, and cold calling.

NOTEWORTHY MILESTONES

- Partnership with the Infobip startup tribe, giving access to WhatsApp messaging technology.
- 80+ customers in one year, completely bootstrapped.
- Built the solution from scratch.
- Successful at selling it.
- Automated most internal processes to be as efficient as possible.
- Proven need for the solution, that realtors use it every day and see it as the core technology of their business.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
Revenue	€55,000.00	—	—
# of Customers	86	—	—
# of Employees	3 (founders, working with our day jobs)	—	—

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.