

TAVAN

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Sarajevo, Bosnia & Herzegovina

A mobile-first marketplace for buying and selling second-hand fashion in Bosnia & Herzegovina.



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THE ASK

€100K

PRE-SEED
SAFE / equity



12–18 months to scale across BiH.
Product development, user acquisition, marketplace liquidity, trust & safety, and logistics/payment infrastructure.

MARKET OPPORTUNITY

FASHION MARKET

~\$104M

BiH online fashion / year. Based on the reported 2023 market size.

SAM

BiH

Mobile/social fashion-buying audience. Instagram: ~1.1M users in BiH (early 2025).

SOM

~\$1M

Annual GMV target within 3 years: ~1% of the broader online fashion market.

THE PROBLEM



Fragmented second-hand fashion.

Instagram, Facebook groups and informal channels make discovery, trust, listing quality and transactions difficult. Buyers lack a dedicated marketplace; sellers lack structured tools.



A digital fashion audience.

2.72M internet users in BiH at end-2025 (86.7% penetration). Fashion represents 24.4% of reported e-commerce revenue.



Affordable and circular shopping.

Digital commerce is growing as consumers seek affordable fashion, decluttering and more circular ways to shop.

THE SOLUTION



Mobile-first C2C marketplace.

List clothing and accessories, discover second-hand fashion, communicate with sellers and complete purchases through a structured marketplace.



Fashion discovery + trust.

Structured listings, seller profiles, verification, ratings, wishlists, following and style-based discovery.



Built for the local market.

Early category leadership and a purpose-built local product, with a growing supply-side network and rapidly compounding marketplace liquidity.

BUSINESS MODEL



Freemium model

Planned monthly seller subscriptions. Core buying and selling stays accessible.

Acquisition: social media, creator partnerships, referrals, PR and product-led network effects.



One-off credits

Planned credit packs for extra visibility and promotional actions. For casual sellers.



Future revenue

Potential fees on transactions and brand partnerships as the marketplace scales.

NOTEWORTHY MILESTONES

- 2026

<3 months

<3 months

Product

Liquidity

Network
- Launched a dedicated C2C second-hand fashion marketplace for Bosnia & Herzegovina.

6,000+ app downloads within three months of launch.

5,000+ active listings within three months of launch.

Shipped profiles, listings, discovery, messaging/transactions and trust features.

Hundreds of items sold; early organic liquidity and a rapidly growing seller base.

Growing network of sellers, creators and local fashion/community partners.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
Revenue	€10K	€50K	€150K
# of Customers	20k	50k	150k
# of Employees	2	5	10
Active listings	20k	75k	200k

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.