



**M** MARKTLINK

**PROJECT AGORA**

Teaser



# LEADING ONLINE B2C MARKETPLACE IS LOOKING FOR A GROWTH PARTNER WITH RELEVANT MARKETING EXPERIENCE TO CAPITALISE ON INTERNATIONAL GROWTH OPPORTUNITIES

Project Agora is a scale-up company which has developed an online marketplace platform, that bridges the gap between traditional retailers who lack the resources to reach the online market and the increasing number of consumers preferring an omnichannel approach. Project Agora offers distinctive benefits to both retailers and consumers, making it a unique proposition in its sector. Over 200 retailers and retail chains have already partnered up with Project Agora, which is now looking to attract additional funding to accelerate international growth and achieve key milestones.

## INVESTMENT CONSIDERATIONS

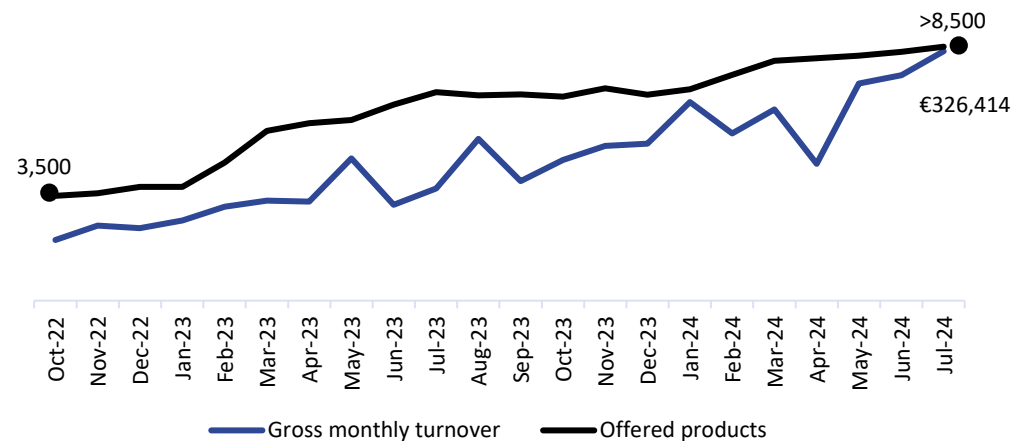
- 01** Market leading position in the Benelux region with the potential to become a Western-European market leader. Lots of room for expansion by connecting more retailers and expanding product range.
- 02** Proven omnichannel concept that more and more retailers are keen to capitalise on; a positive correlation between supply and sales proves its findability and customer demand.
- 03** Data-driven insights for retailers optimise their sales and product strategies and ensures that Project Agora is the long-term online partner of choice for sustainable growth.
- 04** Consumers spend a significant portion (8-12%\*) of their disposable income on the type of consumer products offered via Project Agora.
- 05** A platform and organisation comprising IT, data and sector specialists, who have built a technical foundation that is ready to make the marketing machine run at full speed.
- 06** The founders bring over 100 years of combined experience in the industry where Project Agora operates, along with extensive expertise in launching and growing startups.

## PARTNER RATIONALE

Project Agora is looking for a partner with the (marketing) experience, skills and financial capabilities needed to scale an international B2C marketplace, enabling the company to accelerate the outlined growth path. The current shareholders already invested several million euros in Project Agora. Which resulted in a well-established operational team, a smoothly functioning technical platform and therefore a scalable business opportunity for an experienced partner.

*\*After spending on housing and utility costs have already been deducted from disposable income*

## HIGH CORRELATION BETWEEN NUMBER OF PRODUCTS OFFERED AND SALES



## KEY FACTS

**90%**  
AVG. MONTHLY YoY  
TURNOVER GROWTH IN 2024

**20,000 – 30,000**  
AVG. WEEKLY MARKETPLACE  
VISITORS (2024)

**+/- 200**  
RETAILERS HAVE JOINED  
THE PLATFORM

**> €4 million**  
EXPECTED GROSS TURNOVER  
(2024)

**82%**  
CAGR OF NUMBER OF PRODUCTS OFFERED  
ON PLATFORM ANNUALLY (2020 – 2023)

# CONTACT



> 25 years of experience



± 300 professionals



Internationally active in all sectors



Averaging 150 transactions per year



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