



ReBoot Market

The AI-Powered Marketplace for Pre-Owned Tech



AI-powered semantic search

PROBLEM

- **The EU used IT hardware market is large but highly fragmented**

Supply is spread across generic marketplaces, local shops, and informal channels, making discovery inefficient and inconsistent.

- **Buyers don't trust sellers**

Scams, lack of diagnostics, unclear device condition, and inconsistent pricing create high perceived risk and low conversion.

- **Hardware decisions are complex for most users**

Most buyers and sellers don't fully understand hardware compatibility, upgrade paths, realistic performance, or fair pricing.

- **Small and mid-sized IT repair shops lack reach**

Local workshops have technical expertise but limited visibility, relying mostly on walk-in traffic and local reputation.

SOLUTION

- **A dedicated marketplace focused exclusively on IT hardware**

A specialized platform for pre-owned IT devices, improving discovery, comparability, and relevance compared to generic marketplaces.

- **Marketplace-level verification to establish trust**

Devices are verified by certified technicians through third-party partners, providing clear condition grading, diagnostics, and transparent pricing.

- **AI-guided decision support for buyers and sellers**

AI tools help users compare devices, understand performance expectations, choose upgrade paths, and price hardware realistically.

- **A neutral platform empowering local professionals**

Repair shops gain visibility and paid verification work, while individuals benefit from professional infrastructure.

Why It Works



Huge hardware flow in the EU

Millions of desktops, laptops and workstations enter the market every year — every cycle creates new supply for resale or upgrades.



Verified hardware means real trust

Every item is inspected by certified technicians — eliminating scams and removing the fear of purchasing high-value hardware.



AI guidance makes choices simple

Most users don't understand specs or pricing. AI explains what their device can handle and how to price old hardware.



No direct competitors in the niche

General classifieds exist, but no EU marketplace focuses on computers and components with verification and intelligent pricing.

TEAM



Anton Piliak

Technical Founder

Senior systems engineer. Mission-critical software at Eurocontrol, Honeywell, TomTom. Architecture, automation and scalable tech foundation.



Anna Akaeva

AI & Growth Co-Founder

AI researcher specializing in computer vision. Focuses on AI product and early-stage growth. Experience in SEO and online marketing.

THE ASK

250,000 EUR

Pre-seed SAFE

To build MVP, launch verification and onboard sellers