



ReBoot Market

# The AI-Powered Marketplace for Pre-Owned Tech

Q 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