

FriendsFair

Regulation-ready infrastructure for unique local commerce

AI-powered marketplace infrastructure for handmade goods, local services and workshops — built in Europe's complex regulatory environment and designed for modular expansion into MENA and selected Asian markets.

Local commerce is not missing supply. It is missing infrastructure.

Millions of micro-entrepreneurs, creative businesses and service providers already sell through Instagram, WhatsApp, Etsy, fairs and offline networks. What is missing is structured listings, local discovery, compliant transactions, payment flow and AI-readable offer data.

Mass Marketplaces	FriendsFair
Repeat purchases	Unique local offers
Repeatable SKUs	Goods, services, workshops
Global product search	Locality-based discovery
Paid visibility	AI-supported distribution
Product catalog logic	Local commerce infrastructure

FriendsFair turns fragmented local sellers into structured, discoverable and transactable commerce inventory.

Europe as regulatory moat

FriendsFair is built inside Europe's regulatory complexity: GDPR-aware data logic, AI Act readiness, VAT and marketplace logic, consumer protection, seller onboarding flexibility and modular compliance configuration.

Proprietary, modular infrastructure

100% code ownership. Provider-agnostic, payment-layer flexible, AI-layer flexible, compliance-layer adaptable, multi-region ready. New markets require configuration — not rebuild.

Investment Ask

€1.2M (SGD 1.76M)

FriendsFair is not raising to build a prototype. The infrastructure is live. This round is defining our scaling:

Market Expansion	AI Development & IP Protection
Seller & buyer acquisition	Shopping data streaming: Google, Meta and future commerce channels
Transaction density in core EU cities	AI-driven discovery environments
Infrastructure & compliance hardening	FriendsFair AI discovery chat
Staged MENA / selected Asia expansion preparation	IP protection and technical defensibility

FriendsFair GmbH (Germany) is building the infrastructure Europe should have had: local, human, fair — and scalable.

Get in touch:

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Validation

- 200+ sellers onboarded / early seller community
- ~97% seller retention
- 80K monthly views on under €100 ad spend
- End-to-end transaction flow validated
- Early FriendsFair vs. Etsy sales signal confirmed