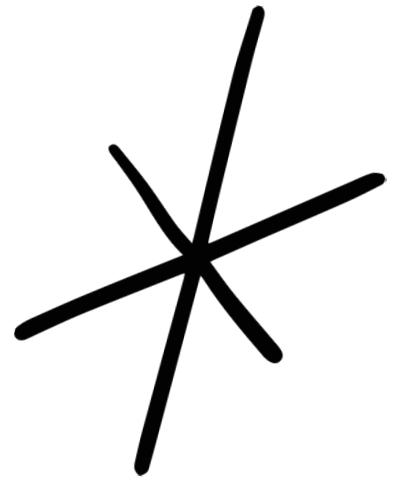




Recycle, Create, Connect!





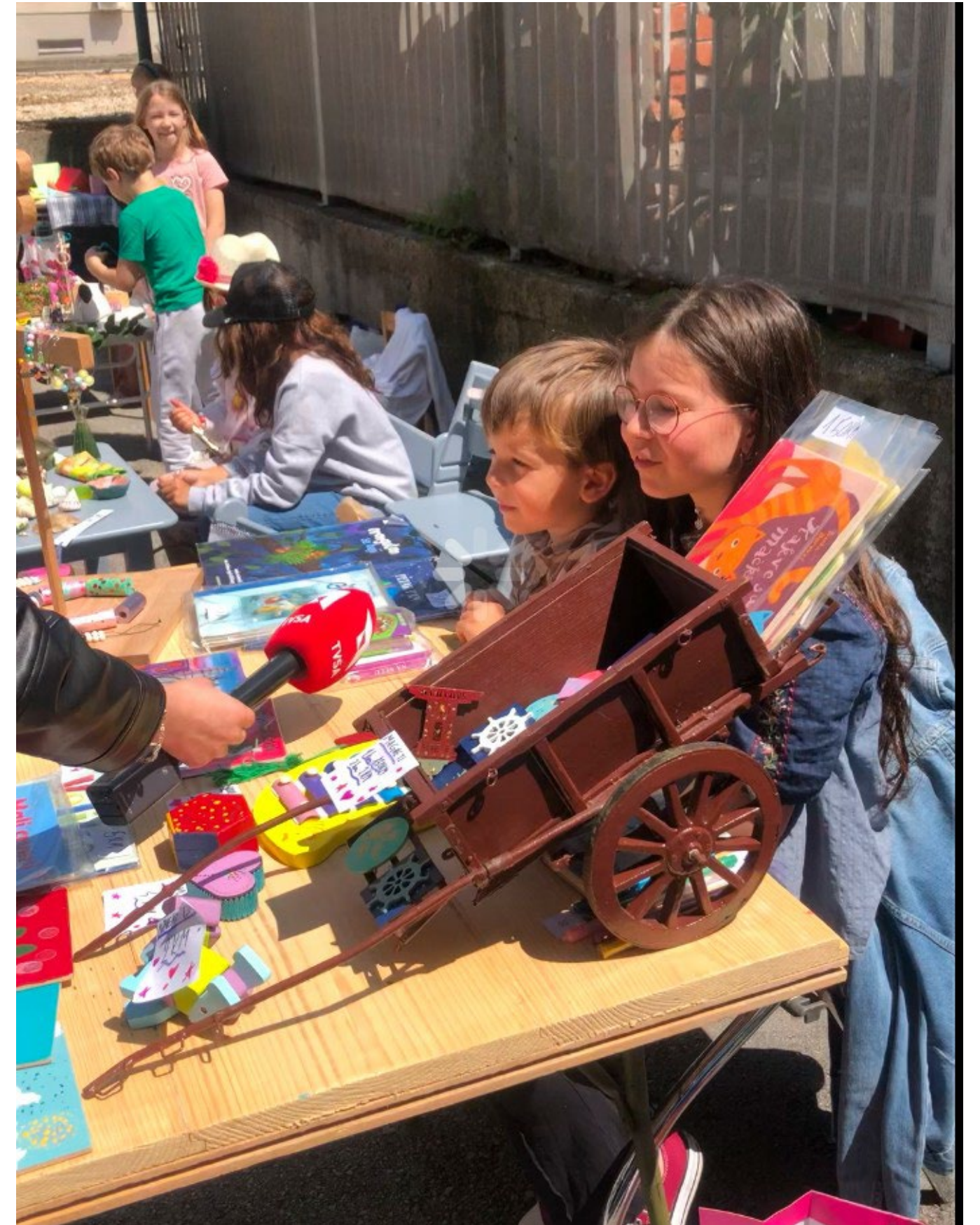
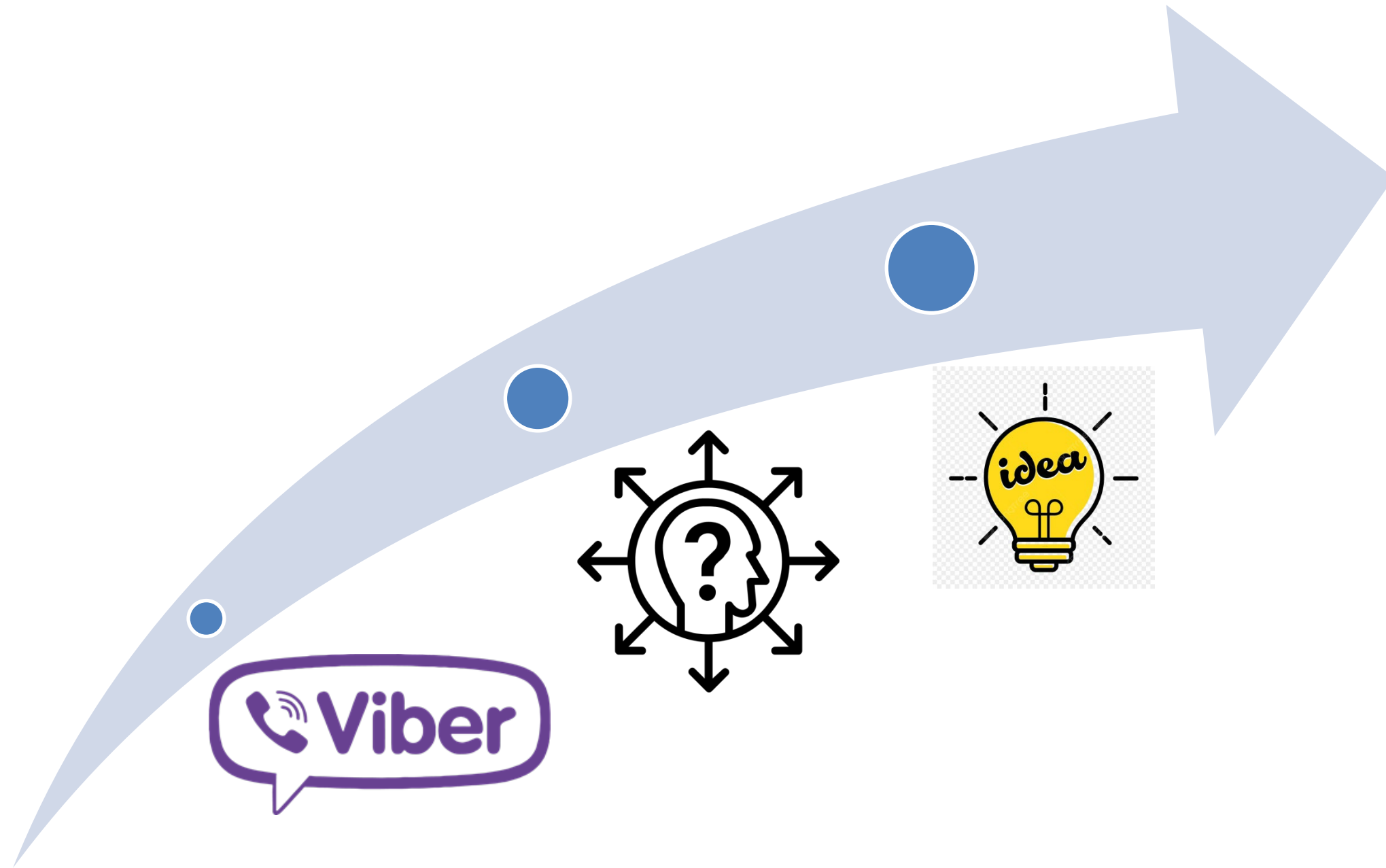
Problem

- Lack of Sustainable Alternatives: Parents struggle to find affordable, eco-friendly options for children's products.
- Limited Creative Space for Kids: There is no platform to encourage kids' creativity, especially through recycling and upcycling materials.
- Waste and Limited Circular Economy: Waste from children's products is increasing, and the circular economy is underdeveloped in BiH.





How it started?





We realized...

Equal opportunities for all

Cool Bazaar —→ innovative online platform for parents and kids —→ embrace the principles of the circular economy.

Promoting DIY projects made by children.

Creates mini bazaars for kids —→ opportunity to learn valuable life skills such as organization, creativity, management, and collaboration.

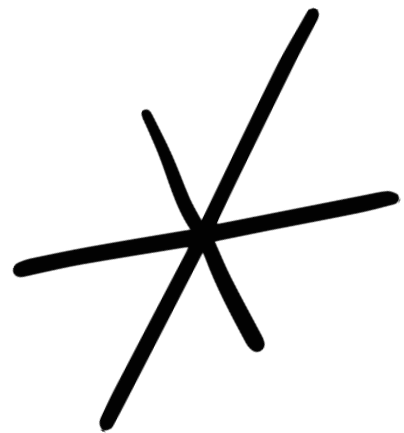
Community-driven space —→ encourages sustainable living, creativity, and the exchange of items and ideas.
Empowering families to contribute to the circular economy and a more eco-conscious world.



Introducing...



- Sustainable Marketplace for Kids & Parents
- Connecting families through circular economy practices, creativity, and sustainable consumption



COOL
BAZAAR



Cool
bazaar

Za roditelje.
Za djecu.
Za okoliš.

Zemaljski
muzej
22.5.2025.



Education and creativity for children

Cool Bazaar is not just a platform for sales, but also a space where children can develop their skills through handmade projects. We provide education on recycling and sustainability, encouraging children to think environmentally, a value that our competitors do not offer.



Circular economy

In addition to buying and selling, Cool Bazaar promotes sustainability through educational content and creative projects. We give children the opportunity to create, transform, and give new life to old items, setting us apart as a platform with a broader social mission.



Community

Through a secure online space and mini fairs, users can be confident in their transactions and feel connected to the local community.



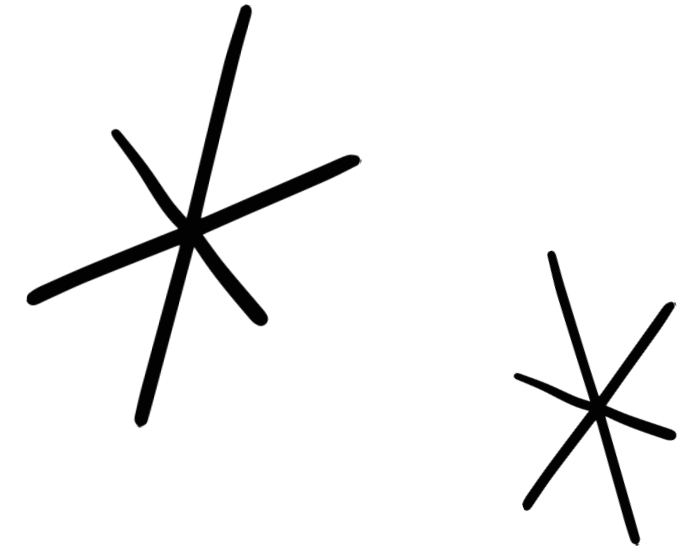
CO
BAOL
ZAAR

The first - ever offline events and online platform in BiH for buying, selling, and creating sustainable children's products and projects.

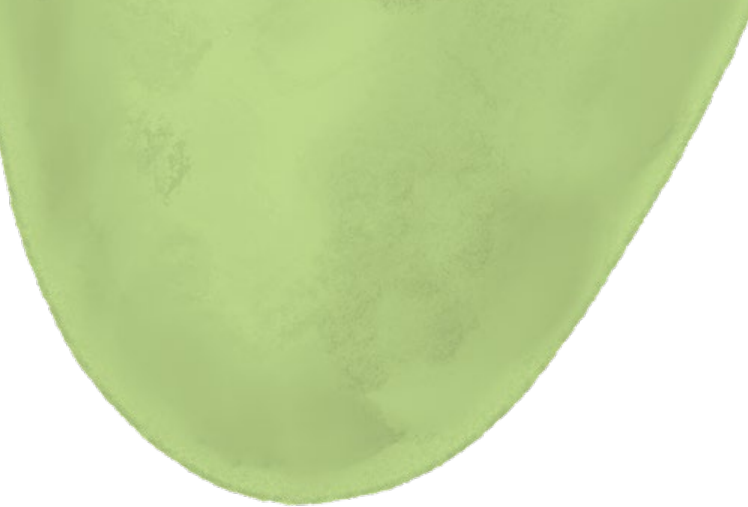




Unique Value



- Dual Audience: Targets both parents looking for used children's goods and kids fostering creativity through upcycled DIY projects.
- Sustainable Marketplace: A circular economy solution reducing waste, promoting sustainability, and fostering a creative community .
- Local Impact: Supports local families, schools, and businesses while promoting eco - conscious thinking.



For parents

Buy and sell gently used children's goods.

Cost-effectiveness/ control expenses.

For kids

Showcase and sell DIY projects made from recycled materials.

Educate about circular economy.

Learn new skills.

For the Environment

Promote sustainability, reduce waste, and encourage creativity.

For Community

Useful tool to promote sustainable practices and creative projects.

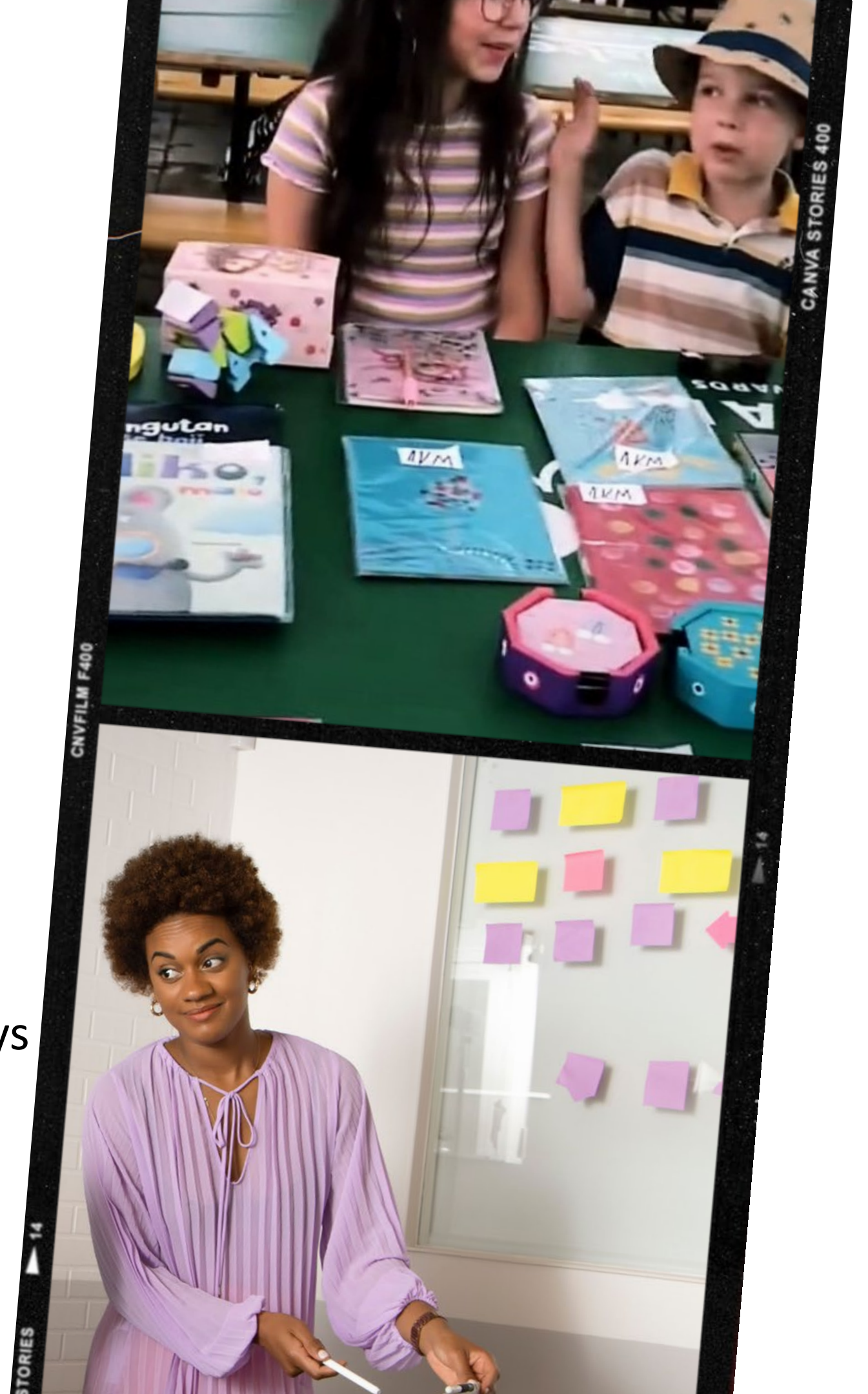
Share knowledge through offline and online educational workshops.





Target Audience

- Parents: Seeking affordable, sustainable alternatives for children's products.
- Kids & Young Creators: Children interested in creating and selling upcycled products.
- Eco-Conscious Families: Families committed to sustainability and eco-friendly practices.
- Schools/Local Communities: Schools and organizations looking for ways to educate kids about sustainability.
- Advertisers: Companies targeting the kids' and family market.





95%

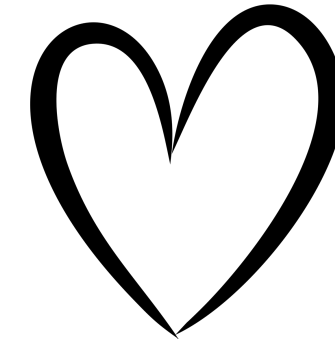
families with children have excess items

User Growth: 10% monthly growth in user registrations during the first 12 months.

Platform Engagement: Our goal is to achieve 30% active user participation within 6 months of launch.



Revenue Model



Revenue from advertisers in the kids' products sector (e.g., toys, baby gear, food & drinks).

Revenue Projection: We expect to secure up to 6 advertisers within the first year, generating between 3,000 and 5,000 BAM per month by the end of the first year.

Premium users will have access to advanced features like enhanced listings.

Subscription model for education/webinars.

Revenue from hosting mini fairs and local events, with sponsorships and partnerships.





Market

YEAR 1

According to estimates, around 395,000 children under the age of 18 live in the Federation of Bosnia and Herzegovina.

YEAR 2-3

Croatia: The number of children under the age of 18 is estimated to be around 656,400.

Serbia: There are 1,311,712 families with children, which represents 69% of the total 1,904,314 families in the country.

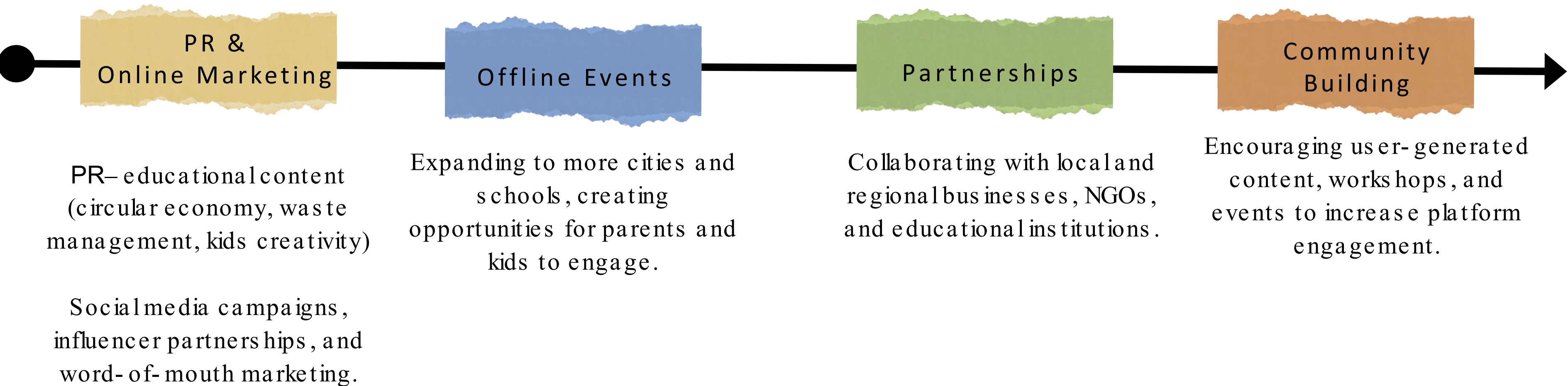
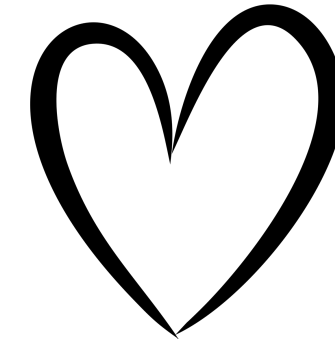
YEAR 3-5


EU Market: In the European Union, approximately 3.88 million babies were born in 2022.






Marketing Strategy





Circular Economy

- Waste Reduction: Encouraging the buying and selling of gently used products reduces waste and extends product life .
- Upcycling: Promoting creative projects using recycled materials, fostering innovation, and sustainable practices.



Sustainability

Community Engagement:
Strengthening eco - conscious local communities and connecting families.

Cool Bazaar's Edge:

- A Platform for Creativity: No other platform in BiH fosters children's creative projects.
- Localized Solution: Tailored specifically to BiH families, with the potential to expand to the Balkans and EU countries.

ONLINE PLATFORM


We will build the technical infrastructure base for our online platform, creating a simple, secure, and intuitive environment for users.

TESTING AND OPTIMIZATION

Platform testing and optimization of functionality to ensure the best user experience before the official launch.

MARKETING ACTIVITIES

Targeted marketing to attract initial users, including promotions on social media and collaborations with relevant partners.



Join us in shaping a sustainable future

We are looking for strategic partners and investors who will support the growth of Cool Bazar, the first platform in Bosnia and Herzegovina dedicated to promoting the sustainable exchange of second-hand children's products and creative projects.

We aim to expand our impact, increase business volume, and encourage innovation in the circular economy and environmental awareness.



Invest in children, and you invest in the future.



**Cool
bazaar**

arijana.katana@pricha.ba
IG: @cool_bazaar_kids