Profile number
110098

Fully developed sneaker and streetwear marketplace

Located in
Netherlands

Personal data

Sector
Service industry

Type of company
Internet services

Legal entity:
Limited Company

Type of transaction
Shares

Life phase enterprise
Starting

Employees in FTE
< 5

Type of buyer:
- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year
€ 0 - € 100.000

Asking price
€ 100.000 - € 250.000

Earnings before taxes
€ 0 - € 100.000

Company history/background

After years of development and a strong passion for shoes and clothing, we have decided to build a marketplace for sneakers and streetwear. Now that the platform is fully completed, we wish to sell it to a party that can actually launch it and continue to grow it. The platform was built and developed in the Netherlands.

The platform offers a fully automated system for the buying and selling of sneakers and streetwear, including an extensive link building profile with an investment value of over €60,000.

The development of such a marketplace — including all profiles, functionalities, and processes — costs an average IT development company approximately €300,000.

In addition, the platform has a database of approximately 500,000 active products.

What is being transferred:

- Fully operational marketplace: users can buy, sell, and list sneakers and clothing within one secure environment.
- Complete technical infrastructure (frontend, backend, and database), developed with modern frameworks.
- Payment and shipping integration: automated commissions, authentication fees, and shipping labels.
- Management environment: including dashboard for users, products, orders, and payments.
- Responsive design: modern, mobile-friendly, and optimized for conversion.

Including SEO link profile (€50,000 value):
- Professionally built link building profile with high authority in the fashion and sneaker industry.
- More than 209,000 high-quality backlinks from relevant domains.
- Immediate benefit upon (re)launch: faster indexation and organic ranking.
- Suitable as a strong SEO foundation for those who want to grow through content or affiliate marketing.

Strong revenue model with multiple revenue streams:
- 15% commission on sneakers
- 30% commission on clothing
- €3 listing fee per product
- €15 authentication fee per product
- €5 logistics margin per label (two labels per package)

Unique selling points

We distinguish ourselves by allowing users to buy and sell both streetwear and sneakers within a single platform.

If you want to have a marketplace — whether you already have a webshop or want to start one — we have a fully ready-made solution for you. The platform is completely custom-built, without the use of WordPress, Shopify, or similar systems. The platform is already available in multiple languages and fully deployable internationally.

Other

Why is this interesting;
- The sneaker and resale market continues to grow strongly worldwide.

- The technical aspects, branding, and SEO foundation are already in place.
- No startup costs or development time: ready to activate immediately.
- Multiple revenue models and scalable concept.
- Ideal for entrepreneurs with experience in e-commerce, SEO, or marketing.

Status & reason for sale;

- The project is fully completed and technically ready for use. However, there is no active operation due to a lack of time on the part of the owner.
- The acquisition offers a turnkey entry opportunity for someone who can roll out the concept.

We are an IT development company ourselves and can also fully support you with the further development and refinement of the platform.