# costera mission

It is our mission to connect the entire Costa Blanca into one living, accessible community.

We bring together local residents, visitors, businesses, and institutions into a single digital space where:

- local services are easy to find and trust
- local attractions are visible and alive
- people can move through the region without friction or confusion

When people can easily discover, book, and engage with what's around them, the whole region becomes stronger, more sustainable, and more human.
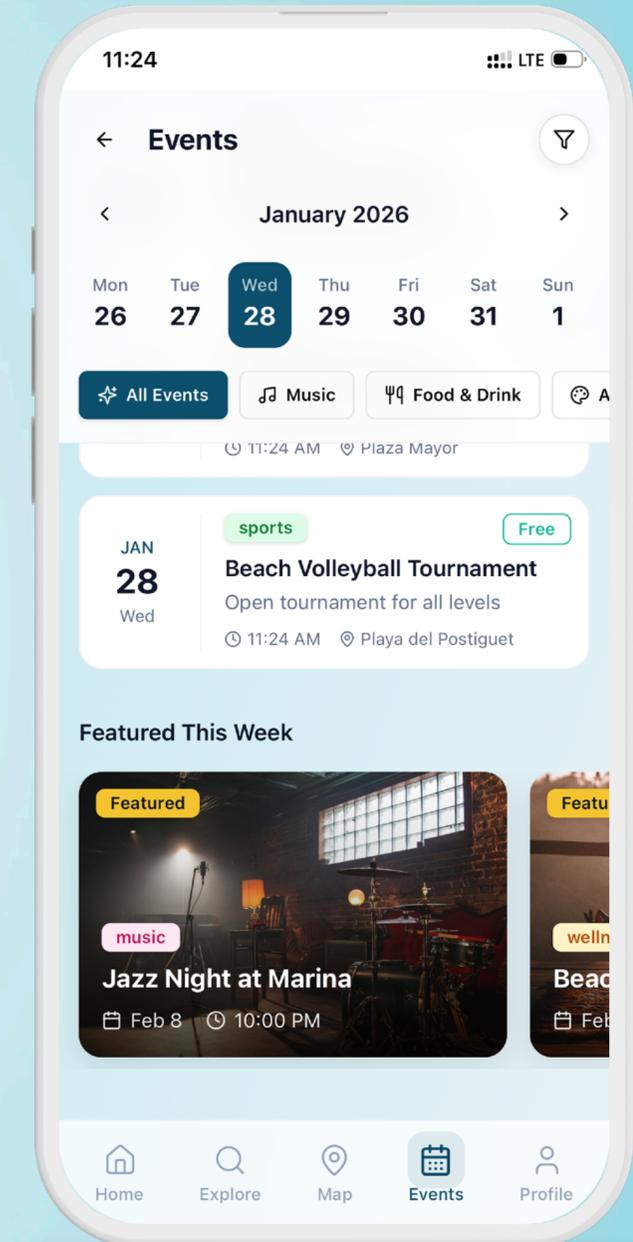
Costa Blanca has everything — except one way to connect it all…

Costa Blanca is one of Europe's most desirable regions, yet:

• Local services live in Facebook groups
• Attractions are scattered across dozens of sites
• Small businesses are invisible to tourists
• Towns operate in silos
• New residents feel lost

The result: a fragmented economy where people, money and opportunity fail to connect.
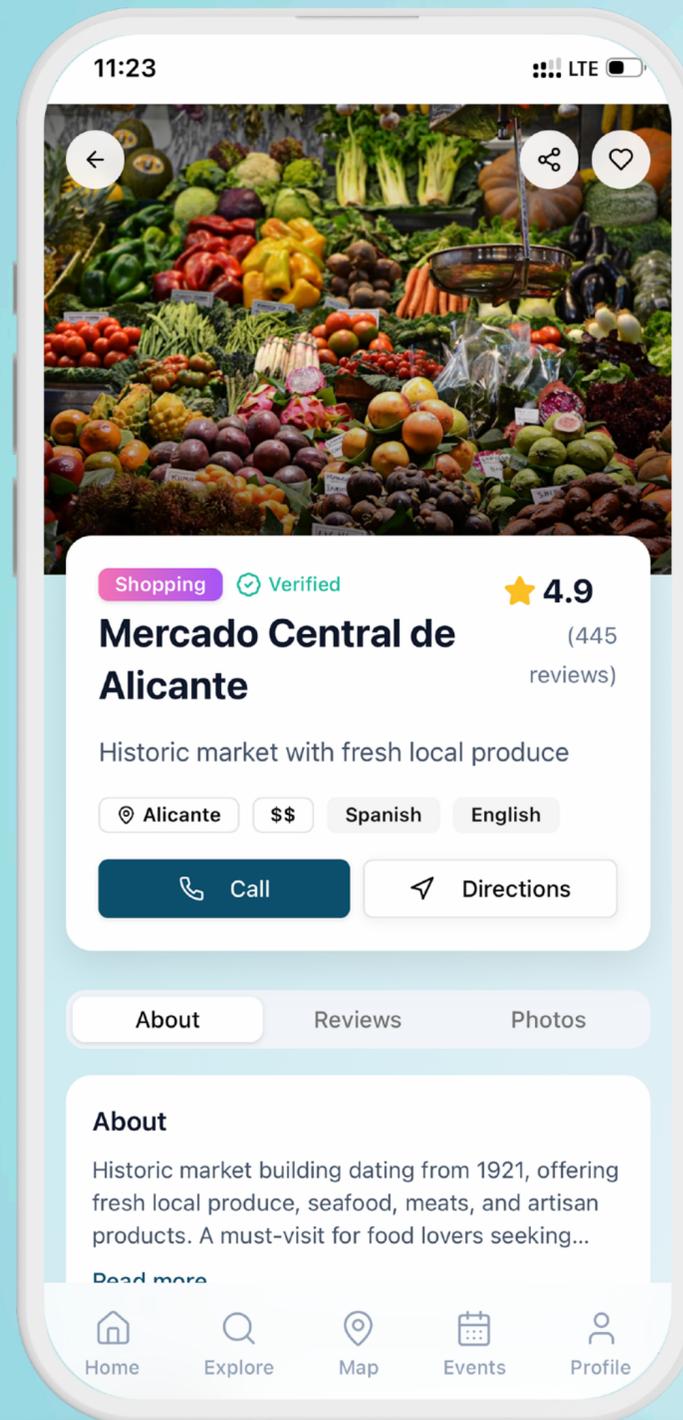
costera changes the unit economics

- The place people go first

- The place businesses sell

- The place municipalities publish

We aggregate: discovery, booking, trust, and data. We build regional digital infrastructure.

Business Model

B2C — free access

Locals and tourists use Costera for:

• discovery

• bookings

• concierge

• community

Regional Advertising

Hyper—targeted, high—intent placements:

• "Near you now"

• "Popular with visitors"

• "Recommended this week"

Business Model

B2B — Tiered Business Subscriptions

Local businesses pay a monthly fee based on annual revenue and category, not flat pricing.

Business Type	Annual Revenue	Monthly Fee
Solo services (guides, therapists, tutors)	< €50k	€19–29
Small businesses (cafés, rentals, studios)	€50k–250k	€49–99
High-volume operators (tours, marinas, agencies)	€250k+	€149–399

What they get:

- Visibility in search and maps
- Bookings and messaging
- Customer reviews
- Analytics and insights
- Direct access to tourists

Business Model

Public Sector and Municipal Subscriptions

Town halls, tourism boards and regional governments pay for:

• Event distribution

• Tourist info

• Emergency and service alerts

• Data and analytics

Business Model

Partnerships and Regional Deals

Costera becomes the channel for:

- mobility providers
- telecoms
- insurance
- relocation services
- coworking
- real estate

Business Model

Concierge Services

A human + AI assisted service for:

- tourists
- new residents
- property owners
- digital nomads

Market Size

Costa Blanca core numbers (conservative)

• 5M+ tourists / year

• 300k+ foreign residents

• ~1.5M total population

• ~50,000 local service & tourism businesses

• ~€15–20B annual tourism & local services economy

We monetise: discovery, bookings, services, attention, and data.

Go to market Strategy

We don't launch the app. We activate the whole region:

Phase I: Own One Town

• Onboard 200–500 businesses
• Add all services and attractions
• Partner with municipality

Goal: become "how things work" in that town.

Phase II: Expand town–by–town

Each town adds: supply, demand, data, and network effect

Phase III: Lock in institutions

Tourism boards, town halls, event organisers

Goal: become official distribution layer

Phase IV: Scale the model

Once Costa Blanca works, clone it to Costa del Sol, Balearics…

5 year financial projections

Year	Businesses	Users	B2B Subscriptions	Concierge	Ads and Partnerships	Average AR
Y1	700	20k	EUR 0.4M	EUR 0.2M	EUR 0.2M	**EUR 0.8M**
Y2	2000	80k	EUR 1.2M	EUR 0.8M	EUR 0.8M	**EUR 2.8M**
Y3	5000	250k	EUR 3M	EUR 2.5M	EUR 2M	**EUR 7M**
Y4	8000	700k	EUR 4.8M	EUR 7M	EUR 3.2M	**EUR 15M**
Y5	12500	2M	EUR 7.5M	EUR 20M	EUR 5M	**EUR 32.5M**

Revenue assumptions:

Average B2B Subscriptions: EUR 50 per month
Concierge: 10% users, average income: EUR 100 per user
Average Ads and Partnerships: EUR 400 per business per year

Competition

Costera is not competing with apps. It is replacing fragmentation.

What exists today:

Category	Examples	Why they fail?
Global marketplaces	Airbnb, Booking	Extract 20–30%, no local loyalty
Maps & search	Google Maps, TripAdvisor	Discovery only, no transactions
Social groups	Facebook, WhatsApp	Chaos, no trust, no monetisation
Local sites	Municipal websites	Static, siloed, no engagement

Everyone owns a slice. No one owns region.

Competition: Costera moat

Regional Network Effect

More businesses → better discovery → more users → more bookings → more businesses

Municipal Integration

Costera becomes the event platform, info layer, and business directory. This makes it politically and structurally sticky.

Data Advantage

Costera sees where people go, what they book, what's missing.

Supply Lock—in

Local businesses get: bookings, reputation, CRM, repeat customers. Leaving Costera means losing their digital footprint.

Platform, not app

Competitors are tools. Costera becomes infrastructure. Infrastructure wins.

The Team

Martin Harmony
CEO

Product and growth leader with 25+ years of experience across technology, digital strategy, creative industries, and wellbeing.

Brings together strategic clarity, product thinking, modern design, and data—driven growth.

Builds products and communities that create meaningful, lasting impact.

Junaid Habib
CRO

Senior B2B partnerships and external relations leader with 25+ years of experience building enterprise partnerships, scaling multi-million-dollar portfolios, and leading end-to-end business development across North America, Europe, and Asia.

Known for converting complex stakeholder environments into clear partnership strategies, executive-ready business cases, and durable multi-year agreements.

Elliot Zissman
Head of growth

25 years of creating value for companies across the world. Takes pride in building successful sales teams and coaching them to success.

Most recently, completed 5 fantastic years at Pythian, a Canadian-based specialist in data and cloud services, where he built the European presence from scratch to one of Google's leading regional partners.

Elton Ventura
CTO

A seasoned entrepreneur, solutions architect, and technology leader with over a decade of experience designing and delivering scalable, secure digital products across fintech, health-tech, logistics, enterprise platforms, and pension systems.

Elton combines deep technical expertise with strategic vision to build impactful software solutions and drive innovation.