costera

The Operating System for Costa Blanca

Connecting residents, businesses, visitors, and municipalities into one trusted local ecosystem — powered by verified data and AI concierge services.
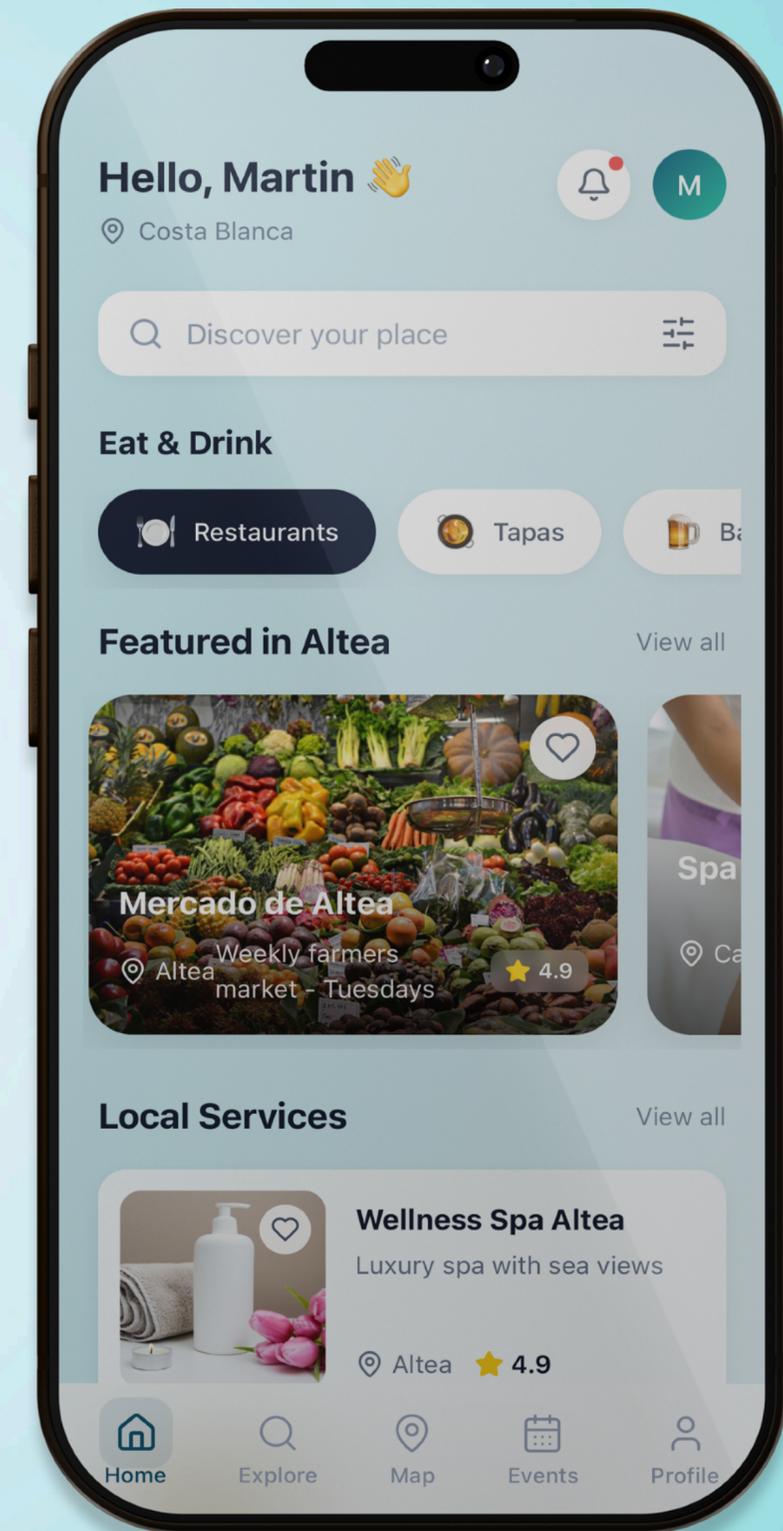
The Problem

Local Economies Are Digitally Broken

In regions like Costa Blanca:

- Local information is fragmented and unreliable
- Opening hours are wrong – especially during fiestas
- Services live in Facebook & WhatsApp chaos
- New residents and tourists struggle to decide
- Municipalities lack real digital distribution & insight

Result: Daily friction for people, lost revenue for businesses, blind spots for towns.

Hello, Martin 👋
Costa Blanca

Discover your place

Eat & Drink

Restaurants   Tapas   Ba

Featured in Altea   View all

Mercado de Altea
Altea   Weekly farmers market - Tuesdays   ⭐ 4.9

Sp
Ca

Local Services   View all

Wellness Spa Altea
Luxury spa with sea views
Altea   ⭐ 4.9

Home   Explore   Map   Events   Profile

The Solution

A Trusted Local Decision Layer

Verified Local Discovery: Accurate hours, holiday exceptions, real-world freshness.

AI Concierge (Intent → Action): Users ask in natural language:

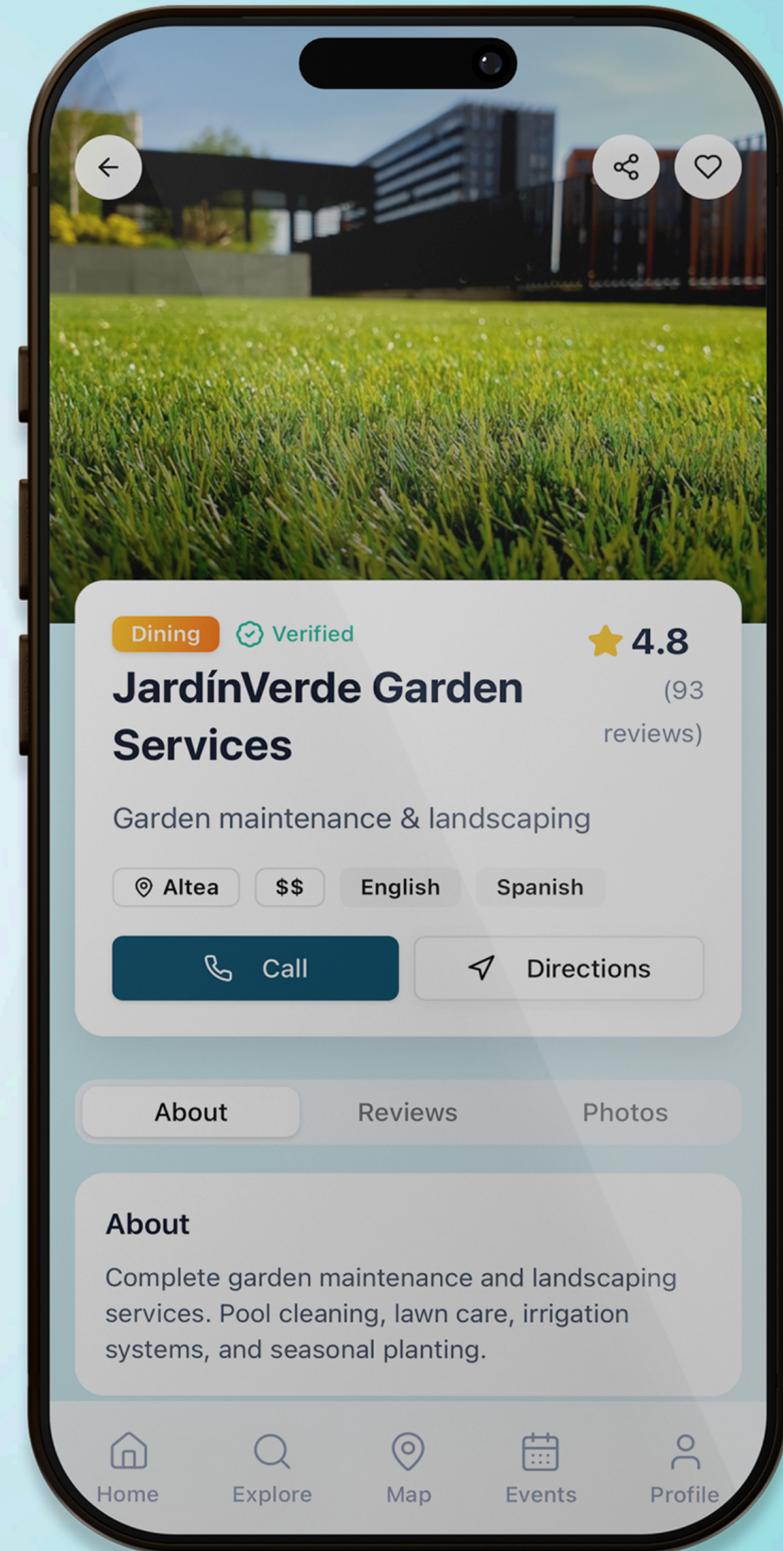*"Where can I buy organic food and get delivery?"*
"What can we do this weekend with kids who love animals?"

The AI routes demand to real local supply.

Municipal Layer
Towns use Costera to: broadcast events & alerts, communicate in real time, access anonymised behavioural insights

Costera is not a directory. It operates local life.

Dining ✓ Verified   ⭐ 4.8

JardínVerde Garden Services   (93 reviews)

Garden maintenance & landscaping

📍 Altea $$ English   Spanish

📞 Call   ➤ Directions

About   Reviews   Photos

About

Complete garden maintenance and landscaping services. Pool cleaning, lawn care, irrigation systems, and seasonal planting.

Home   Explore   Map   Events   Profile

Market

Market (Costa Blanca, conservative):

- 7M+ tourists / year
- 500k+ foreign residents
- ~50k local businesses
- €15–20B local services economy

We sit at the decision layer of this economy.
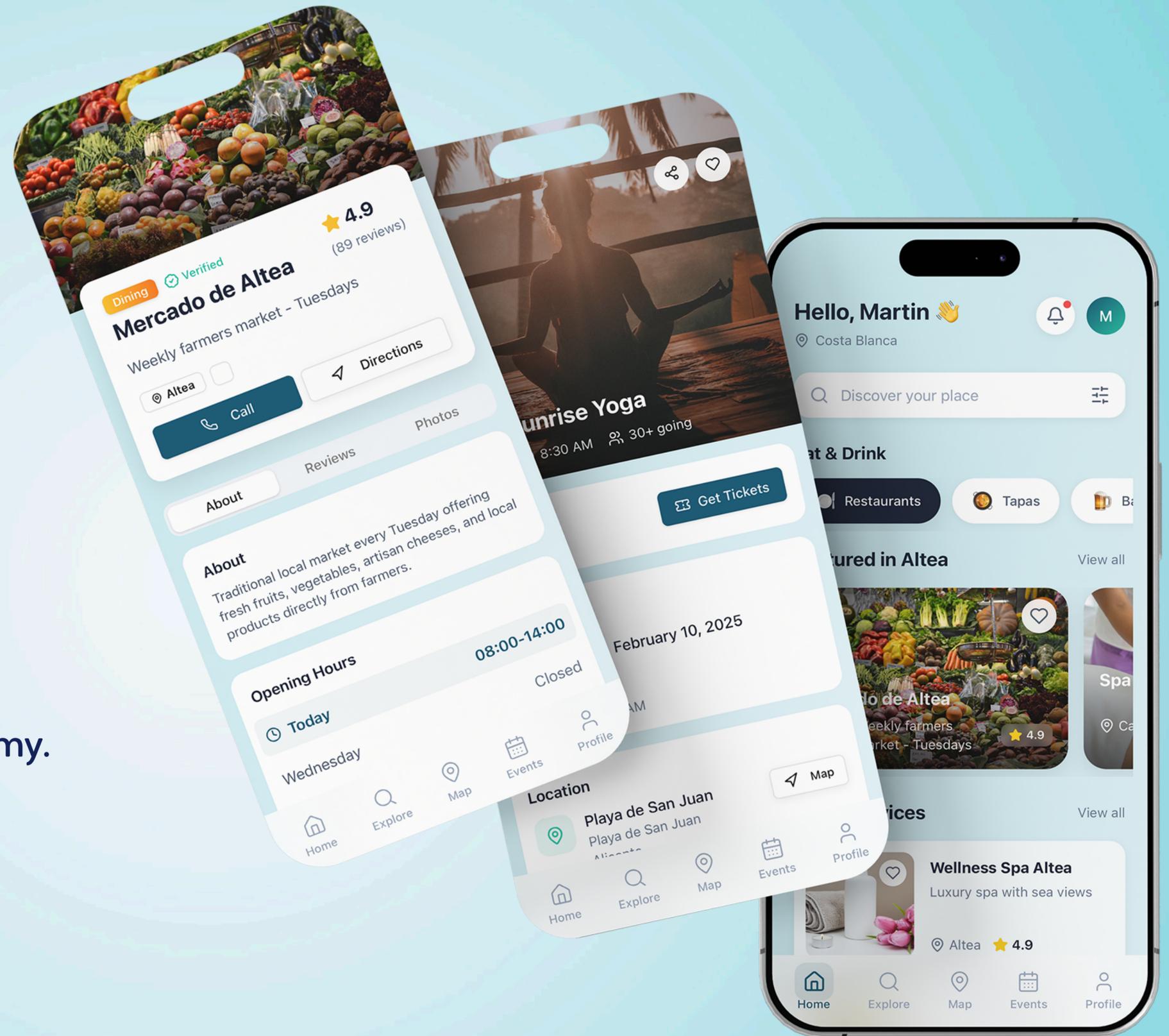
Business Model

B2C (Free Access): Residents and visitors use Costera freely to drive adoption.

B2B (Business Subscriptions): Tiered plans based on category and revenue:

- visibility
- bookings
- messaging
- analytics

Public Sector (Municipal Subscriptions)

- information distribution
- alerts
- data & insights

AI Concierge Premium Services: Advanced planning and personalization.

Sponsored & Partner Placements: High-intent, hyper-local exposure.

GO-TO-MARKET

Town-by-Town Activation Strategy

Phase 1: Own One Town

- 200–500 verified businesses
- full local coverage
- municipal partnership

Phase 2: Expand Town-by-Town. Each town adds:

- supply
- demand
- data
- network effect

Phase 3: Institutional Lock-In: Tourism boards, town halls, public services.

Phase 4: Replicate Regionally
Costa Blanca → Costa del Sol → Balearics → beyond.

Costera is aligned with Valencia's Urban Innovation Sandbox framework, enabling real-world pilots with municipalities and public data partners.

Financials

Funding ask: We're raising **€500k** to fully prove the town-by-town model, reach institutional lock-in in Costa Blanca, and be ready for a strong Series A narrative.

Use of funds:

- Product & AI (30–35%) → €150k–€200k
- Local Operations & Data Trust (20–25%) → €100k–€140k
- Go-To-Market (20–25%) → €100k–€140k
- Team & Execution Buffer (15–20%) → €75k–€110k
- Contingency & Strategic Flex (5–10%) → €25k–€50k

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.

Thank You!

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