Swapstore

Swap , Sell & Buy

Turning sleeping Closet clothes & accessories into currency by getting value and cash



@swapstorekenya
instagram

AGENDA

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- Product
- Company Summary
- Traction
- Team
- Use of Proceeds



Problem Statement

The fashion industry is one of the world's leading polluters. As brands continuously push out new trends and designs, consumers are pressured to keep up — buying more, wearing less, and discarding faster. This cycle of overconsumption is not only damaging the environment but also affecting the everyday lives of consumers.

•Cluttered wardrobes filled with Valuable items in good Condition.
•Overconsumption due to everyday emerging trends
•High Cost to keep up

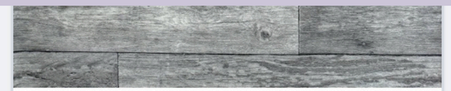


Solution

SwapStore is Africa’s most trusted circular fashion marketplace — a platform where anyone can list their items, swap styles with their community, and earn from what they own. Our mission is to make fashion accessible, sustainable, and rewarding for every young African, while creating real economic opportunity and reducing textile waste across the continent. Whether you are decluttering your wardrobe or discovering your next favourite outfit, SwapStore puts the power of fashion back in your hands — one swap at a time.”

Timberlands Official shoes

Shoes



Jacket

Tops



Jeep leather bag

Accessories



Jacket

Tops

Product

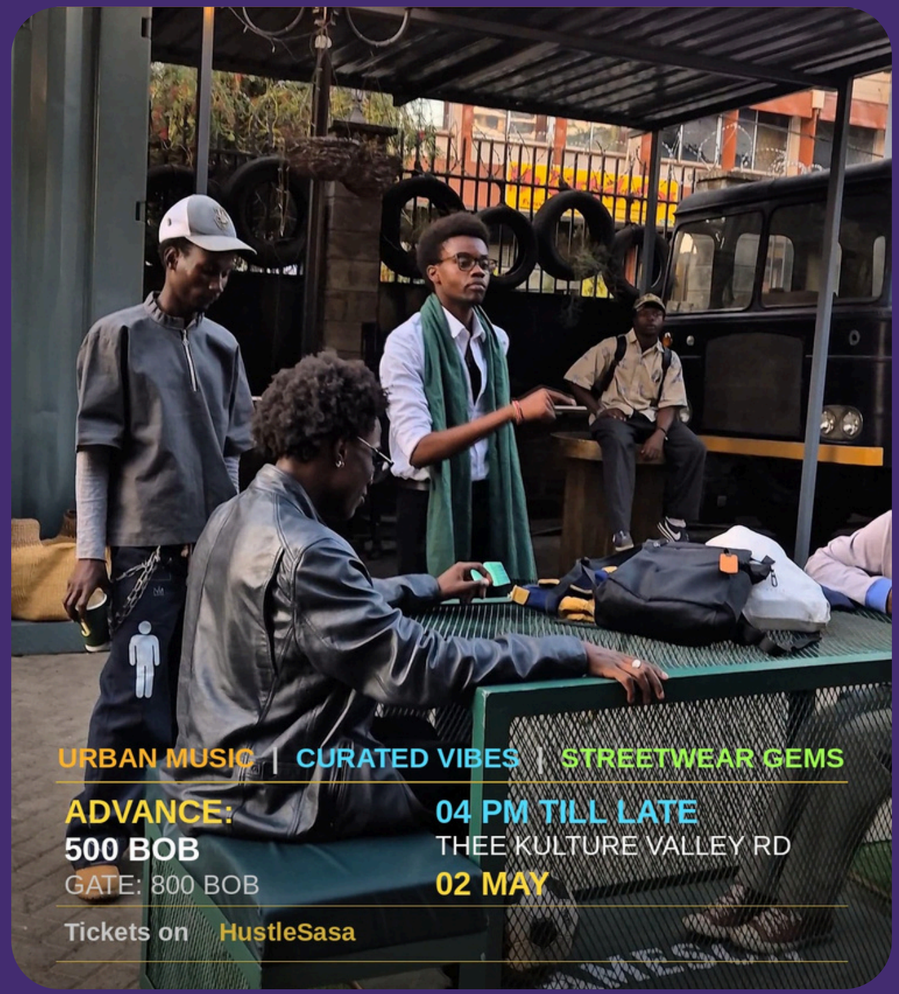
To list an item, users simply upload an image with key details including location and size — with a sell listing being completely optional. Once a user is interested in an item, they send a swap request and once accepted, both parties pay the KES 300 swap fee. The app then enables direct messaging between the two users to discuss meeting arrangements or delivery. For items listed for sale, SwapStore takes a 10% commission on each item sold."

Company Summary

SwapStore is a registered business operating under Swapwear Merchants, with an active business certificate and dedicated bank accounts — laying a solid foundation for growth and accountability. Our mission is to develop a unique marketplace for fashion lovers to thrift, swap, and sell clothing in a way that is affordable, sustainable, and community-driven. Looking ahead, SwapStore is projecting the launch of physical thrift stores across Kenya, where users can walk in, drop off pre-washed clothing, and pick up new-to-them pieces — bridging the gap between our digital platform and real-world fashion exchange. These physical locations will serve as community hubs, complementing the app experience and creating a fully integrated circular fashion ecosystem that is scalable, impactful, and built for the future of African fashion.

Traction

• Hosted our first fashion event — 100+ attendees, 85 paying customers.
• Completed Hackhouse, an 8-week startup program by Startup Garage covering startups, IP rights and collaborations.
• Emerged 1st place at KCAU Business Symposium 2025, awarded by the Vice Chancellor at Graduation via the Innovation Centre.
• Placed 2nd runners-up at the University of Nairobi Project Pitching Contest 2025.
• Growing social media following with positive feedback from campus students and fashion lovers.
• Received official M-Pesa API from Safaricom to enable in-app swap fee payments.
• Early users onboarded to the platform, actively listing items and testing the product.



Swapstore

Team

Founder
Maurice Judica
pursuing
Bachelor in commerce at KCAU.
Sam Arimi
Software Develloper
,graduate from Kisii University



Use of Proceeds

- Deploy the app on Google Play Store and Apple App Store.
- Register an active domain for the SwapStore platform.
- Invest in app and product development with experienced developers to handle growing user traffic.
- Collaborate with fashion influencers and media blogs to boost SwapStore’s brand awareness.
- Partner with existing shops to register active SwapStore drop-and-pick centres across Kenya.