

# PRESS KIT



Zadaa helps users buy and sell clothes that fit from people who share a similar size and style. It is revolutionizing the second hand fashion market by connecting similar people in a marketplace. When a user logs in to Zadaa, they will see people like them, selling clothes.

Using the app is as easy as using Instagram. Users snap a few pictures of their clothes and put them on sale, Zadaa searches for potential buyers (similar people all over the country). Once bought, the clothes can be dropped off by the seller at a nearby kiosk or grocery store. The Zadaa Package will be delivered automatically to the buyer, just like in this video (<https://youtu.be/PP9KpvzZETw>). The sellers get paid directly to their bank account.

The founders got the inspiration for Zadaa from a Facebook post by a friend who was having a hard time selling her clothes online. The big vision is to connect every wardrobe in the world so that the people can buy and sell clothes not only in their home country, but also between other countries and in future from every continent.

## Company facts

Founded in 2015 in Helsinki, Finland  
Headquarters in Helsinki, Finland  
Available in Finland and Denmark for Android and iOS  
100 000 registered users  
1,1 million euros invested  
Current lead investor Superhero Capital VC (Finland)  
Total sales so far over 1 million euros  
9 employees, mostly in Finland  
Awarded best blog marketing company in Finland (2016)

## Founders

Iiro Kormi, CEO

6y digital biz & marketing



Aamer Chaihee, COO

9y digital biz & sales



Sauli Hirvi, CTO

12y developer & design



Jyri Vähä-Pietilä, CHO

7y developer & games



## NGO involvement

Co-operating with Save the Children. Users can donate some or all of their sales profits to Save the Children directly through Zadaa.

## Articles/press

### English

Webrazzi (<https://goo.gl/Xs7Sfi>)  
Good News from Finland (<https://goo.gl/V4ra4c>)

### Danish

MobilSiden (<https://goo.gl/TMCPho>)  
TechSavvy (<https://goo.gl/HEZrau>)

### Swedish

Dagens Industri Digital (<https://goo.gl/jqB6mt>)

### Finnish

Forbes Suomi / Heinäkuu 2017 (print) (<https://goo.gl/UN96TK>)  
Yle Kioski (<https://goo.gl/J5aJ9K>)  
Helsingin Sanomat (<https://goo.gl/FNNj1k>)  
Made in Aalto (interview) (<https://goo.gl/x7kB45>)

Digital Fabric ApS / Zadaa (Denmark)  
Sara Salim, Country Manager  
29 88 69 63 / [sara@zadaa.co](mailto:sara@zadaa.co)

Digital Fabric Oy / Zadaa (Finland)  
Aamer Chaihee, COO, co-founder  
040 758 7418 / [aamer@zadaa.co](mailto:aamer@zadaa.co)