glossgo

Try the look.
Find the right expert.
Book it.

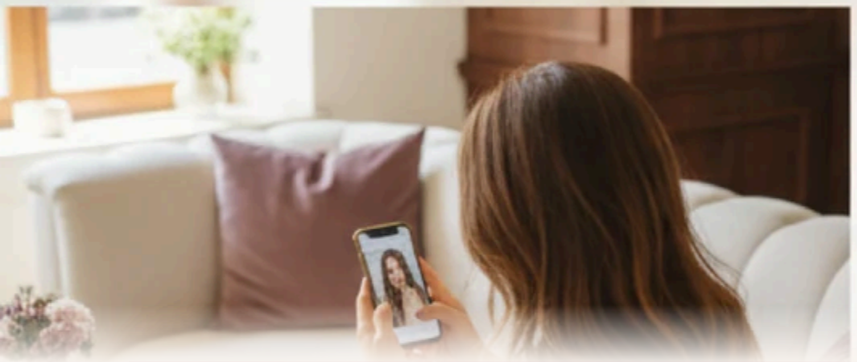
From imagining a new look
to sitting in the chair.

Visualize → Match → Book



THE PROBLEM

Every handoff loses intent.



01 · INSPIRATION

Will this look suit me?

Inspiration without confidence.



02 · SEARCH

Who can create it?

Search without the right match.



03 · BOOKING

Can I book it now?

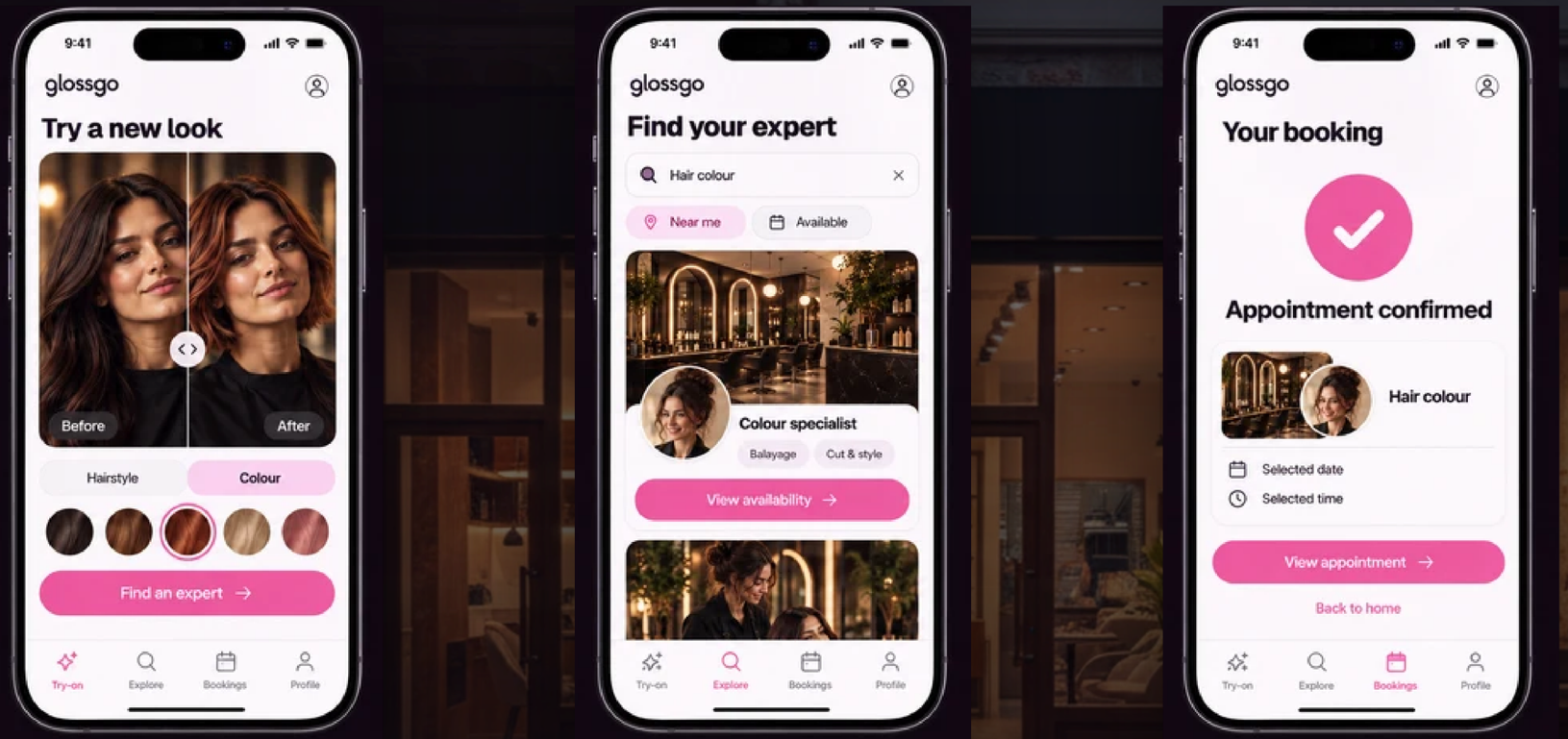
DMs, WhatsApp and phone calls.

A shared calendar connects intent to salon availability.

THE PRODUCT

Try it. Find your expert. Book it.

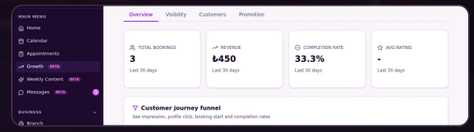
01 Visualize → 02 Match → 03 Book



FOR SALONS · LOCALIZED WORKFLOW

Türkiye: Turkish · TRY • **United States:** English · USD

Bookings, customers and repeat visits · illustrative interfaces



WHY NOW

AI lowers the cost.
Turkey gives us the starting point.

~$0.05

estimated generation cost

Per image · internal estimate; platform and operating costs excluded

64.2M

Instagram addressable audience

March 2026 · not monthly active users

88.6%

WhatsApp use in Turkey

Individuals using WhatsApp · 2025

Sources: internal estimate, 8 Sep 2026; NapoleonCat, Mar 2026; TurkStat, 2025 ICT Usage Survey.

OPPORTUNITY

Capture intent before salon search.

~$258B

global beauty salon market

2026

$1.76B

Turkey hair & beauty salons

2025

792,265

mapped beauty and wellness records

Mapped records only · not active or verified salons

59,844

Türkiye

732,421

United States

Market sources: Mordor Intelligence, Jun 2026; Deep Market Insights, Apr 2026. Directory snapshot: 8 Oct 2026.

TRACTION

The booking loop works. Repeatability is next.

87

completed native bookings

Production snapshot · 8 Oct 2026

₺80,352

completed GMV

Booking value · not revenue

$0

revenue to date · 0 paying partners

50 salons on Partner trial · 9 Oct 2026

98.2% of 90-day GMV from one salon (2 Oct 2026). 5 owned salons can take bookings; none completes 3+ a month yet.

Average ticket ₺1,256 · 35.3% repeat-customer rate · test businesses excluded · as of 8 Oct 2026, Europe/Istanbul. GMV is booking value, not revenue.

BUSINESS MODEL

Subscriptions on both sides, commission on new customers.

Türkiye · salon plans

Basic ₺499 / month · ₺4,999 / year

Plus ₺999 / month · ₺9,999 / year

USD-billed · salon plans

Basic $19 / month · $190 / year

Plus $39 / month · $390 / year

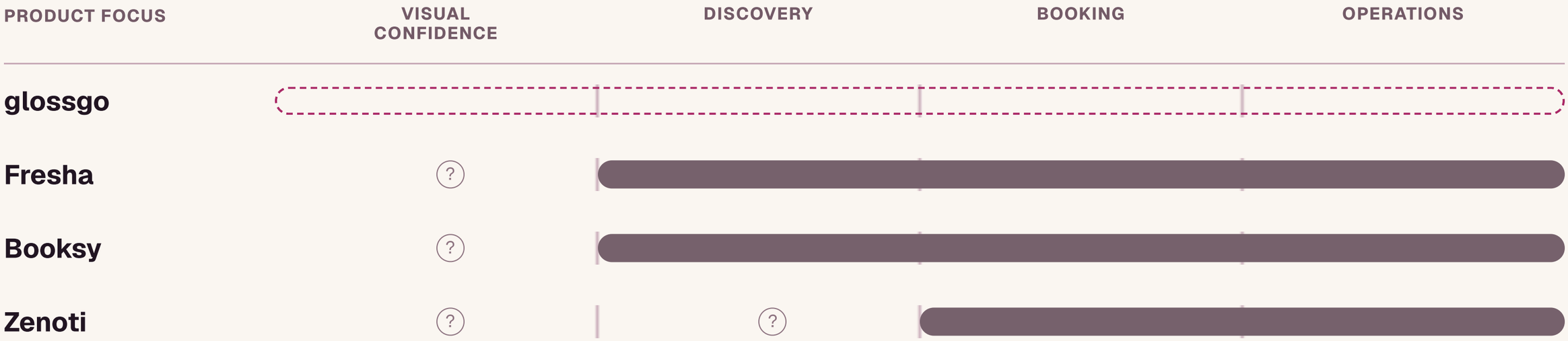
30-day free Partner trial. Customer Plus: $9.99 / month or $29.99 / year, 40 AI generations a month (3 on the free tier).

Commission on new customers glossgo brings. The standard rate is not yet decided.

Current public plan catalogue · Oct 2026. Plan prices are not realized revenue; revenue to date is $0.

COMPETITION

Start before search.
Connect intent to operations.



Documented product scope glossgo full-integration direction ? Not verified

SALON WORKFLOW

Help clients choose a look → Be found locally → Fill available times → Manage repeat visits

Intended workflow, not measured impact. Full feature matrix: companion competitor impact workbook.

Categorical product-focus chart, not performance scores. Sources: Fresha, Booksy and Zenoti public product materials, accessed Sep 2026.

GO TO MARKET

Build density. Prove the playbook. Repeat it.

Planned targets, not achieved results.

Q4 2026

Build density

Pendik + Kadıköy
Outbound salon conversations + local service pages

30 commission-active salons across two districts

Q1 2027

Prove liquidity

Istanbul
Partner activation + local discovery demand

₺1M+ monthly completed GMV + 3 growth months

Q2 2027

Repeat playbook

Second city
Document acquisition and activation gates

Launch after local proof

Q3–Q4 2027

Extend density

City replication
Outbound + SEO/inbound repeatable motion

30–50 commission-active salons / month

Connected timeline: acquisition actions and evidence gates advance together.

VISION

One booking layer.
Starting with beauty.



THE ROUND

$450K

SAFE · 18-month runway

Prove repeatable district-level liquidity.

30%	Product & engineering
50%	Sales & marketing
20%	Operations, infrastructure & reserve

bilal@glossgo.com

OPERATING TEAM

Six people. One connected beauty journey.



Anastasia Diyakonova

Co-founder & CEO

Ex-Insider · 2× founder



Bilal Şengül

Co-founder & CPO

Ex-Ford · 2× founder



Mert Celil Özdin

CTO

Ex-Nash (YC-backed)



Emir Abbas Öztürk

Social media manager & editor

Ex-arabam.com



Berkan Buğday

Senior mobile developer

Ex-Bosch



Fatih Çiçek

Senior QA engineer

Ex-Getmobil

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