

PRE-SEED · 2026

KWANTA.AI

The agentic OS for beauty & fashion retailers.

Dashboards describe. Agents decide.

Pre-seed round – open

Pitched at EU-Startups Summit · Malta 2026

Paid

In 2 countries

2 retailers

Integrating today

22

Warm leads in 8 weeks

Beauty + fashion is retail's largest data-rich, decision-poor category — and the agentic operating layer is unbuilt.

01

\$600B + \$1.7T category

Beauty and fashion together. Global, growing, and still run on dashboards. No incumbent owns the agentic operating layer — SAP and Oracle move too slow, Shopify sits below the wedge, generic AI doesn't speak retail.

02

Highest signal density in retail

Every sale, return, drop, creator, and post is signal. Today none of it converts to action automatically. Closing the loop is direct margin and a compounding data moat.

03

Operating layer wide open

Multi-store accuracy sits at 63–70%. Attribution from TikTok / Instagram / creators is uncaptured. Decisions still flow through spreadsheets and meetings. Whoever builds the agentic OS first owns this category.

Why now

Beauty and K-beauty are accelerating across Europe and Central Asia. AI orchestration is finally reliable enough for revenue-critical retail workflows — not just dashboards. The category still has no winner.

Market wedge

Global beauty & personal care	~\$600B category
Global fashion retail	~\$1.7T category
Poland cosmetics	Fast growth, strong entry point
Kwanta wedge	3–50 store beauty & fashion chains in Kazakhstan and Poland

One system. Three layers.

- L1** **Data harness**
Migrates, cleans, structures, and categorizes messy historical retail data — automatically.
- L2** **Agent layer**
Forecasting, replenishment, pricing, assortment, attribution, clienteling — purpose-built for beauty + fashion.
- L3** **Operator app**
Live visibility, approval workflows, and controlled automation. Humans stay in the loop where it matters.

Sold in two countries. Before v1 shipped.

Two paying beauty retailers are integrating Kwanta today — Mir Kosmetiki in Kazakhstan and a multi-store cosmetics chain in Poland. Onboarded before the final product shipped, because the system already moves their P&L.

*Not pilots. Not LOIs. Two paying retailers —
across two countries — before v1.*

MVP shipped in 4 weeks

22 warm leads · 8 weeks

2 investor partners

03 · PAYING CUSTOMERS

Two paying retailers. Two countries. Before v1.

Mir Kosmetiki

Multi-store cosmetics · Kazakhstan

98% **+8.4%** **14h→3h**
inventory margin ops / wk

Beauty chain · Poland

Multi-store cosmetics · Poland

Paid **30d** **Live**
customer to deploy integrating

Why this team wins



Babur Absamatov

CEO

NielsenIQ-trained operator with deep exposure to enterprise consumer analytics. 10+ years in fashion retail and a strong commercial track record.



Adilet Aissayev

CTO

Founder-engineer. 60+ systems shipped, deep e-commerce and AI implementation experience, ships core product extremely fast.

Business model

KWANTA POS

\$20/mo

Entry wedge — system-of-record adoption unlocks data capture.

KWANTA Intelligence

\$500–1,000/store/mo

Core agent layer. The decisioning brain on top of POS + data.

KWANTA Data API

Network revenue

Anonymized store-SKU-campaign intelligence sold as the network densifies.

Raising €500K · pre-seed.

€500K

Pre-seed raise

15%

Equity

€2.8M

Pre-money

WHAT WE'LL DO WITH €500K

50 live retailers across Kazakhstan and Poland.

5+ production agents deployed end-to-end.

First version of the data layer + API roadmap.

Visible ARR, retention, and network-effect proof for the next round.

CLOSING THESIS

Closing thesis

Kwanta is not another analytics dashboard. It is the operating system for beauty and fashion retail in CIS and CEE — built to make decisions faster than the market moves.

Babur Absamatov · CEO · kwanta.ai · Kazakhstan · Poland