

Roofwander

Making outdoor travel more accessible
The rooftop tent rental marketplace.

FOUNDED OCTOBER 2025

200+

ACTIVE TENTS

100+

BOOKINGS

700+

USERS

10k+

ORGANIC
VISITORS

PROBLEM

- Idle assets: rooftop tents costing €2,000–€4,000 sit unused most of the year.
- Limited rental access: rental happens between peers through an informal marketplace or small local operators.
- Difficult buying decisions: hard to compare models, compatibility, and real-world reviews.

SOLUTION

Roofwander is a marketplace where users can rent, buy, and review rooftop tents in one place. Travelers can compare and book different models, while owners and professionals can monetize their tents securely.

BUSINESS MODEL

RENTAL MARKETPLACE

15% + €5

Commission per booking, with around €30 average contribution margin.

AFFILIATE SALES

~8%

Neutral product discovery and partner referrals, averaging around €150 per rooftop tent sale.

FUTURE LAYERS

B2B

Future monetization through brands, operators and reseller partnerships.

MARKET

2M+

TENTS IN
CIRCULATION

7–9%

ANNUAL
GROWTH

€450M

ANNUAL SALES &
RENTAL ACTIVITY

€50M

REVENUE
OPPORTUNITY

€18–22M

10-YEAR ARR
GOAL

KEY MILESTONES

2026

500 LISTINGS · 100 RENTALS

2027

1,000 LISTINGS · 1,800 RENTALS · 150
SALES

2028

1,800 LISTINGS · 4,900 RENTALS · 600
SALES

WHY US

The founding team built and launched the platform in-house while managing product, growth and marketplace operations with limited capital.

Sebastian de Biolley 

CEO · administration and growth

Samuele Lensi 

CTO · product infrastructure, technology

Lucas Darde 

COO · business development, customer support

THE ASK

We are raising €300–500k to scale across Belgium, France, and Germany, continue building the product, and achieve the milestones required to unlock the next stage of growth. The round is expected to provide 18–24 months of runway.

WHY NOW

Supply and demand already exist, with many owners already renting informally through Facebook groups and communities. Technology and AI continue reducing the cost of building modern platforms, creating an opportunity to build the leading rooftop tent community before the market consolidates.