Avesta

Avesta helps international tourists book transport in Uzbekistan, such as trains, buses, flights and drivers, in one place with their own card.

Avesta Tech LLC · Tashkent, Uzbekistan · founded October 2026

President Tech Award incubation, with 500 Global · avestatravel.uz

PROBLEM

Tourists can’t book Uzbek transport with their card, so they miss trips or overpay

Train

eticket.railway.uz

Often rejects foreign cards. Korean tourists told us they used a VPN to buy.

Bus

busticket.uz

Accepts only local Uzcard and Humo cards. One tourist we met missed a bus.

Drivers

Telegram groups

Found through phone numbers, paid in cash, no protection.

Car rental

Informal offers

One tourist lost a $250 deposit on an unofficial rental.

A typical Silk Road trip (Tashkent → Samarkand → Bukhara → Khiva) needs 3–4 intercity bookings. Every one of them hits this wall.

EVIDENCE

I talked to 50+ international tourists, listened, and saw the same pattern

50+

international tourists, interviewed by the founder

- At Chorsu Bazaar, in Khiva and in online travel communities
- Most struggled to book trains, buses and drivers online
- Paying in shops was rarely the problem: cards already work at terminals

We compared 2 main ideas

Payments in shops (QR app)

Tourists said their cards already work

Transport booking ✓ won

The real gap: local-only booking sites and cash

So we built transport booking first.

SOLUTION

One place to book all transport in Uzbekistan, in English, with your own card

1

Search

From, to, date. Live trains, seats and prices.

2

Choose

Train and class, with readable class names.

3

Passenger

Name and passport, as on the document.

4

Pay by card

Visa / Mastercard on the bank's secure page. Fee shown upfront.

5

Get the ticket

E-ticket by email and in Telegram.

- Live today on avestatravel.uz and Telegram
- Opens when bank payments and official ticket access go live

Trains first. Buses, minibuses and intercity drivers next, in the same flow.

WHY NOW · MARKET

Tourism to Uzbekistan is booming, but transport booking is still built only for locals

11.7M

foreign visitors in 2025, +47% in one year (National Statistics Committee)

- Booking moved online, but sites still expect local cards
- Official ticket portals can open access to registered startups through IT Park
- Tourists already plan and chat in Telegram, where Avesta lives

Our first customer

Long-distance, independent tourists. Most visitors come from neighbouring countries (9.5M); about 2.2M come from further away.

Simple math

~2.2M tourists × 3 bookings × ~$2 fee ≈ $13M a year in fees on transport alone, before buses, drivers and other countries.

Assumptions: 3 legs per trip, flat ~$2 fee.

COMPETITION

Tourists today use global resellers, concierges or cash. We are cheaper and go deeper locally

How tourists book today	Foreign card	Cost per ticket	Buses & drivers
Railway / bus sites directly	Often fails	Fare only	Bus: local cards only
12Go (global reseller)	Yes	~4% markup	Mostly trains
Bookaway	Yes	16–38% above fare	Limited
Local concierge, by hand	Varies	$15–20	Yes, manual
Telegram groups + cash	No (cash)	Negotiated	Yes, no protection
Avesta	**Yes**	**Flat ~$2**	**Yes, next on roadmap**

Prices checked October 2026, approximate. Our edge: a local company that pays Uzbek operators in som and covers what global sites skip.

BUSINESS MODEL

We earn a flat fee on every booking, and later a commission from drivers and operators

25,000 som

(~$2) flat fee per ticket

Shown on its own line before payment. We lowered it from 10% after tourists said even 3–4% felt high.

3–4

bookings per Silk Road trip

≈ 75,000–100,000 som (~$6–8) fee per tourist, with no extra marketing cost after the first booking.

Later

commission from drivers

Minibus and driver owners pay a commission for paying foreign customers they can’t reach today.

TRACTION

In 4 weeks we went from interviews to a registered company and a live product

99

users visited

in the last 10 days (Vemetric)

133

page views

in the last 10 days

0

paid bookings

payments open after bank approval

Company	Avesta Tech LLC registered, bank account active
Product	avestatravel.uz + Telegram bot live, WhatsApp bot launching this week
Payments	Octobank card acquiring in compliance review
Official access	IT Park Startup Base application for railway, bus and airline portals

ROADMAP

All transport in 2–3 months, then everything a tourist books: the Klook of Uzbekistan

Months 1–3

All transport

Trains, buses, flights, minibuses and drivers with card payments

Every intercity trip bookable on Avesta

Months 4–6

Beyond transport

Tours, attractions and transfers in the same app

First non-transport bookings

Months 7–12

Website + mobile app

Complete website and iOS / Android app serving users

One app for the whole Uzbekistan trip

Next

Central Asia

Kazakhstan, Kyrgyzstan and the rest of the Silk Road

The Klook of Central Asia

TEAM · ASK

We are raising $50,000 for 12 months to build the Klook of Uzbekistan

Shahzod Karimov

Founder & CEO

- Local founder who talked to 50+ international tourists himself
- Registered the company, opened banking and shipped the product in 4 weeks
- Building a great company: the Klook of Central Asia, starting with Uzbekistan

40%	$20,000	Product: card payments, rail and bus integrations, mobile app
30%	$15,000	Marketing: hostels, travel communities, driver onboarding
20%	$10,000	Team: first developer and partnerships hire
10%	$5,000	Legal: agent contracts, public offer, accounting

Also asking: IT Park's introduction to the railway, bus and airline ticket portals.