

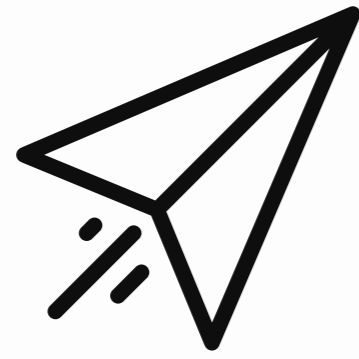


rentit

T h e

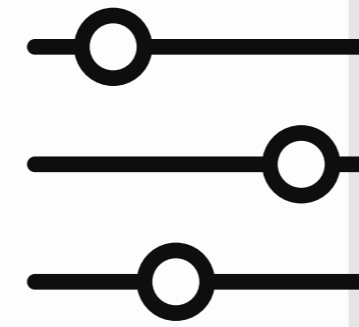
# PROBLEM

People like convenience, instant gratification and the assurance that what they are spending their money on will produce the results that they expect.



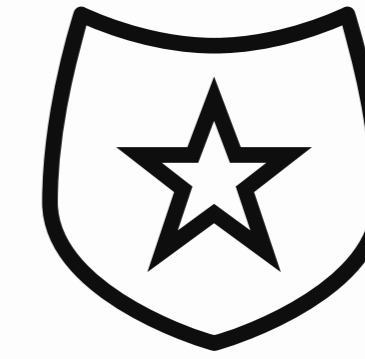
## UNUSED ITEMS

Owners have underutilized items that sit idle 90% of the time



## LIMITED SPACE

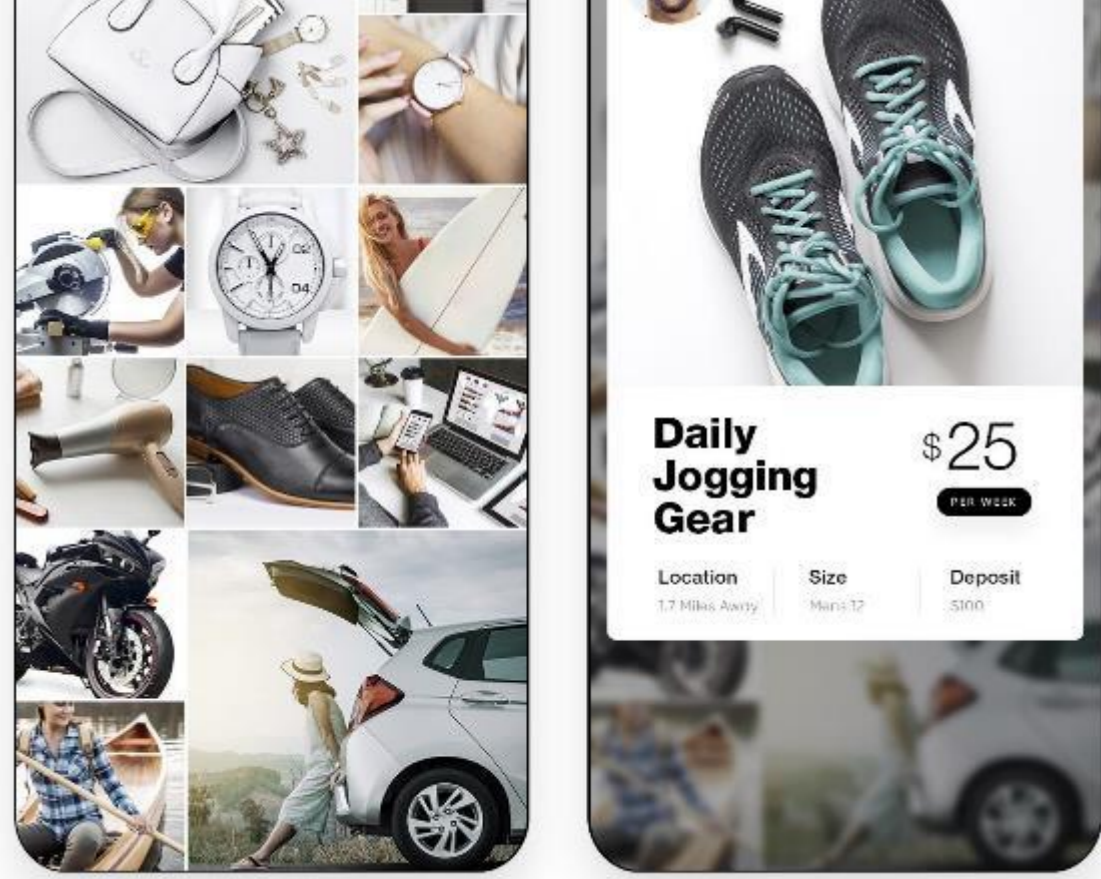
High cost of city living make it more cost effective to rent than to purchase and store items.



## INCONVENIENCE

Owners don't have a safe and trustworthy platform that is convenient to list or rent items from without much inconvenience.





**Daily Jogging Gear** \$25 PER WEEK

Location	Size	Deposit
1.7 Miles Away	Men's 12	\$100

**White Summer Dress** Rent \$45

.....

Posted by **Cirilla Lockheart** SEE REVIEWS

Location	Size	Rentals	Deposit
1.7 Miles Away	Women's 4	Regularly	\$100

**Description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum interdum sodipen. Donec sita pellentesque turpis. Curabitur viverra eu orci in vulputate. Class aptent tacit sociosqu, ad litora torquent, per conubia nostra, per inceptos himenaeos. Cras porta eros est.

**Instructions**  
Pickup & Delivery options are available weekdays 8am - 5pm

[Read Terms & Conditions](#)

**White Summer Dress** Rent \$45

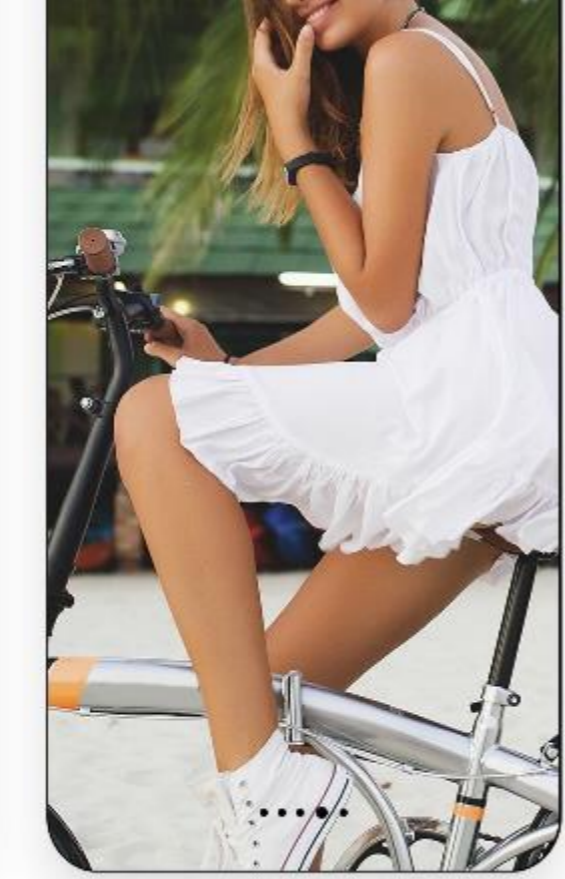
.....

Posted by **Cirilla Lockheart** SEE REVIEWS

Location	Size	Rentals	Deposit
1.7 Miles Away	Women's 4	Regularly	\$100

**Description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum interdum sodipen. Donec sita pellentesque turpis. Curabitur viverra eu orci in vulputate. Class aptent tacit sociosqu, ad litora torquent, per conubia nostra, per inceptos himenaeos. Cras porta eros est.

**Instructions**



**White Honda Civic** Rent \$65

.....

Posted by **Booker DeWitt** SEE REVIEWS

Location	Model	Rentals	Deposit
1.7 Miles Away	2011	Regularly	\$500

**Description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum interdum sodipen. Donec sita pellentesque turpis. Curabitur viverra eu orci in vulputate. Class aptent tacit sociosqu, ad litora torquent, per conubia nostra, per inceptos himenaeos. Cras porta eros est.

**Instructions**  
Pickup & Delivery options are available weekdays 8am - 5pm

[Read Terms & Conditions](#)

**White Honda Civic** Rent \$65

.....

Posted by **Booker DeWitt** SEE REVIEWS

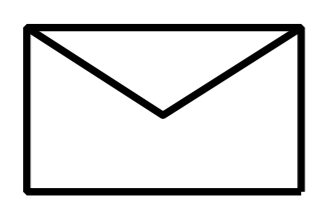
Location	Model	Rentals	Deposit
1.7 Miles Away	2011	Regularly	\$500

**Description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum interdum sodipen. Donec sita pellentesque turpis. Curabitur viverra eu orci in vulputate. Class aptent tacit sociosqu, ad litora torquent, per conubia nostra, per inceptos himenaeos. Cras porta eros est.

**Instructions**



THE  
**SOLUTION**



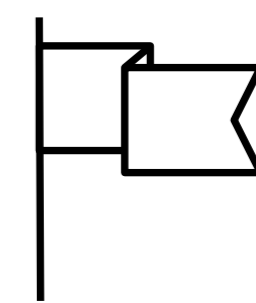
**EASY TO USE**

The RentIt intuitive UI allows for seamless rentals and listings in under 60 seconds. Gone are the days of having to use a rental company for your needs.



**CONVENIENT**

RentIt has partnered with some of the nations top partners in their fields to make renting and listing a breeze. From delivery, to insurance, to offsite storage lockers and finance, RentIt covers everything.



**SECURE**

Unlike every other large e-commerce app, RentIt is a first requiring legitimate ID verification to either list or rent an item. It is not required to browse, but to complete a transaction, you must prove who you are. No more anonymous listings!!!

# I T S FEATURE SET



## DELIVERY

Partnered with Roadie, a Home Depot/UPS backed last mile delivery service, we have made pickup/drop-offs seamless if its necessary.



## INSURANCE

General Liability, Cyber and Property insurance are either included or available at an extra charge. By monetizing insurance, we can make an additional 30% per transaction on top of service fees.



## RECOMMENDED ITEMS

Are you going on a ski trip, camping or just want to be outside? You will be able to search for certain activities and the app will collate items you made need, also providing a discount for renting in bulk and for longer terms.



## RENT TO BUY (R2B)

With our R2B feature, RentIt isn't just limiting itself to rentals. We will be the only app on the market that allows the aggregation of both rentals an purchases.



## RENTAL REQUESTS

Need a unique item and can't find it? Our simple to use request form will let frequent users know of your request. Searchable and 'pushable' it will make finding items east.



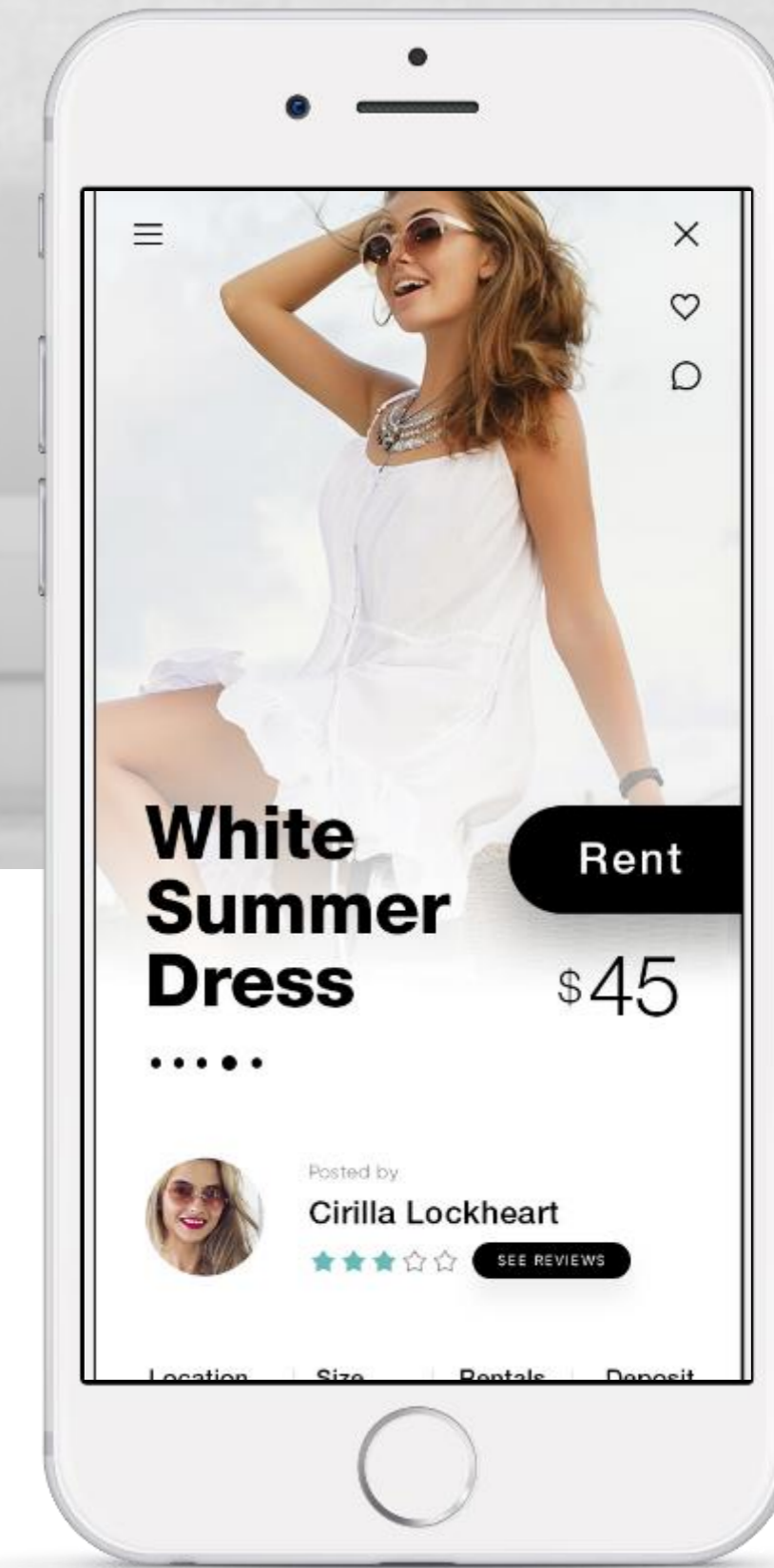
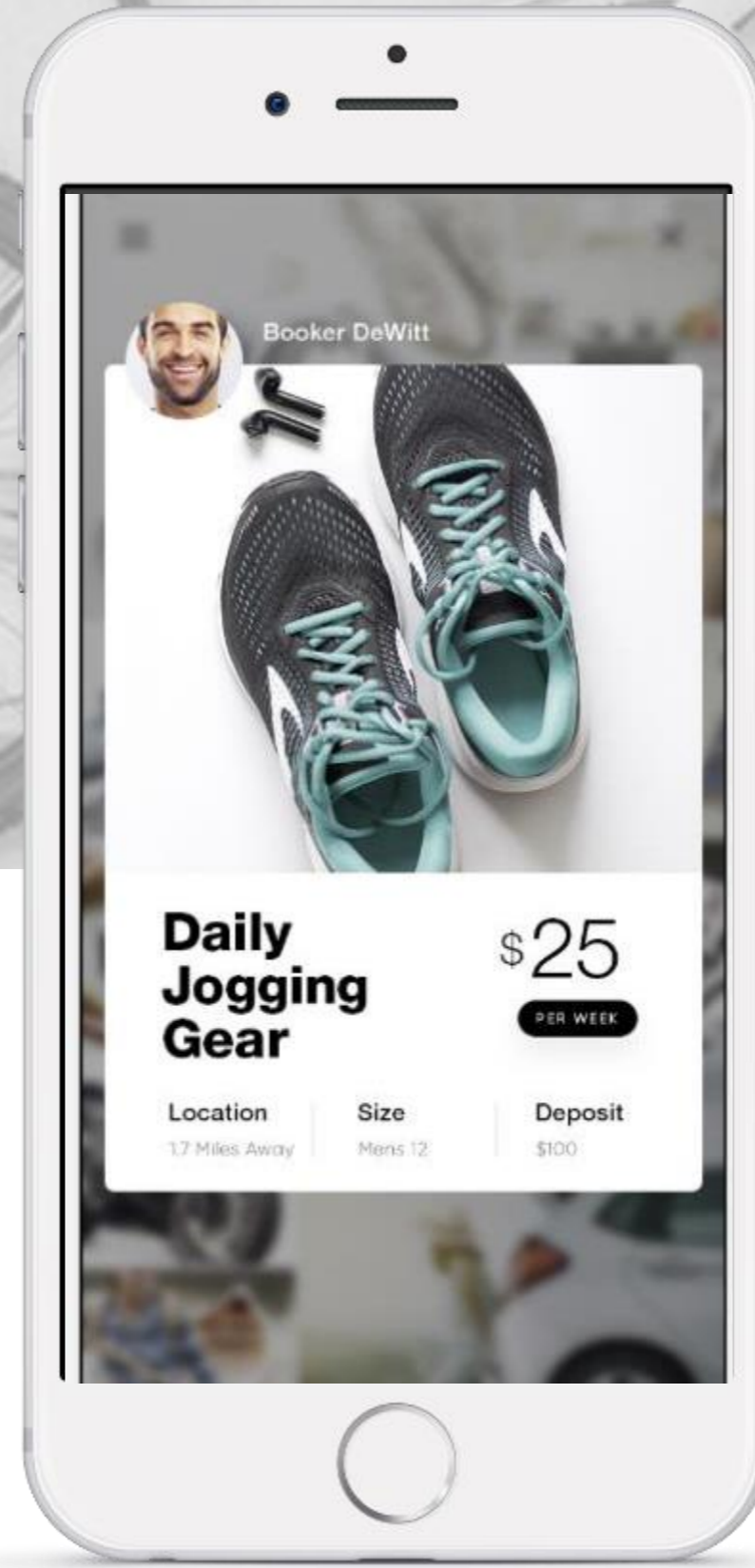
## IN-APP FINANCING

Through external 3rd party financing providers, you will be able to finance any R2B transactions.

# THE DESIGN

## Make It Big In the Ecommerce World

With A Renting Marketplace



T H E

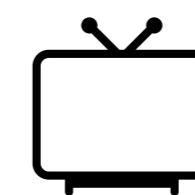
# INTERFACE

From the initial gallery view, to the rental listing, to the rental details, every aspect of the user experience has been taken into account.



## RENT IT

Similar to But It Now, in one click you can rent, schedule delivery and even insure your items.



## SCHEDULE IT

Do you need it today or two months from now, with RentIt, it doesn't matter, you can schedule up to a year in advance.



## SHIP IT, STORE IT

Prefer to have it shipped or pick up at a neutral location, using our integrated delivery service as well as our package lockers, you can avoid having to go out of your way to pick up or drop off an item.



## REVIEW IT

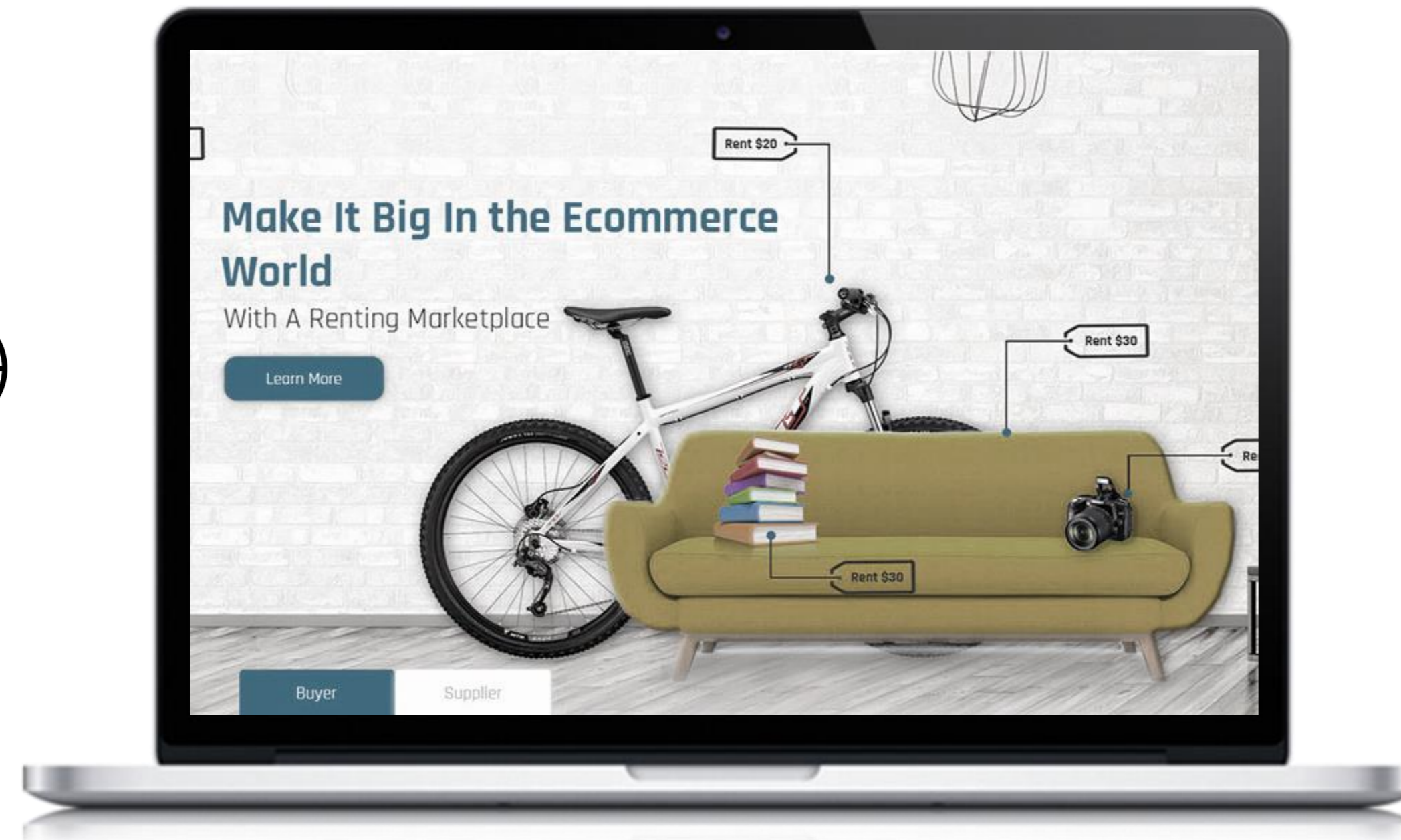
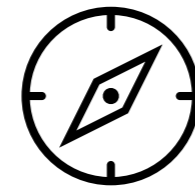
We want your feedback, so does everyone else. A simple review system allows you to make sure that future users know where they stand with renters and rentees.

# DESKTOP VERSION

Available after launch, our dynamically designed, API driven website will be available for those to use in lieu of their smartphones.

## LIVE UPDATES

When new items are listed on the app, they will be showcased directly on our website.

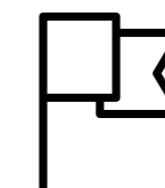


## SEARCHABLE

Through our custom API, items listed on our platform will be available for real time searching.

## ENGAGING CONTENT

While we are a P2P platform, we want to keep our customers engaged. Lifestyle stories, reviews and local experiences will keep our user



T H E

# FUTURE OF ECOMMERCE

By integrating Coinbase into the RentIt payment gateway, we have made it possible for renters and rentees to utilize one of 20 (currently) Crypto-currencies as their preferred method of payment, or as their preferred method of receiving payment. By utilizing an emerging tech such as crypto-currency, RentIt signals to the rest of the eCommerce sector that a paradigm shift in what types of currencies are used, is coming.



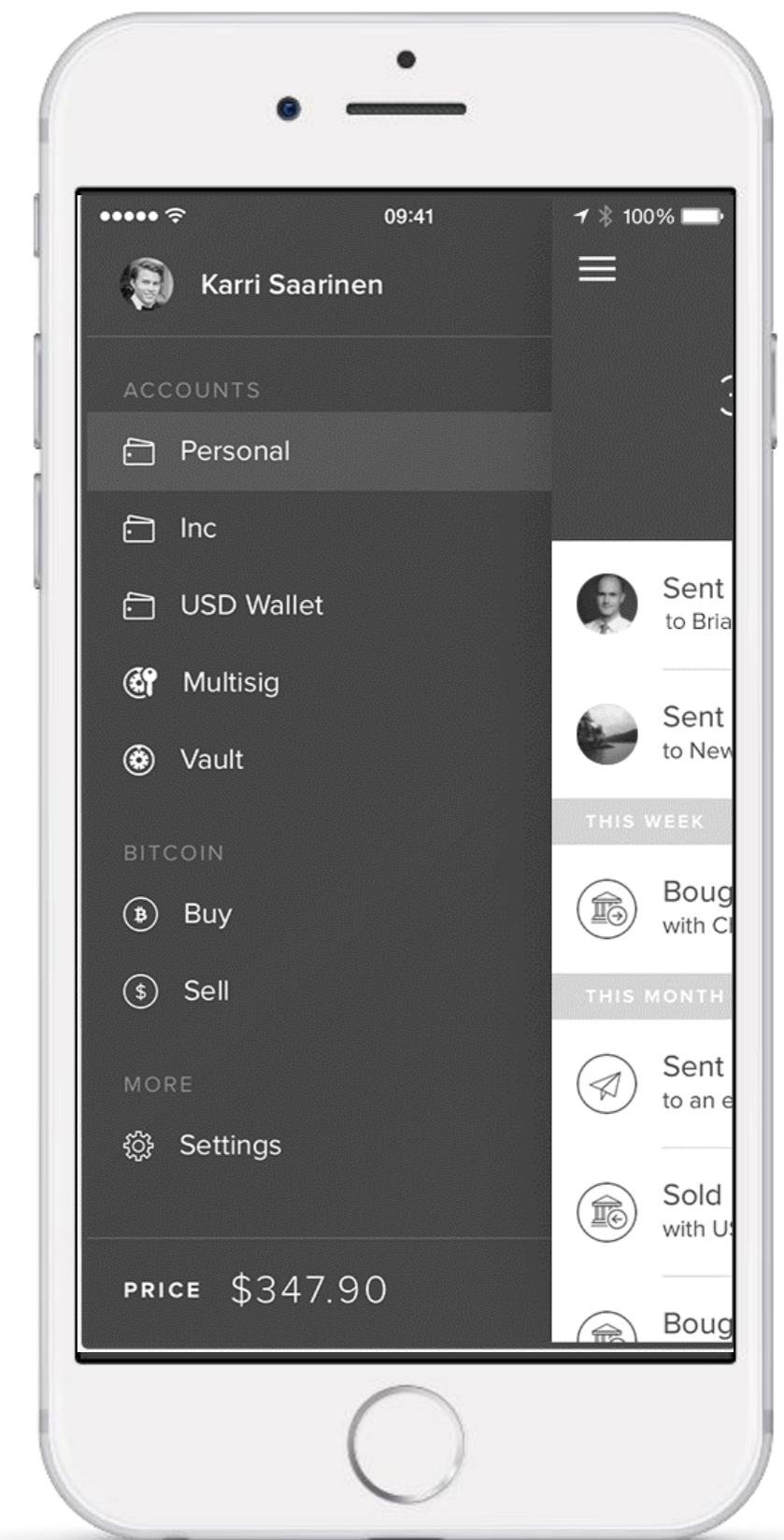
By leveraging Coinbase, RentIt increases our ability on how we manage, send and receive payment from adopters of Crypto.



Users can decide how they want to pay and what types of payments can be received on the fly using Coinbase.



Coinbase has unparalleled security and keeps approximately 98% of users digital currency in cold storage – eliminating hacking or fraudulent activity..





# VALUE PROPOSITION



## **CONNECT OWNERS WITH RENTERS**

A simple to use, well designed applications allows individuals to quickly and seamlessly list and/or rent items on the RentIt platform. People who would normally be forced to buy an item at full retail, can rent from locals without having to absorb the cost of a new item.



## **PROVIDE OPPORTUNITY TO TEST**

Someone needs to try out a new band saw or bicycle but do not want the hassle of having to return something they didn't like to use, they can rent it for a day, eliminating the guess work involved with purchasing new.



## **SECONDARY REVENUE STREAM**

For those listing online, this will be the primary motivation for using the RentIt app. Additional income in the thousands of dollars can be had monthly by listing a few key items.

T H E

# P2P MARKET

\$11B

UBER

\$305M

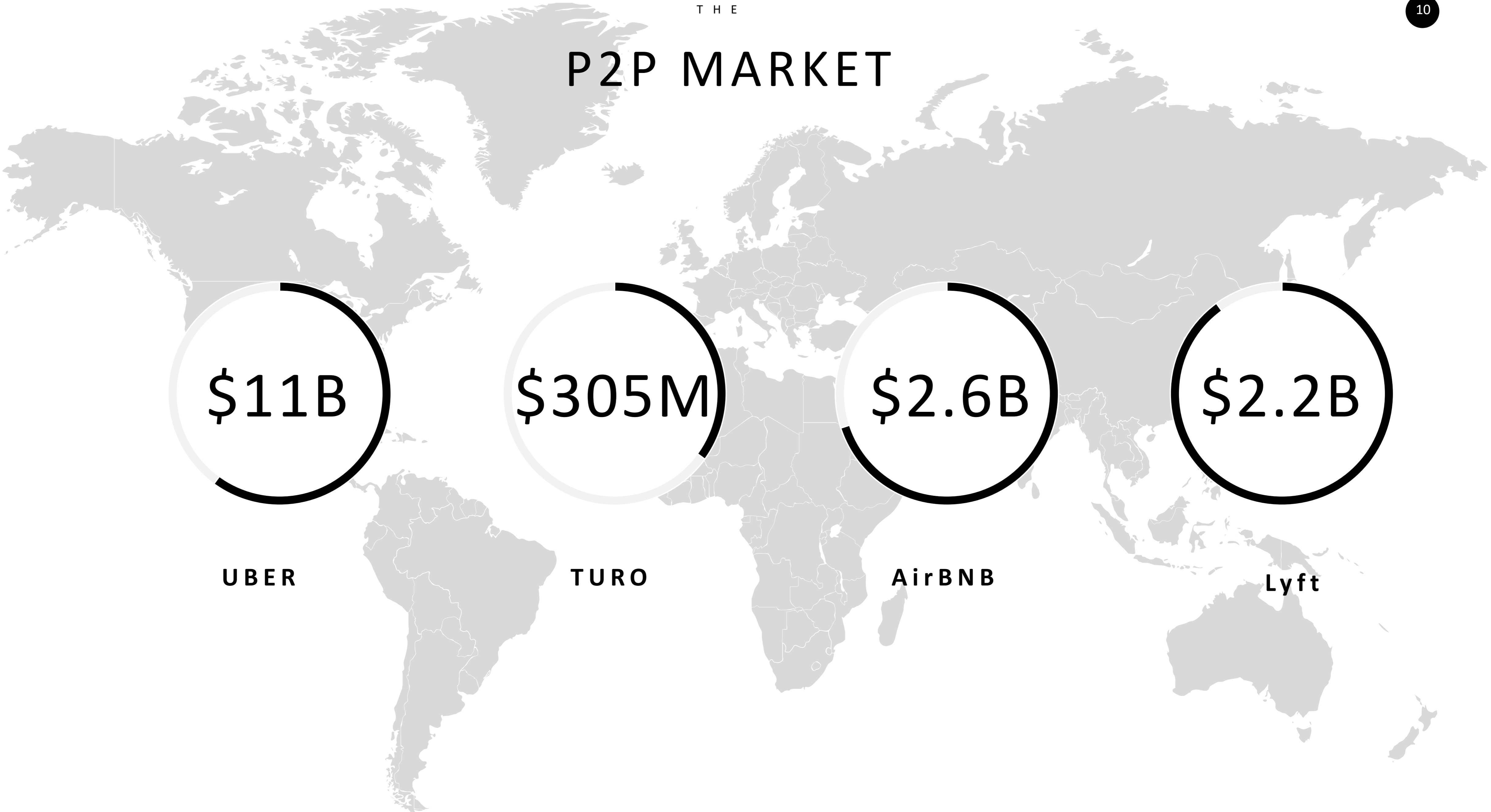
TURO

\$2.6B

AirBNB

\$2.2B

Lyft



T H E  
**STRATEGY**



**AWARNESS**  
Launch PR Campaign, Paid Advertising, Outreach, Partnerships with Employers, Social Media Influencers



**CONSIDERATION**  
Community-Building, CRM Campaigns, Social Media Curation Offers & Discounts



**USAGE**  
Continued Email Engagement & Trial Offers, Customer Reviews, Sponsored Promos, Referral Rewards



**PURCHASE**  
Repeat Purchase and New User Acquisition Incentives

**LOYALTY**  
Loyalty and Ambassador Programs and Rewards

# THE METHODS



 Paid Advertising for Owners and Renters



 Trial Incentives

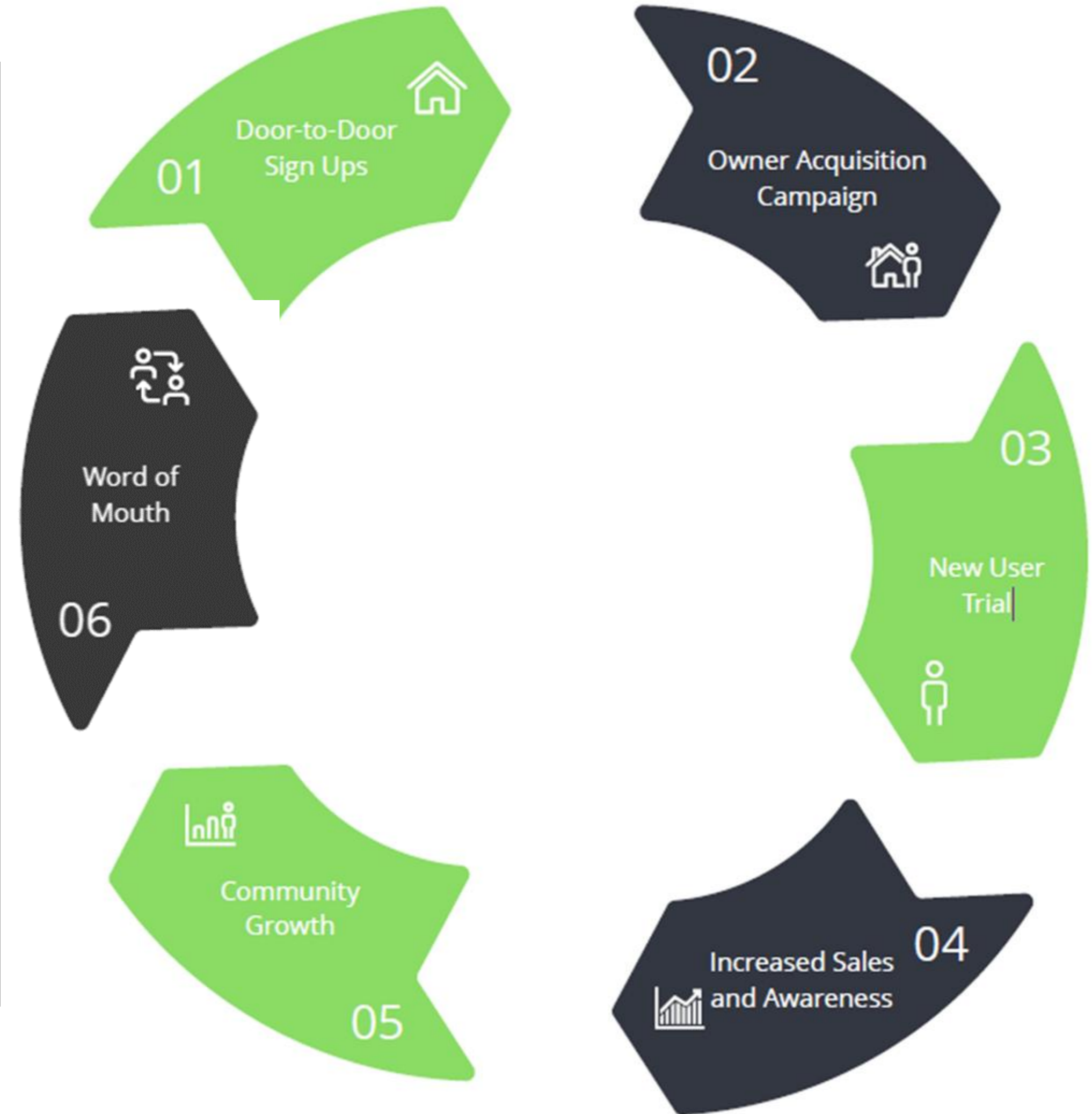


 Community Development

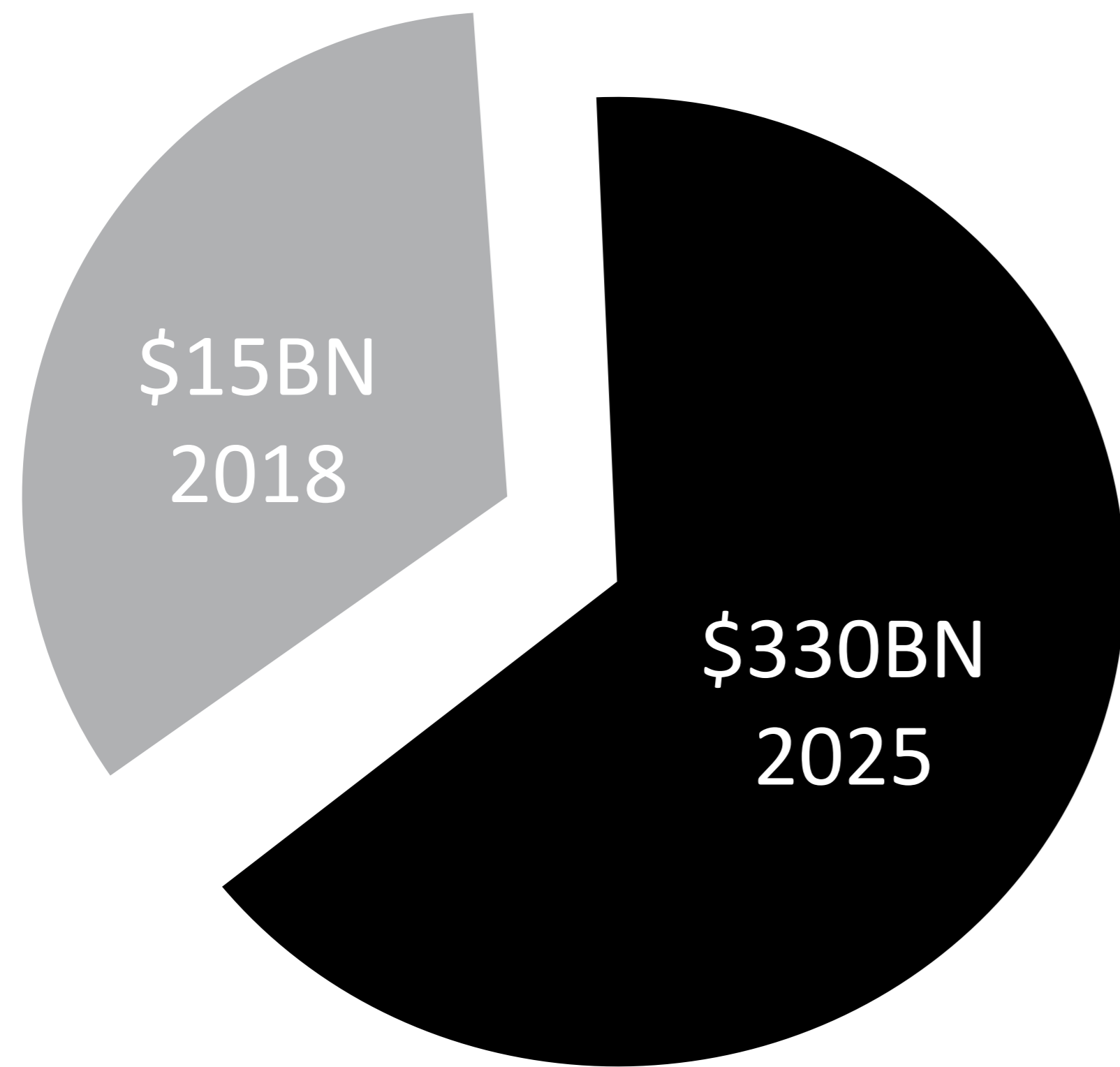


 Corporate / Government Partnerships

 Ambassador + Loyalty Programs



T H E  
FUTURE



**Sharing economy  
expected to grow  
2200% by 2025.**

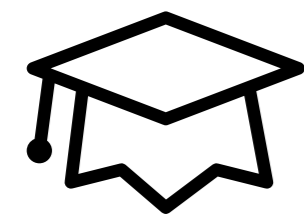


Current Retail  
Market - \$3.5  
Trillion

The

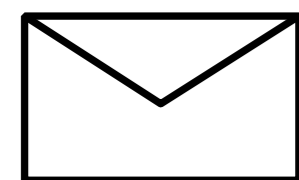
# COST BREAKDOWN

With a multi-modal way for continual revenue streams, not reliant strictly on the usage alone, RentIt will be able to capitalize on multiple methods of increasing our ROI



## SERVICE FEE

Flat fee charged per item. This is payable by the person listing the item and never by the person renting the item.



## DELIVERY FEE

By partnering with local delivery drivers and utilizing our state of the art scheduling software platform, which is fully integrated into the app – we can make up to 30% additional on delivery fee.



## REPLACEMENT ASSURANCE PROGRAM

Not an insurance program, but a replacement guarantee program, RentIt's RAP (Replacement Assurance Program) will provide assurances to both renters and rentees and allow RentIt to monetize a third revenue stream.

	Saw, \$120	ROLEX, \$240	ATV, \$400
Service Fee	\$18	\$36	\$60
Delivery Fee	\$14	\$14	\$60
Pick-Up Fee	\$14	\$14	\$60
Renters RAP	\$7.50	\$150	\$100
Rentee RAP	\$7.50	\$50	\$50
<b>TOTAL FEE TO RENTIT</b>	<b>\$61</b>	<b>\$264</b>	<b>\$330</b>

\*These fees may vary due to not electing RAP or delivery

T H E

# DEMOGRAPHIC

There isn't a magical recipe as to who will benefit by RentIt for use. As we are the first fully integrated application of its kind to market, the market will set itself and we will adapt with it.



## IMAGE SEEKER

The Image Seeker is the type of individual not looking to invest in a brand new \$15k Rolex, but wants to rent one for a function.



## STAY AT HOMER

This is the individual that typically stays at home with children and has a lot of free time on their hand. Supplementing their income is something most of these individuals do.



## BUSINESSES WITH INVENTORY

This would be the Sunbelt and United Rentals. Thrift Stores. Pawn Shops. Computer repair locations. Anyone that has used equipment laying around that they can monetize.

T H E  
TEAM



**CLYDE SNODGRASS**  
Advisor

A serial entrepreneur with a solid background in finance, operations and all things tech, Clyde came up with, prototyped and developed the Vino Novo, a device that artificially ages red wine.



**DAVID RODRIGUEZ**  
CEO / FOUNDER

University of Florida business graduated, worked in Aftersales marketing at BMW Group and Rolls-Royce Motorcas NA. Serial entrepreneur with an interest in mobile apps, blockchain and AI.

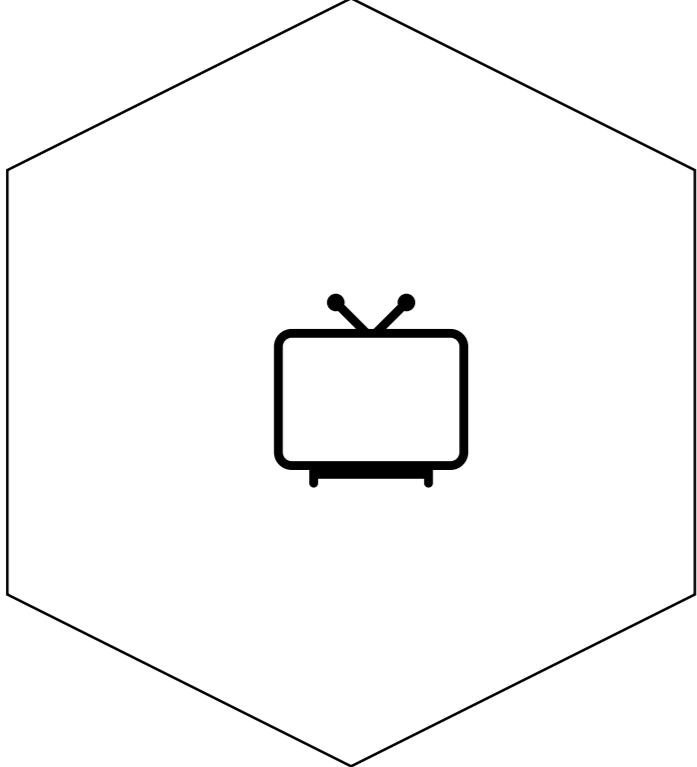


**TREAVEN DUFFY**  
Co-Founder

As a graduate of USCB with an extensive network of industry professionals, Treaven brings his extensive personal, professional and familial inter-connected group of talent to the RentIt team.

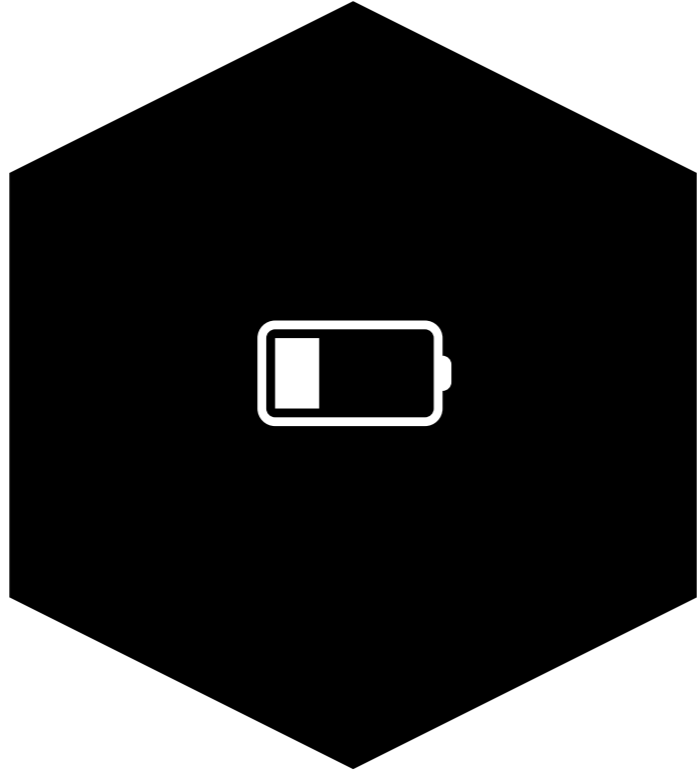


T H E  
**ASK**



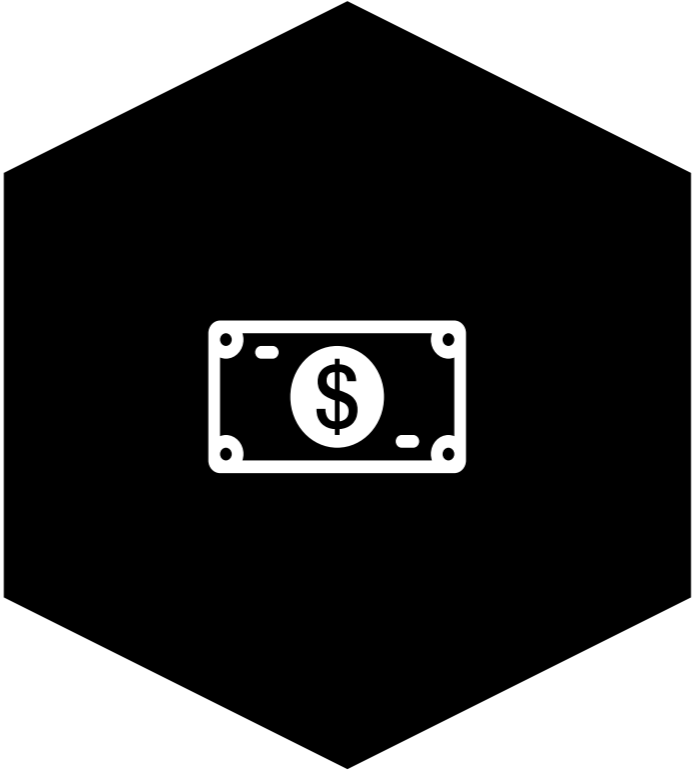
**SALES & MARKETING**

Social Media Outreach,  
Sponsorships, Launch Party,  
Inhouse Sales MVP



**DEVELOPMENT**

Continual version updates,  
with added integrations and  
customer suggestions.



**PAYROLL**

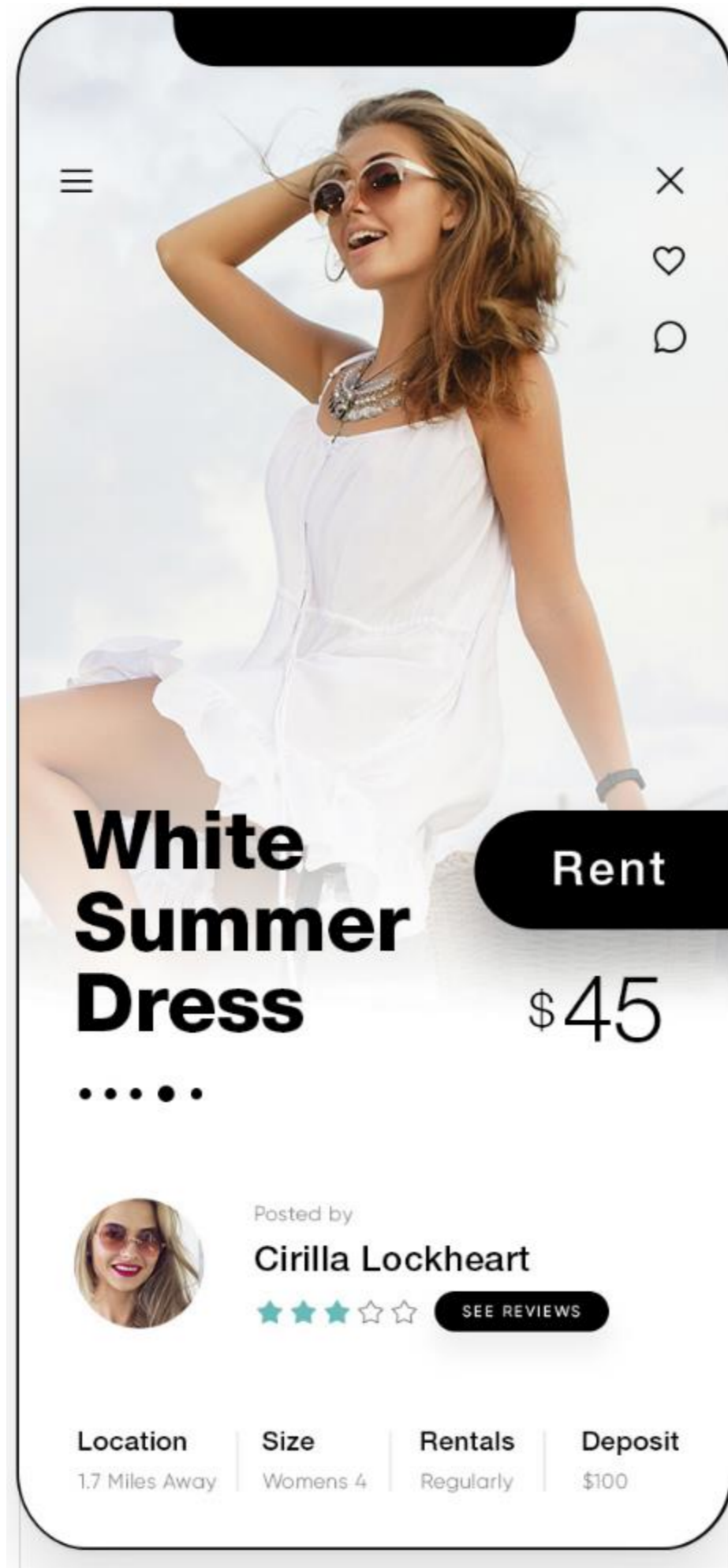
Full Stack Developer, Project  
Management Specialist, Sales  
MVP



**OTHER**

Office, Misc, NRE, IT, Booth  
Development

**\$600,000**



# CONTACT US

(844)RENT-IT

info@rentitapp.net

1905 North Market Street  
Tampa, FL 33602



APPENDIX

# OUR PARTNERS

Part of our business model is to run lean and mean without requiring a full time staff for certain things like PR, Marketing and certain development items. These partners have been working with us for a large portion of the development and current roll out and will be integral in helping our launch be successful.



## e2GENERATIONS

E2G is a full-service software development firm with a leadership team of 35 plus years of technical experience partnering with SMB companies. They have been integral in creating our front and backend, allowing us to be extremely scalable when the number of users increases over time.

## DLT LAW GROUP

Greg Karch, founding partner, has an extensive background in business law, corporate governance, IP law and trademarking.

## Onfleet/Roadie

Both OnFleet & Roadie are titans in the last mile delivery sector. Each company has its niche in the way it handles our clients goods. From real time tracking, to before/after pictures, to insurance, they have us covered.

## Onfido

Onfido is a KYC (know your customer) company that helps businesses like ours verify people's identities using a photo-based identity document, a selfie and artificial intelligence algorithms. By eliminating the 'anonymous' factor from our business model – we eliminate the risk of further injury, robbery or even death associated with some of our competitors.

# T H E TIMELINE

## LIQUIDTY EVENT

**\$400,000,000**

- Margaritas
- Private Island
- 80' Azimut
- Charity

## SERIES B

**\$15,000,000**

- Continued Product Updates and Improvements
- Text-Based Commerce
- Rapid Growth and Acquisition Campaigns
- National Launch Q3 2020

## SERIES A

**\$3,000,000**

- APP Optimizations and v2.0
- Community Development and additional City Launches
- Market 1 Growth and Expansion

## SEED

**\$600,000**

- APP MVP Development and Launch
- Boots on Ground Paid Campaign for Owners and Renters
- Launch Test Market Q4 2019