

# RENT I Z M O

Rent what you want, when you want



# Rent out your stuff and make money!

Rentizmo mobile marketplace allows you to rent anything you need from someone who is in your area.

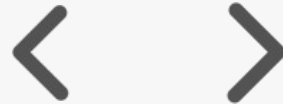
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# Our Main Goal



Person



Person

The Sharing Economy!

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# Why Now?

PWC research suggests that 86 percent of U.S. adults familiar with the sharing economy say that it makes life more affordable and 83 percent also agree that the sharing economy is more convenient and efficient than traditional methods.

Affordability, convenience, and efficiency are also three of the most influential factors in a consumer goods purchasing decision. Therefore, it's no surprise that share-based brands are also dominating the consumer goods industry.

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# The Pain Points

## 1. Consumer Product Rental Industry

- Highly segmented industry using antiquated processes to find articles and complete the transaction.
- Most rental companies (72% in Tampa) don't have an electronic inventory system. Only one of every 1,000 has a rental/reservation system online.
- Rental process involves online searching, calling, visiting, and old-fashioned shopping around.
- Renters today are limited to dealing with companies only. Platform to match people with items ("owners") with renters does not exist.
- Renters find items using search but there is no price comparison or review and ratings platform.

### Articles included in industry:

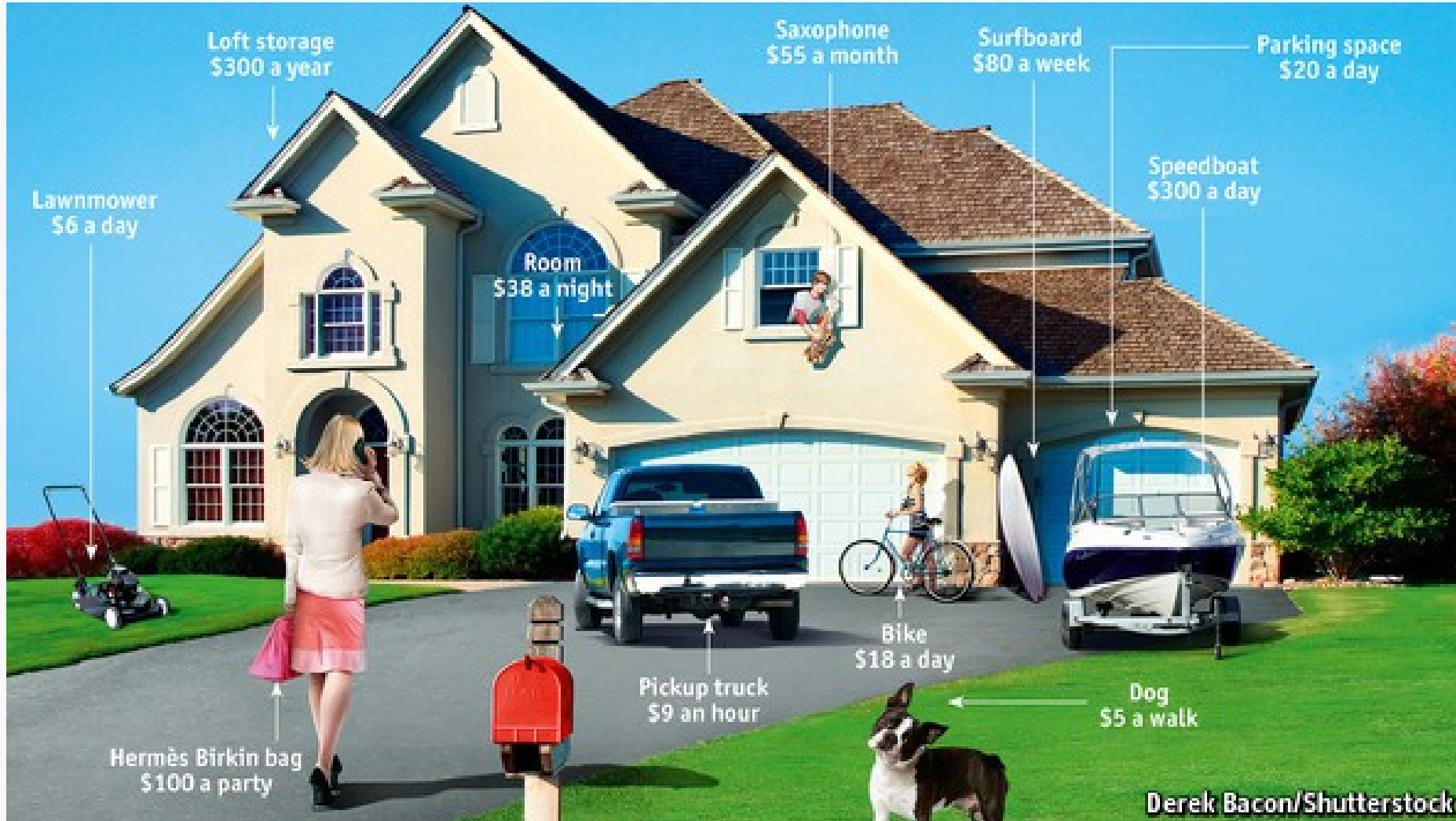
- Fitness Equipment
- Consumer Electronics
- Appliances
- Furniture
- Formal Wear
- Party Supplies
- Recreational Equipment
- Tools

\$25 Billion Industry

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# The Opportunity: Person to Person Rental



- Growing Sharing Economy
- Effective marketplaces

Soon to be a  
\$30 Billion Industry

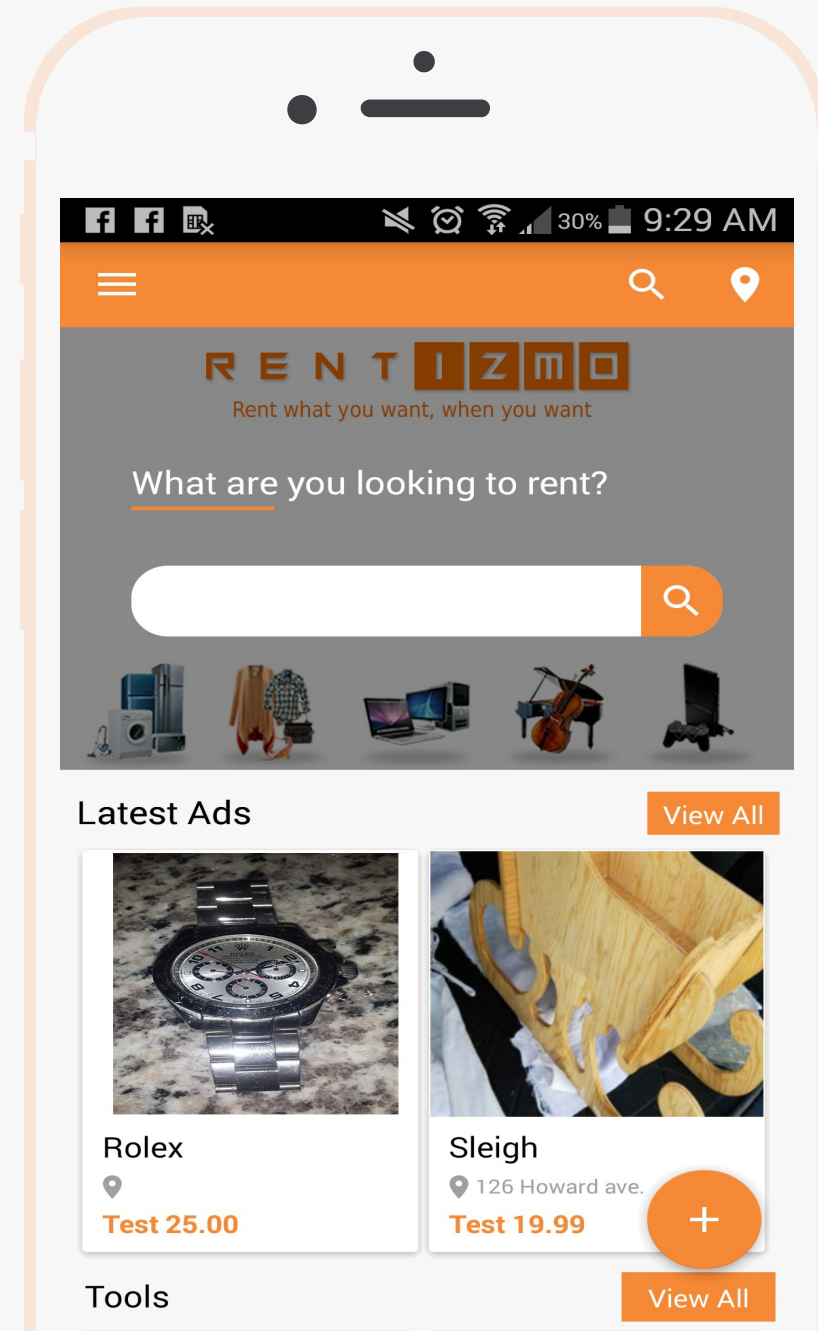
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# Our solution

Rentizmo is a Mobile Person to Person Rental Platform.

Connects people together who are in the same geographical location, who are interested in renting various items.





# Rentizmo - Our Solution

## A platform that matches owners and renters:

- Owners will make money and keep making money from unused assets.
  - Listings are free
  - Success fee to Rentizmo when transaction is completed
- Renters will search and find by:
  - Functionality, name, product
- Convenience - Information at fingertips
- Price, availability, location, delivery, terms
  - Complete transaction
- From locating, booking, delivery to returns
- Payment, security deposit, damage waivers
- For rental companies, Rentizmo provides the ultimate marketplace to advertise and stay on top of market trends while evolving in an industry being disrupted.

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# The Business Model - Monetization

- Transaction revenues:

  - Free listings

  - Rentizmo will process the transaction and control the financial process:

  - Security deposits (on hold as security while item is out)
  - Rental Commissions (20% of rental fees)
  - Damage waivers (up to 25% markup)
  - Featured Listings (Charges user to upgrade item to featured listing)
    - Rentizmo will retain a fee at the end of completed transaction

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# How we get there – First Steps

- Geo Targeted Facebook ads to market to the Tampa Bay, Florida area
- Utilize Social Networks to help raise awareness about Rentizmo
- Seek out local and regional media outlets for traditional advertising campaigns

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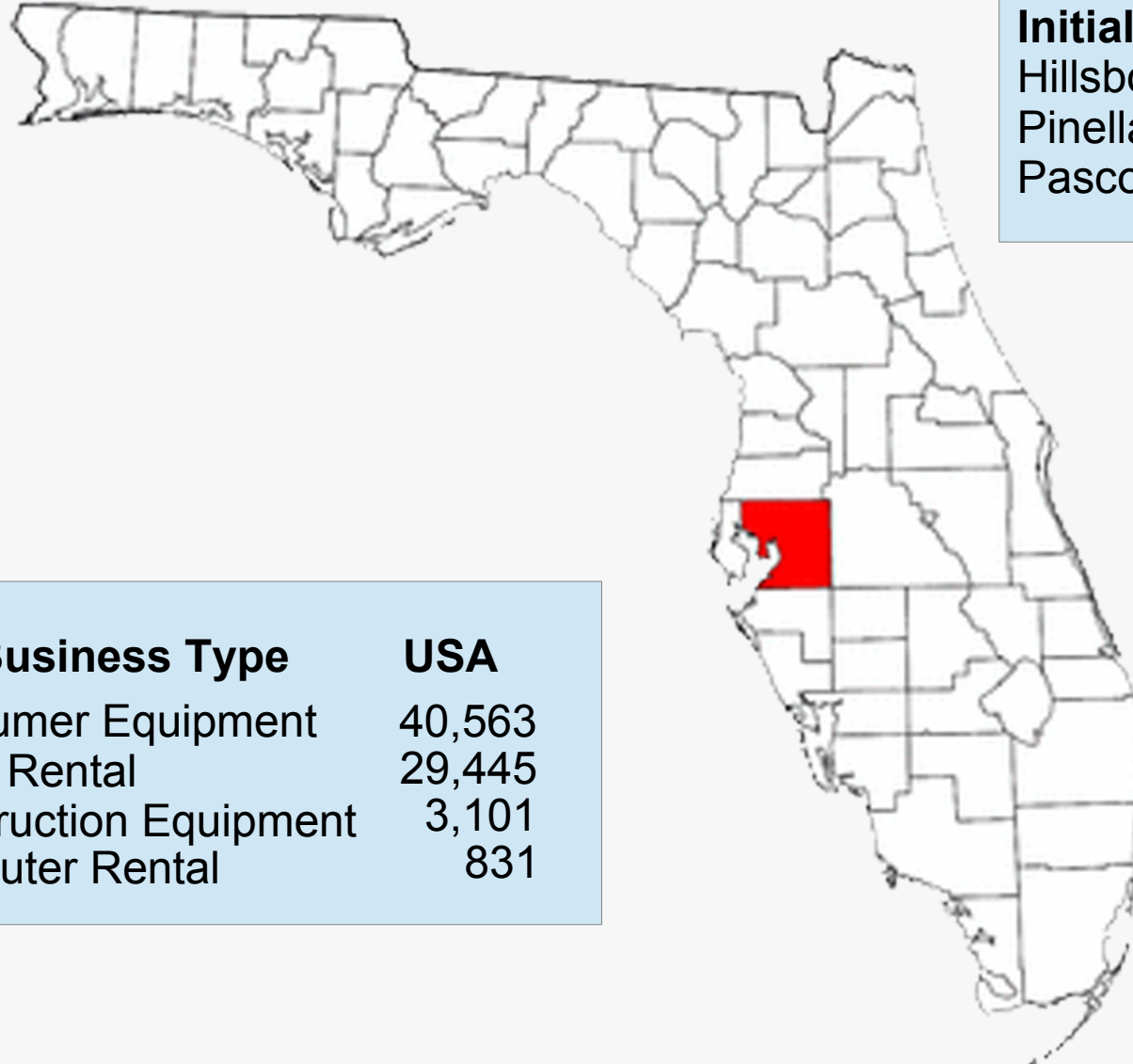
# Building The Business - Execution

- Development team is seasoned and experienced
- Launching one GEO targeted market at a time

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# Phase One



Initial Markets	Population
Hillsborough County	1,408,566
Pinellas County	970,637
Pasco County	525,643

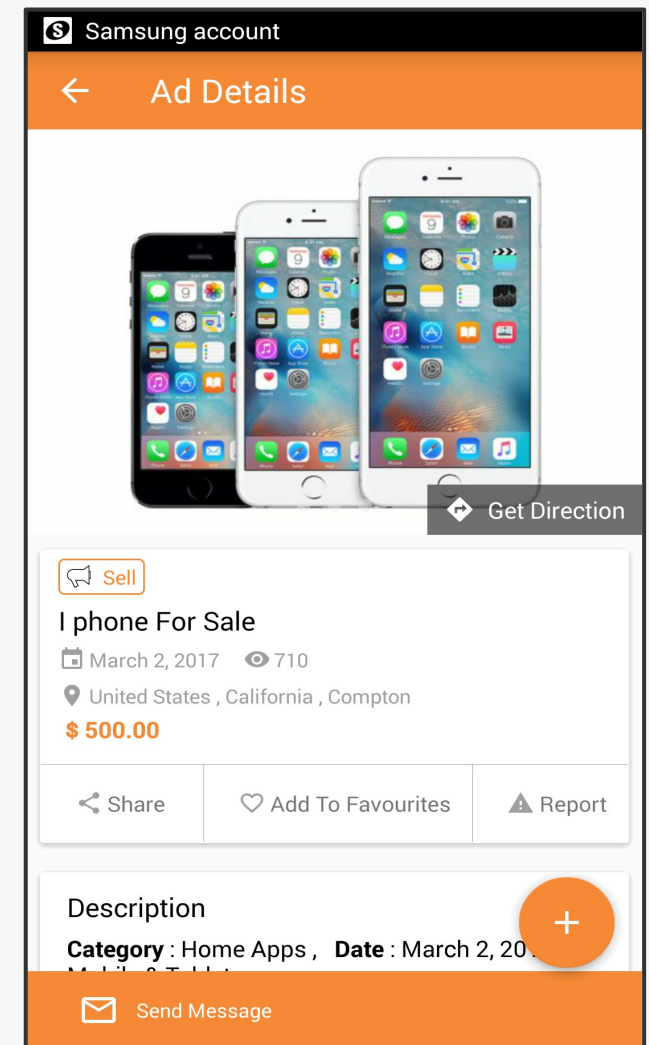
Initial Markets	Business Type	USA
1,133	Consumer Equipment	40,563
826	Truck Rental	29,445
69	Construction Equipment	3,101
23	Computer Rental	831

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# Technology

- Built from the ground up, easy to use user interface
- Robust and friendly “renter’s portal”  
One item at a time or entire catalog upload
- Mobile application capable of uploading items, images, descriptions and list items for rent in the marketplace
- Mobile application will also notify users of the rental transaction, questions, payments, and other notifications



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# Payments

- **Using Paypal payment platform we will process**

- Security Deposits (temporary authorization)

- Rental fees

- **Escrow** (funds will be collected and kept in secured escrow)

Released to owner when transaction is complete (item returned)

- Damage waivers

- Deposit returns

- Credits

- Straight sale of equipment

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# Marketing

- **Social Media:**

Team members are experts at marketing and selling in Social Media.

- **Local media:**

With success stories, income supplementing alternatives

- **Targeting do-it-yourselfers:**

via other marketplaces, home shows

- **Targeting “traders”:**

And other people looking for extra income at job fairs, trade shows

- **Broadcast media:**

Targeting “traders” our early adopters like: Pawn Stars, American Pickers, home remodeling shows

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# Ancillary Products & Revenue Sources

- **Damage Waivers** – Will be Working with insurance company to offer damage waivers
- **Premium Listings** – Renters will be able to upgrade their listings
- **Spotlight ads** – Ads for companies or items on each category
- **Sale of items** – Renters will have the option to sell their items

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