

# ASK

## CAPA

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# Problem

## **WHY**

would I buy something I only use once?

## **HOW**

do I give value to my unused items?

*No easy way to find something I need from people near me that might have it.*

# Use Cases

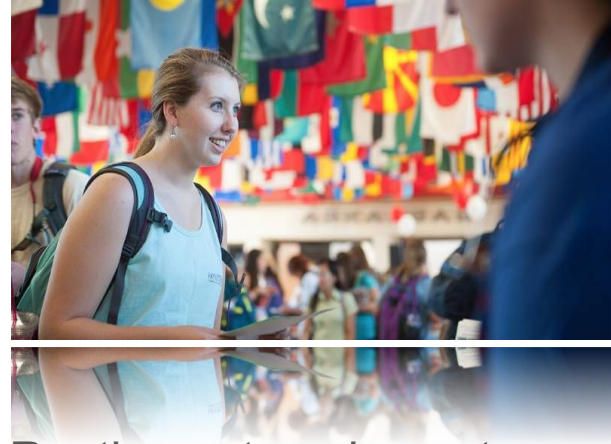
a) Traveler



c) Party Host



b) Exchange Student



d) Renting out equipment





**Max A.**  
**25, French grad student**

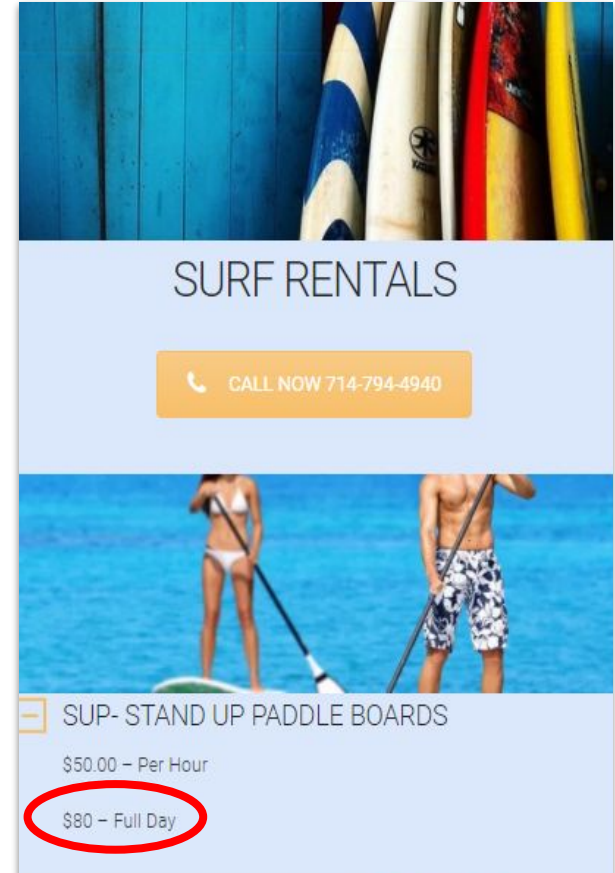
- Going to California for a month
- Wants to Stand Up Paddleboard for a week
- Has a board at home but doesn't want to bring it #ANNOYINGGG #expensivefees
- What options does he have?

# Max looked for Paddle Board rentals in California

That would be \$560 for one week!

Is there a cheaper / cooler alternative...?

*“ Dang ... this is expensive ... if only I knew someone there that I could borrow his/her board from”*



The advertisement for 'SURF RENTALS' features a top image of several surfboards leaning against a blue wooden wall. Below this, the text 'SURF RENTALS' is displayed in a light blue box. An orange button with a phone icon and the text 'CALL NOW 714-794-4940' is positioned below the title. The middle section shows a man and a woman standing on paddleboards in the ocean. The bottom section, in a light blue box, lists 'SUP- STAND UP PADDLE BOARDS' with two pricing options: '\$50.00 - Per Hour' and '\$80 - Full Day'. The '\$80 - Full Day' option is circled in red.

SURF RENTALS

CALL NOW 714-794-4940

SUP- STAND UP PADDLE BOARDS

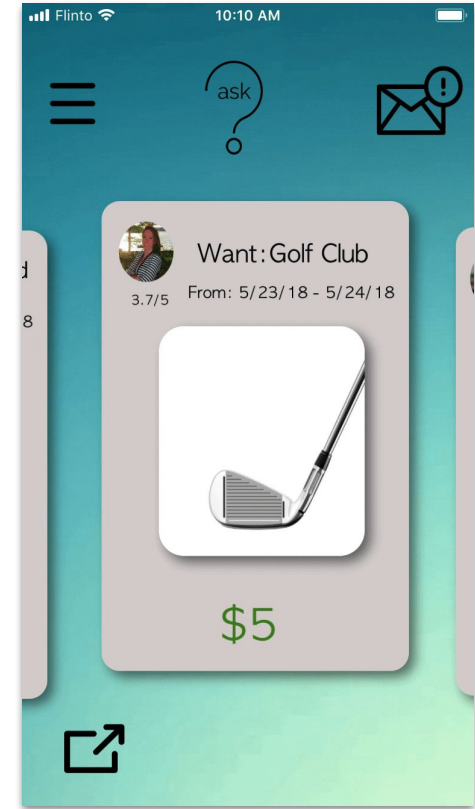
\$50.00 - Per Hour

**\$80 - Full Day**

# What about Ask?

Max goes on Ask : He asks to rent a paddleboard in L.A.

He submits his request while still in France, with date and location.





## Rebecca F.

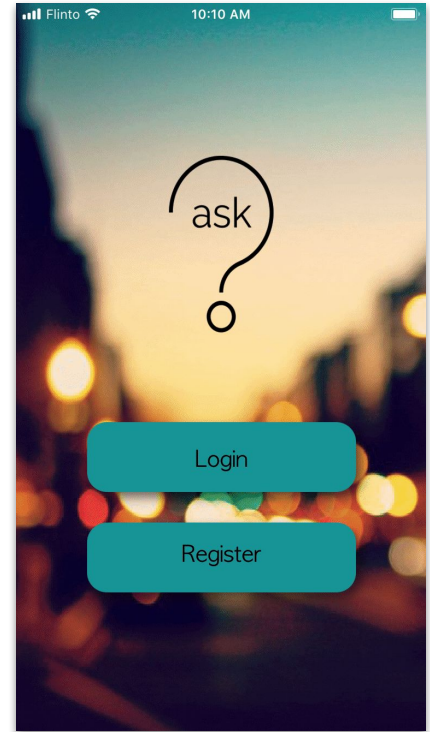
30, software engineer

- Works a full time job as a software engineer
- Injured her legs and can no longer stand up paddleboard, her favorite past time
- Her board is just sitting in her shed, collecting dust while she heals

*“ Hmm .. this board already cost me an arm, and now it’s my leg that prevents me from using it ..”*

# Rebecca Wants to Make Some Extra Money

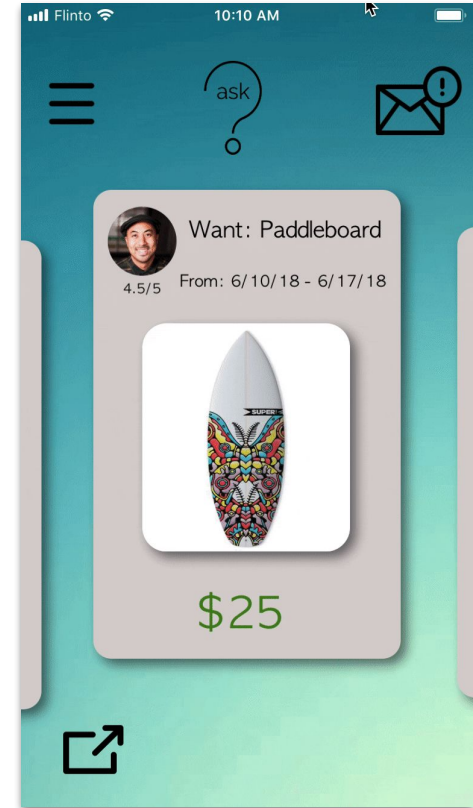
Rebecca goes on Ask to look for any paddle board requests that she could fulfill.





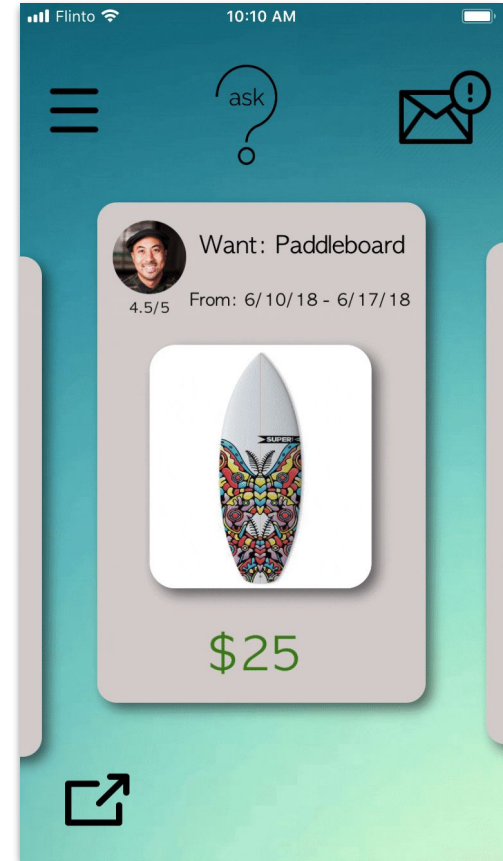
# Rebecca Matches with Max

Upon selecting the paddle board she can offer, Rebecca accepts Max's request.



# Max and Rebecca are now able to Communicate

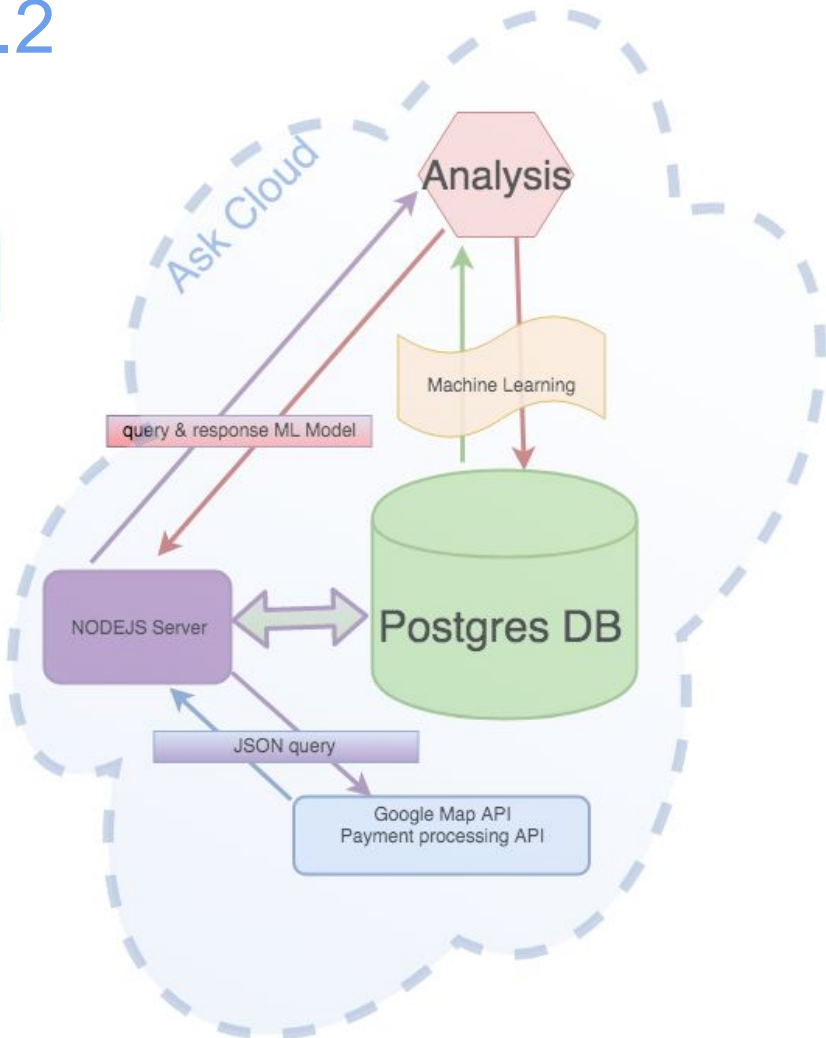
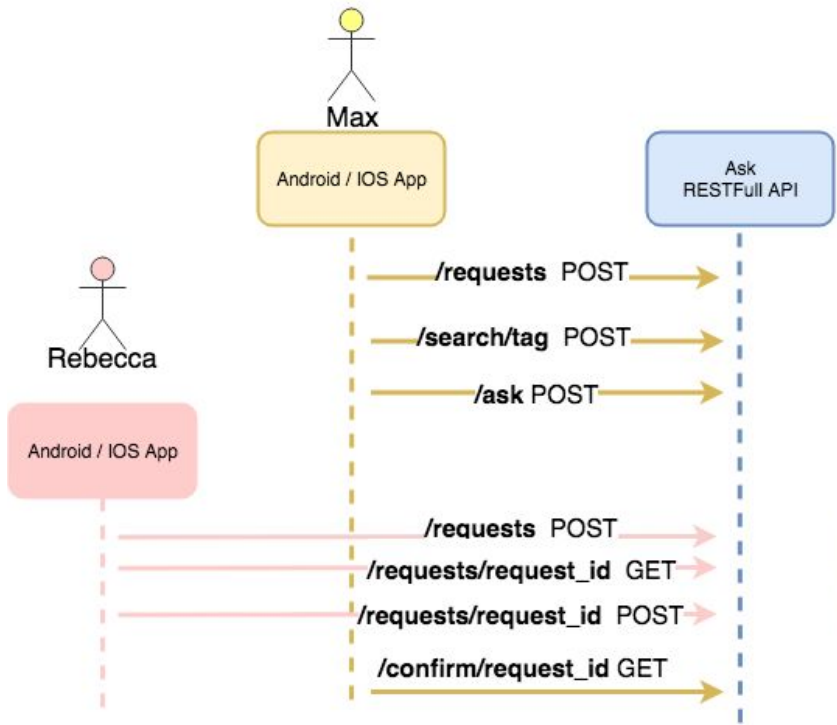
By conversing through Ask, Max and Rebecca will be able to discuss more detailed information about the paddle board.



# Learning Prototype (Further investigations)

- Gather user information
  - What categories of items are requesters asking for
  - What categories of items are made available by providers
- What items are most frequently in demand
  - How can we ensure there is a reliable network to have an ample supply of providers and items
- How long will both requesters and providers be using the app
  - Need quick transactions between logging in and confirming a match for both parties
- How long will items be rented
  - Match request length according to provider's availability

# Architecture & Workflow v.0.2



# Feedbacks & solutions

## Traveler / Locals

Ask makes all of its sense when one travels and requires an items only locals have and don't use.

## Community

Assure requests to be fulfill - Assure community of providers : **visibility on social network.**

## Insurance

Assure items will be rent and return with an insurance on quality : **deposit | user ranking | support.**

**List of belongings - don't scroll through items not available to provide.**

No provider will lose time looking for other people requests out of their interest : **filters.**

We are looking for investment  
of 5M for 15% equity