

## Keda Project Summary

<b>Company Name</b>	Keda
<b>Company Website</b>	www.keda.ca
<b>Telephone</b>	416-222-5555
<b>Contact Email</b>	www.kedarentals@gmail.com
<b>Project Description</b>	<p><b>About the company:</b> We are a new tech startup company focused on making streetwear and fashion attainable to everyone.</p> <p><b>About the project:</b> This project is an idea which lets private owners of streetwear and high end fashion rent out their clothes on a secure platform to clients across the city.</p>
<b>Problem/Opportunity Assessment</b>	<ol style="list-style-type: none"> <li>1. Very hard to obtain 'Hypebeast' streetwear, sneakers and fashion</li> <li>2. Prices on the resale market (secondary market) are very high</li> <li>3. Many resale websites and apps but none for true renting in Canada</li> </ol>
<b>Desired Project Outcomes</b>	<ol style="list-style-type: none"> <li>1. Platform where customers can rent out HypeBeat clothing from private renters across the city of Toronto</li> <li>2. All items which be checked to ensure they are authentic</li> <li>3. Items will only be accepted on our platform based on popularity rarity and price</li> <li>4. Customers may compare rental price and view the current market price</li> </ol>
<b>Key Deliverables</b>	<ol style="list-style-type: none"> <li>1. Create both Android and iOS compatible apps to be available for the widest market possible</li> <li>2. Create and easy to use interface and secure product where customers and renters alike feel confident in using</li> </ol>
<b>Desired Start Date</b>	November 2020
<b>Desired End Date</b>	April 2021