

MORENT

Pitch Deck : Rental E-Commerce

Presented By : Daniel Hashmi

Morent | Way to Rent Cars

Introduction

Marketplace Name : Morent | Way to Rent Cars

Tagline : Don't have a car rent one, Have a car rent it and get paid.

Vision: To ensure every car is put to work, eliminating the waste of vehicles left unused in garages.

Problem Statement

Key Issues :

- High costs and limited availability of rental cars in many regions.
- Complex booking processes.
- Lack of reliable platforms offering transparent and secure transactions.
- Cars remain idle and unused due to the high costs of affordability.
- No instant booking and delivery processes.

Take Advantage : Poor people can't afford using their cars, and rich people have multiple cars, in both cases cars are being wasted damaged with time.

"Let's use these cars for good" said Daniel Hashmi

Market Insights

- A whopping 69% of people who've rented cars reported some kind of negative rental experience.
- One-fifth of people say they received a vehicle that was different than the one they reserved.
- 17% of people say they experienced mechanical issues in a rental car before, which may indicate that rental companies are not maintaining their vehicles properly before sending them out on the road.
- 1 in 6 people have changed or canceled vacation plans because of high prices or lack of rental car availability.

"Let's solve these problems" said Daniel Hashmi **#3**

Solution

- A user-friendly platform for booking cars with minimum pricing and no hidden fees.
- Real-time availability of vehicles with flexible rental durations.
- Advanced security features ensuring secure payments and customer data protection.
- No more useless cars, we will try our best to rent any car that owners have.
- We don't own any car initially we rent others cars, and customers will rent cars from us.
- We take responsibility of owners cars, We deliver with ease, reliability and honestly cars to customers.

Market Opportunity

The global car rental market was valued at \$116.34 billion in 2022. It's expected to grow at a compound annual growth rate (CAGR) of 11.2% from 2023 to 2030.

- Urban professionals needing short-term rentals.
- Tourists seeking reliable vehicles for travel.
- Families need cars to go outside for trips and picnics.
- Increasing adoption of online platforms for rentals.

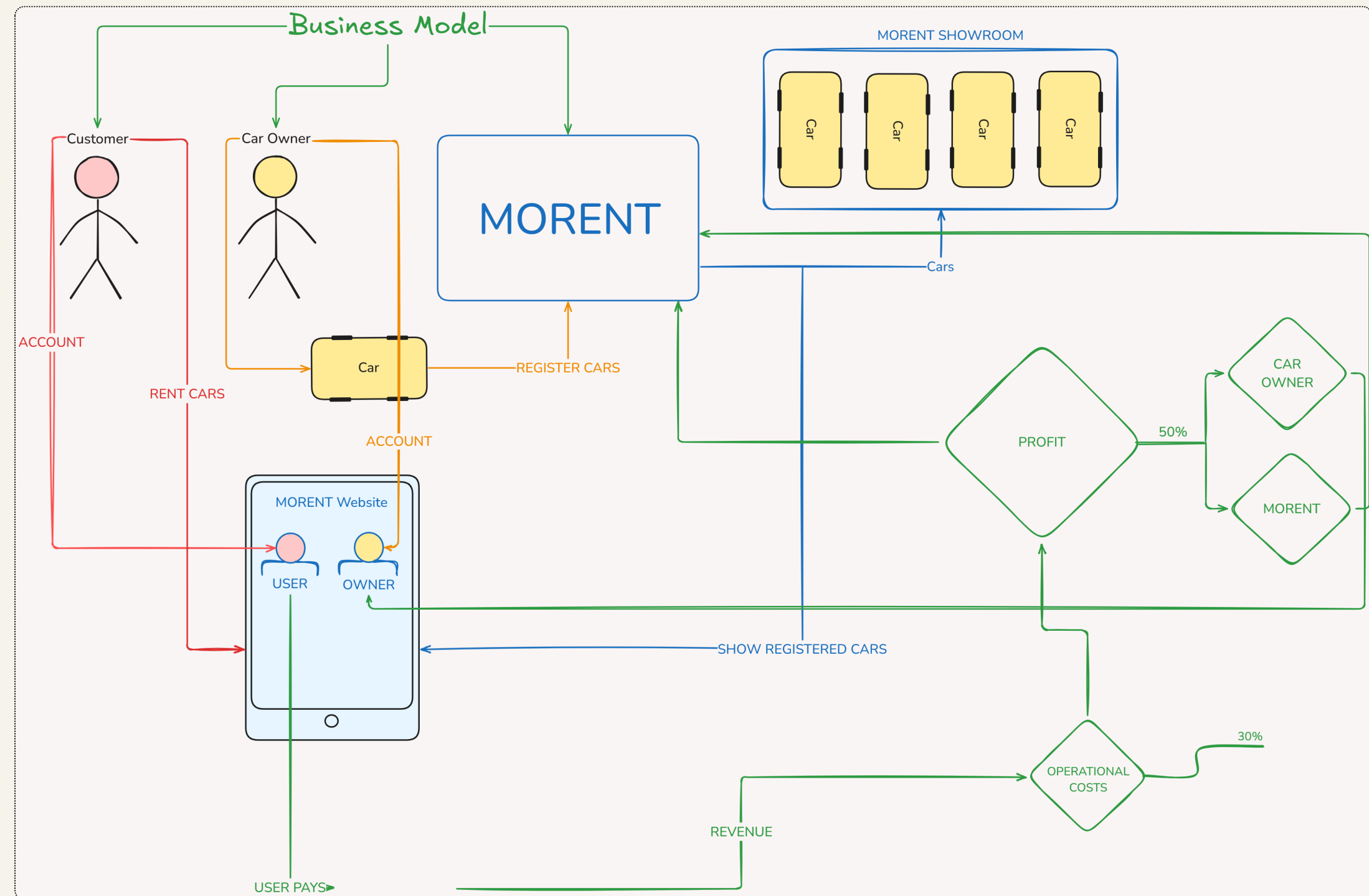
The value of the market is expected to go from \$116.34 billion to (approx \$272) billion in 2030.

"You solve the problem before someone else solve it" said Daniel Hashmi

Business Modal Diagram

- Here is a basic diagram that shows how our revenue will be generated.
- It shows how Morent deals with customers and car owners.
- How the total revenue will be distributed.
- It also shows how this business will work eventually.

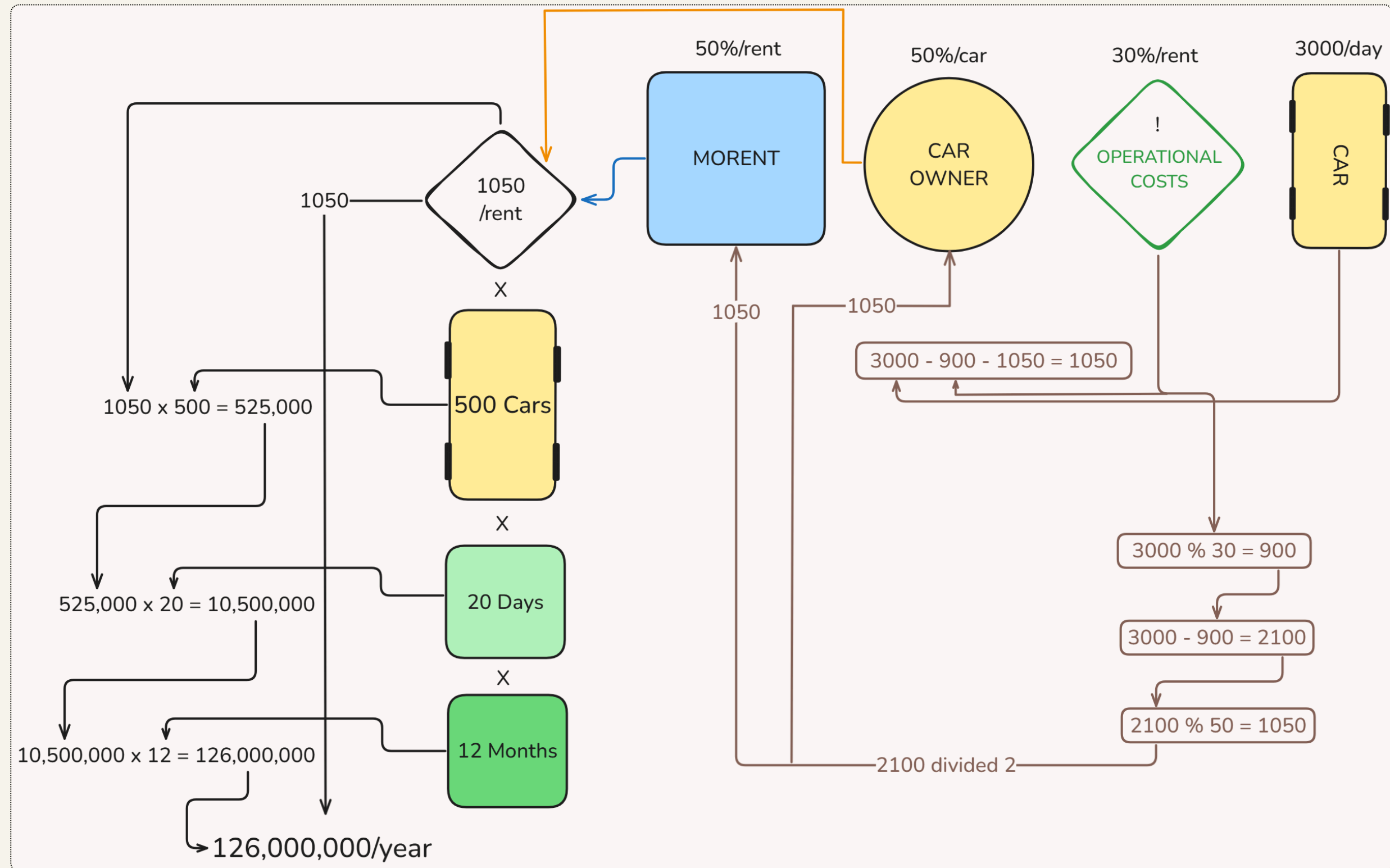
"This diagram reminds me of hangman game"
said Daniel Hashmi



Profit Calculation

- Here you can see what are the possibilities of generating revenue.
- It shows how MORENT and CAR OWNER generates profit.
- It shows how the profit increases as the amount of supply increases.
- There are also some possibilities of generating more profit, For example if MORENT own some cars.

"This is just an example"
said Daniel Hashmi



Operational Costs & Bad Luck Issues

- Technology development and maintenance.
- Marketing and customer acquisition.
- Customer support and operations.
- Fraud cases and technical issues.
- Market losses and market inflations.
- Government Policies and uncertainty of law changes.

Solution: We should be aware of that in the starting we will struggle, and our profit will take time to grow but as we already know that this business is growing very fast and we should take a step forward before someone else take it over.

Where to start?

- Develop a secure and robust website.
- Find cars either Car Owners or agencies/companies who offer us cars for our start-up.
- Attract people by advertising and marketing.
- Clearly state all terms and conditions of cars and profit.
- Keep profit and pricing reasonable and affordable.
- Check everything before delivering cars for example car condition, reliable customer etc.

“Before anything we need funding!” said Daniel Hashmi

MORENT

Daniel Hashmi (Founder & CEO): Full-stack developer with expertise in building scalable platforms.

Contact Information

Email: danielhashmiportfolios@gmail.com

Website: <https://danielcodeforge.vercel.app>

Linkedin: <https://linkedin.com/in/daniel-hashmi>

Twitter/X: https://x.com/_DanielHashmi_

Join us in revolutionizing the car rental industry. Together, we can make travel more accessible, sustainable, and efficient for everyone.