



CS 546

Pitch Presentation

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Introduction

MyPlace - The Craigslist of Hoboken



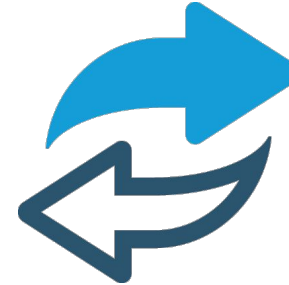
MyPlace Introduction

- **Advertisements Website focus on**

House Rental



Furniture Exchange



- **Exclusively for Hoboken Neighborhoods**

“Share, Sold, No Need To Ship”



Core features

Rental and Furniture

- Information upload
- Information search
- User profile building
- User account summary
 - Comments record
 - Owned furniture and rental house
 - Favorite furniture and rental house
 - Check and update profile



Extra features

Rental and Furniture

- Enhanced Information
 - Maps Embed
 - Photos
 - Comments report
- User experience
 - Related link between furniture and rental house
 - Dark mode

Value

Target people

International and interdistance student



short-time workers



residents



Value continued

Make money

- Advertising fee
Commercial advertising



- Member
 - a. More post.
 - b. Comment on top



- Community

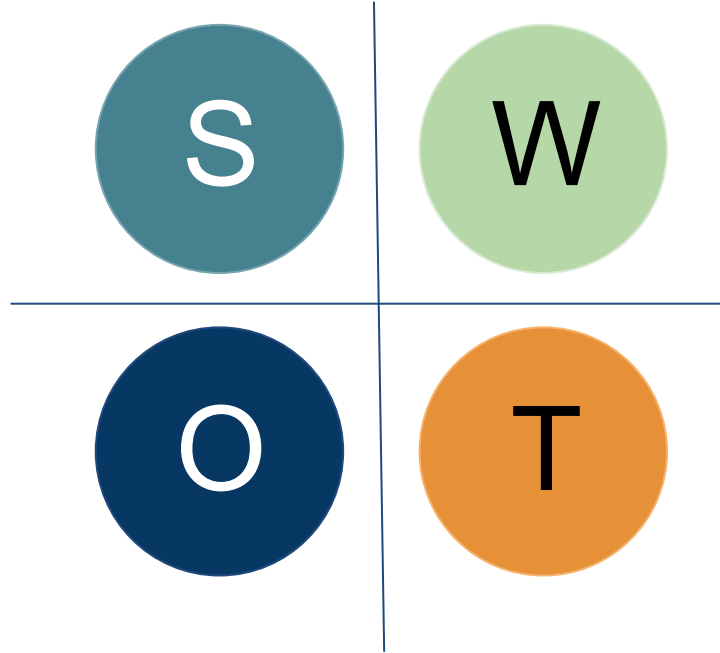




SWOT Analysis

STRENGTHS:

- Integration
- Competitiveness
- Free Agent Fee
- Transparent



WEAKNESSES:

- Lack of Stable Groups of Users
- Small Range of Users

OPPORTUNITIES:

- High Demands
- Social Media

THREATS

- Threats of Competitors (Ebay, Craigslist, etc.)



*This is **MyPlace**, the information exchange platform*

Thanks for listening