Topic AirBnB with cars	*Author*	*Date*

Problem Background

- *There is no online platform that allows anyone to rent their own car here in Puerto Rico.*
- *Renting a car with private companies can be very expensive, even the lowest prices they offer may not be very affordable since the cars are usually high-end.*
- *Most car rentals require a minimum time to use the car. Making it not possible to rent for less than a week of use.*

Target

- There is no official market for possible hosts who might be interested in renting their car, our platform will try to encourage everyone who is interested.
- Promote a new source of income to anyone who owns a car.
- Guarantee the security of the client/supplier transaction and communication.
- Make the costs of renting a car more affordable compared to private companies
- Make the payment transaction accessible.

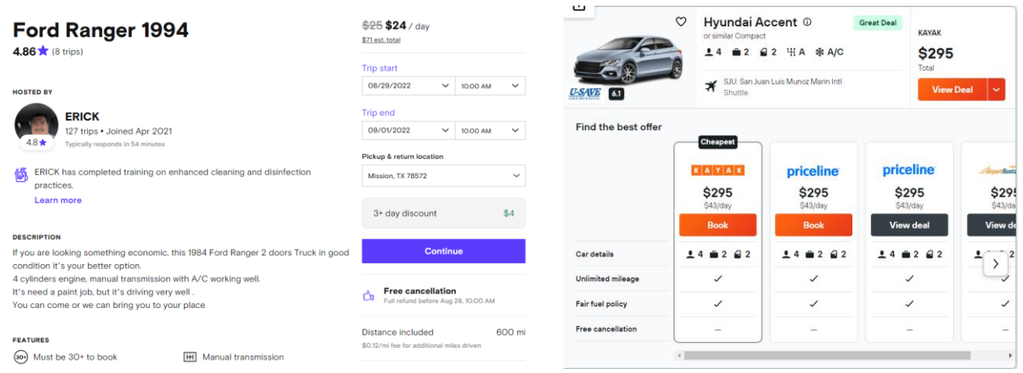
Causes

Companies rent their cars at a high price
Why?
They are all high end
Why?
So that the service and experience are of quality as well as trying to give the customer as little trouble as possible regarding car problems
Why?
Because if there is any mechanical damage to the car, it is the company that repairs it, not the customer.
Why?
To avoid complications for the customer, in addition to making the experience as easy and fast as possible regarding the acquisition of the car, which still has a lot of paperwork in the process
Why?
To prevent the customer from using the car negligently and causing loss to the company
Why?
Since customers can misuse them, such as driving under the influence of alcohol or drugs, and bring complications to the company
Why?
bring legal problems to the company

Countermeasures

- Create a web page where anyone can rent their car.
- Make the host can choose the minimum time that the client has to be renting the car.
- Make it the host who chooses the price at which he wants to rent his car.
- Make the host able to choose the conditions and limits of the contract in which the car is going to be rented.

The lowest price of a web page already implemented in the United States vs the lowest price of a private company in Puerto Rico



Check/Evaluate

- *Not everyone has a house which they can rent but most do have a car which they could now rent and have an additional source of income.*
- *The opportunity to grow new car rental businesses as they could start with the help of our platform.*
- *Quick and economical access for anyone to rent a car, either cargo to be able to move or transport materials or simply a car with more space for family trips in addition to any emergency that arises which deserves a car.*

Act/Standardize

- Make anyone who uses our services avoid customer cancellations as it could bring problems to customer plans. That is why we would ask hosts to avoid them.
- Ask the hosts who get a good evaluation of the clients of the conditions of the car and not use the price of the car rental as an excuse.