

A group of five people are having a picnic on a grassy lawn. They are sitting on a dark blanket, surrounded by picnic items like a cooler, water bottles, and food containers. In the background, a city skyline is visible across a body of water, with the sun setting behind the buildings, creating a warm, golden glow. The word "VOLER" is overlaid in large, blue, stylized letters.

VOLER

02/10/19

BIRD vs. PACE: A CASE STUDY



CASE STUDY TWO: NINTENDO SWITCH





College students want stuff, but can't justify buying it most of the time.



An online marketplace to rent it.
So cheap that students don't think about.

Price items so break-even

Strict return policies,
damage fees

Product margins

Marketplace Trust

\$500 = \$7.5/day
(scooter, console)

damage fees and
replacement fee

\$60 = \$1.5/day
(speakers, jersey)

—OR—

Voler-managed inventory

BUILDING MARKETPLACE

Incentivizing users to post personal items is difficult



BUT

University ecosystem has much more trust, especially since it's a closed environment.

OR

Company managed inventory.

COMPETITIVE DIFFERENTIATION