



WRENTURE

RENT SAFE. RENT RIGHT !

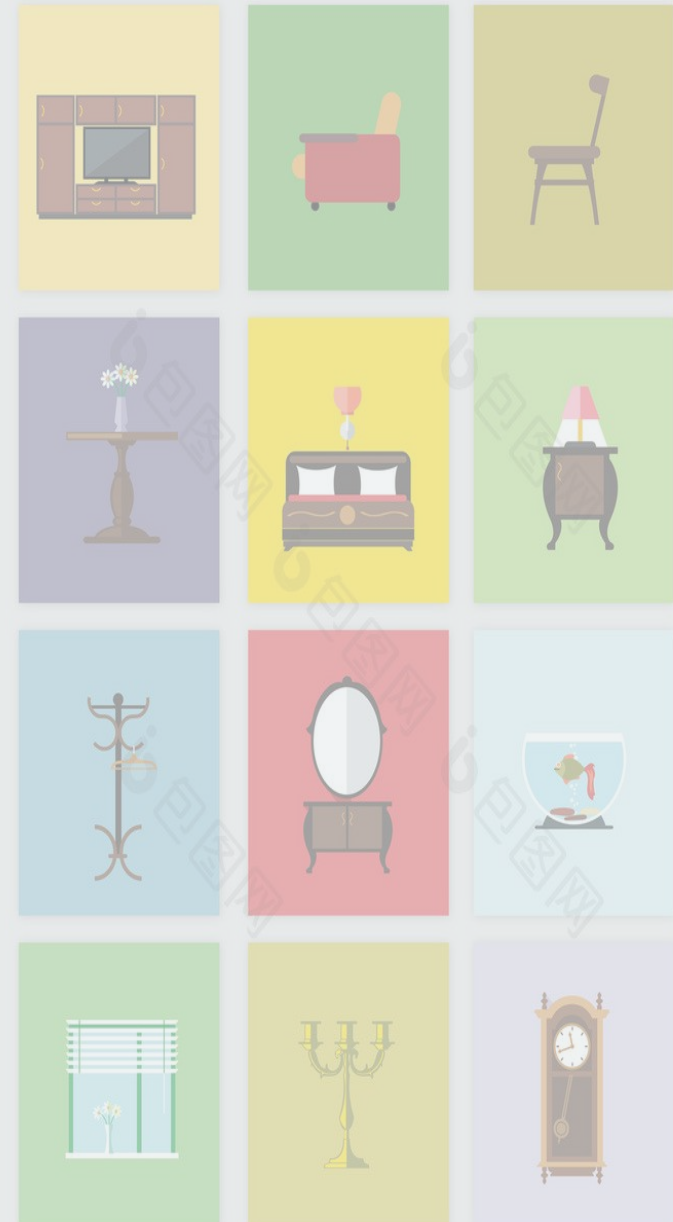
Motivation

Unmet needs

- We believed Our customers experience the problems such as needs for extra furniture or dealing idle items.
- Our product is a new application platform ❤️ that links our customers together and provides a smooth and exciting experience that satisfy both party need.

Target customer segments

1. Furniture renter. (The primary segment)
2. Temporary user. (Student needs example)





Proposed Solution

Wrenture is a rental platform connect people who want to rent out their unused furniture and people who want to rent for furniture.

Storyboard

- Martha and John : SON OUT OF TOWN (Owner)



- Maria :MOM'S VISIT AND HELP (RENTER)



Roadmap

Q1(Alpha)

Building back
end

customer service
: general

Shopping cart

User account :
creation

Renter order
request

Owner listing
creation

Q2(Beta)

Search for item:
filter

Insite message

User review

User history

Search for item:
keyword

Promotion

Q3(Ver1)

Stylist
recommend

Furniture
suggestion

Virtual room
stimulator

Q4(Ver2)

Insurance
integration

Payment System:
PayPal

Payment
System: credit
card

Wrenture
delivery

Building
website

Product
discovery

User profile

Customer
Service

Order process

UX
improvement

User
communication

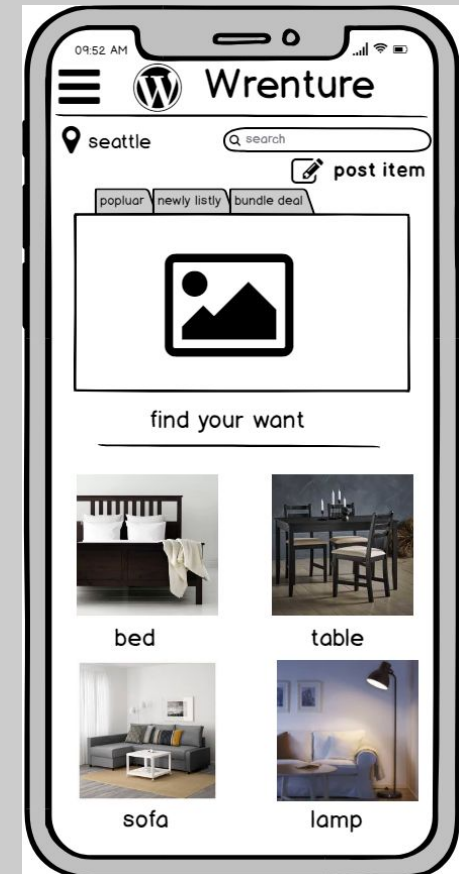
Highlight feature

- Virtual room stimulator
- Wrenture delivery
- In-house stylist recommend
- Insurance integration



Feature of MVP for launch

- User account creation
- Customer service: general
- Shopping cart
- Log in
- Furniture detail
- Order confirmation
- Owner listing creation
- Renter order request
- Furniture inventory



KEY Metrics

User adoption - How many times has the app been downloaded ?

User engagement- How many active users after sign up?

Conversion rate = $\frac{\text{Renters(borrower)}}{\text{Visitors}}$

Rental rate monthly: How many items have been rented or leased verse the inventory within that month.

- **#Posting vs #actual ordered(user part)**
- **#Items rent by Wrenture company vs the inventory from Wrenture**

Features usage: what kind of furniture would be rented at most frequently?



OPERATIONAL NEEDS

ASPECT		DESCRIPTION			
Website development	W IT staff	+	W Interior Designer	=	W Virtual Room Simulation
Third party service providers	W PM	+	3rd Party Serv Provider	=	PickUp & Delivery Service
Legal compliance	W PM	+	Legal Firm Service	=	Legal Compliance

PROJECTED COSTS

DESCRIPTION		COST (US\$K)	
TWO DEVELOPERS		140	(1)
ONE INTERIOR DESIGNER		50	(2)
FOUR CUSTOMER SERVICE EMPLOYEES (On shifts to provide 24/7 service)		120	(3)
PRODUCT MANAGER		90	(4)
SUPPORT	IT INFRASTRUCTURE	50	
	OFFICE SPACE	40	(5)
	ADMINISTRATIVE SUPPORT	30	
TOTAL		520	

(1) according to developers avg salary: <https://collegegrad.com/careers/web-developers>











(2) according to interior designer avg salary: https://www.payscale.com/research/US/Job=Interior_Designer/Salary

(3) according to cust.serv. staff avg salary: https://www.glassdoor.com/Salaries/customer-service-salary-SRCH_KO0,16.htm

(4) according to product manager avg salary: https://www.payscale.com/research/US/Job=Product_Marketing_Manager/Salary

(5) based on 6 seats private office rent: <https://www.wework.com/buildings/1411-4th-ave--seattle--WA>

ADDRESSING RISKS

Competition	
	
Customer's Trust	
	
Customer retention	
	
Legal weakness	
	
3rd party dependency	
	
Customer Privacy concern	
