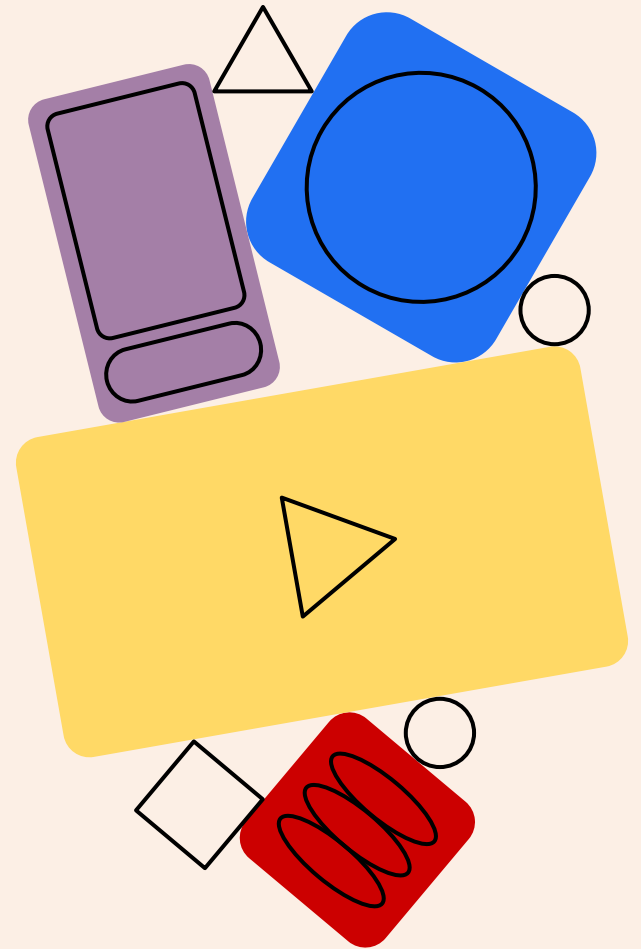


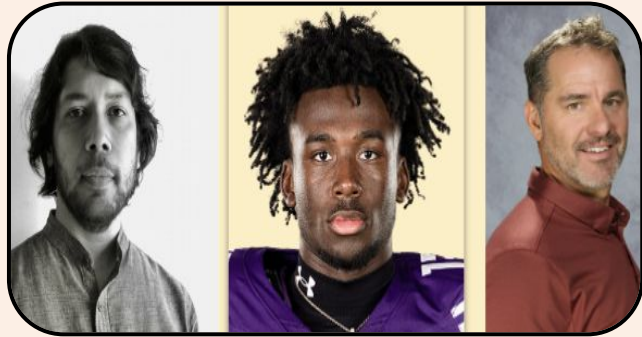
Jerry, Beatriz, Terrion,
Talía, and Christina

Leaving Lightly





**During move-out season,
limited connection options
prevent students from selling
furniture, causing unnecessary
waste.**



Students, Parents, Experts

**"I couldn't find anyone to take my
mattress, so it ended up in the
trash—completely heartbreaking."
— Joanne, class of '24**

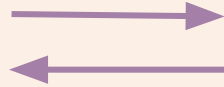




How might we encourage conversations and facilitate transactions between students who want to sell/discard furniture and students who want to buy more affordable furniture?



Graduating Seniors



Underclassmen



Our Solution: Leaving Lightly

User Profile:

- Sophomore who will be moving into apartments soon.
- Is super stressed with finals and doesn't have time to search on the internet/thrift stores.
- Is focused on finding cheap furniture.
- Cares about her safety.
- Has specific items in mind.



Leaving Lightly

START



We hear our users!

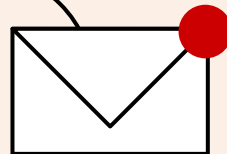


[Andre, class of '28]

I wish there was an easier way for me to find the specific kind of items I'm interested in.

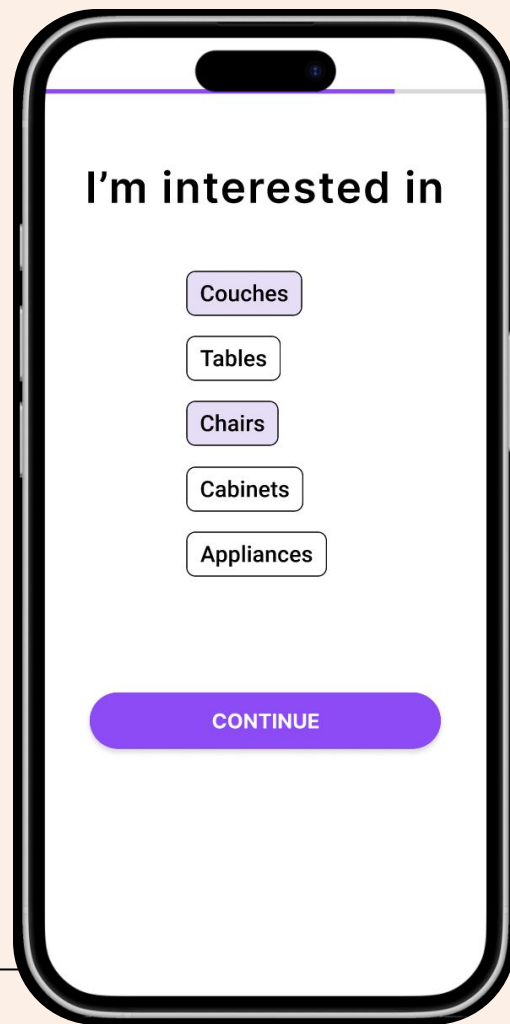
[Leaving Lightly]

Thanks for letting me know!



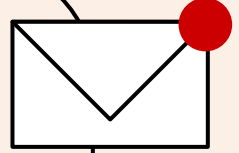
Choose your category, find your match effortlessly!

The category selection feature **streamlines the buying and selling process** by letting sellers **tag their items with specific categories**. Buyers can filter their search to see only the items that match their interests, eliminating clutter and making browsing quick and efficient.





We hear our users!



[Ana, class of '27]

I really wish there was an easy way to find and start conversations with other students to buy furniture.

[Leaving Lightly]

Thanks for letting me know!

Swipe right, it's just right. Swipe left, keep your sight!

The **swiping** feature makes the **conversation initiation process** more **easy and intuitive**, making transactions faster and simpler, knowing that if you swiped right you are interested in the product!





We hear our users!

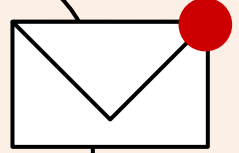


[Raphael, class of '27]

I'm concerned about my safety. I wanted some type of mechanism that ensured I would only talk with NU students.

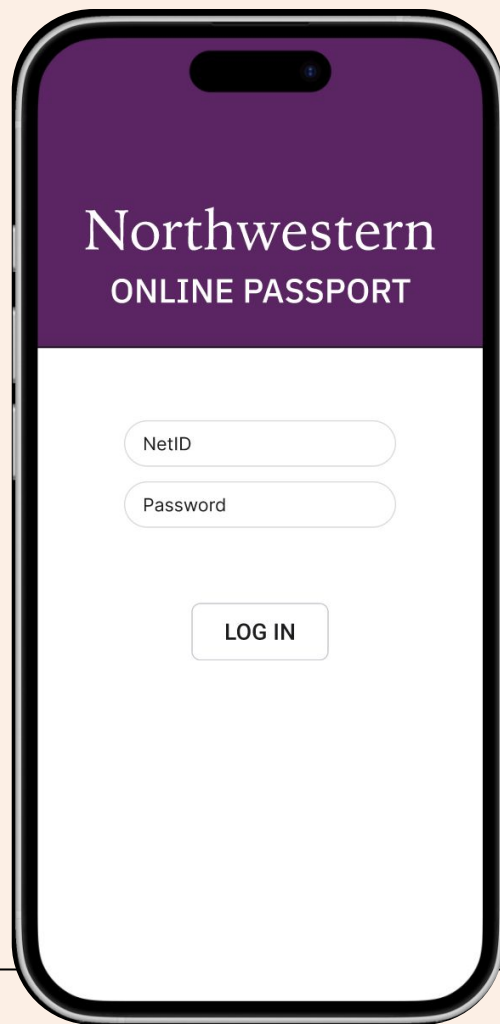
[Leaving Lightly]

Thanks for letting me know!



NetID verified, NU-only inside!

The NetID feature ensures a secure and exclusive community for Northwestern students, allowing only verified users to access the app. By restricting access to NU students, the feature creates a **trusted space for buying and selling**, giving you peace of mind that you're transacting within your own university network.



Why could this be huge?



Average College

On average, U.S. universities report more than **230 tons of waste***** left behind following student move-out

Average Student
The **average college student** generates a total of **~640 pounds of waste per year****



Furniture

Over **25% of waste** during a typical move-out period is **furniture** (and other bulky items)

*<https://www.irnsurplus.com/2018/04/19/higher-ed-a-half-million-pounds-of-furniture-saved-from-the-landfill-university-of-illinois/>

**<https://nycaceofwaste.com/en/the-move-out-waste-dilemma-a-growing-environmental-concern-on-college-campuses/>

***<https://www.planetaid.org/blog/curbing-the-college-waste-problem>

Our Vision



We aim to become the medium through which furniture waste at universities can be greatly reduced and redirected to new life with new students. We strongly believe that Leaving Lightly has both the potential and the capacity to make this impact real.



Real User Feedback!

"It seems **very easy to use**, and I could understand how everything works in a few seconds. I loved how the feature I said **I wanted to see** is actually here!"

– Andre

"It would be nice if someone implemented this. I *hated* moving [...] It's so much effort to move – if this can **lighten the load**, it'd be so much easier." – Paloma

"**I loved the app** and it is really easy to use." – Ana

"I feel like I'm starting to see more of the possibility of it **actually happening!**" – Paula

"**I love the idea** of having a gamified layout for buying furniture. That will definitely make it easier for you to come across items you're looking for."
– Raphael



**We invite you to share your
thoughts, feedback, and questions
with us! :)**