Business Model – HOW WE MAKE MONEY

1. How we make money from people renting out items (owners)
   1. Charge commission for services of using our product
      1. Give us money for our consumer base and using our infrastructure
   2. Maybe membership fee or something, can change
2. How we make money from renting items
   1. Offer OPTIONAL insurance policy for a fee. Renter can choose to take our insurance or not.
   2. What if owner says product was damaged?
      1. Send out person or have pictures if sending out a person not worth the cost
         1. CASE 1: ITEM IS CONSIDERED DAMAGED
            1. If renter has paid for insurance, we pay for it!
            2. If renter hasn’t paid for insurance, renter pays for it!
            3. Owner sends/gets repairs for item, gets receipt, we reimburse

Eliminates extra disposable income for buyer, he can’t win

Overhead to have item repaired by himself would be enough to incentivize any small margin of benefit

* + - 1. Renter cannot gain any money from this system, so will not screw stuff up
      2. If they don’t have insurance, make person pay for it

1. Our Insurance:
   1. Self – funded based on commission we make from other money sources
   2. Can have people go and analyze items for how much the item is worth
   3. We would also have fraud insurance