**Elevator Pitch**

Our company is an online service that allows users to rent or purchase used e-books in a consolidated place. This service resembles the physical transaction that occurs between a buyer and seller in real life in stores such as Half Price books. On our website, the user can sell their e-book to us, and we take care of selling it to the customer, while the user gets their money right away. We will take a small marginal cut of the transaction, and will target college book club enthusiasts first.