* Are you clear on the problem?
  + The problem is multifaceted -- consumers are overwhelmed by these bloated closets full of high-quality items that are severely underutilized and by guilt resulting from constant wastage created by excessive consumerism propagated throughout the fashion industry resulting in severe pollution
  + GOALS: Create a sense of community and network within cities, help consumers make more sustainable decisions, use items to their max lifecycle
* What are the benefits for the parties? SOmetimes money isn’t enough
  + Users will be not only be able to share their fashion identities/styles and make a profit off of the excess capacity in their closet, but they will also be empowered to develop more sustainable behaviours and fight the wastage and excess consumerism plaguing consumers today
* What is your solution, describe it?
  + Nifty is a platform that users on-demand access to clothing items and a wide variety of styles for a fraction of the cost of owning these styles. This is achieved through the creation of “intelligent closets” in which users are able to treat their closets as boutiques and essentially rent out curated dresses and outfits to other users around them. A renter simply uploads 1-3 pictures of their dresses/outfits (on themselves or others -- no ebay-esque hangar pictures) from facebook, instagram or their camera gallery, adds information regarding the brand, MRP, sizes (numeric and standard),rental price, name and tags pertaining to the attributes( #brunchdayfunday #hotred) of the dress. The rentee can search for dresses based on keywords or by location and rent the dress based on pictures of the dress, the measurements of the renter (Height, Body type) and request to rent the dress for a 4 (or less) day interval. The renter and rentee can communicate via in-app messaging to resolve any inquiries regarding the item and set up times to exchange the items at hand.
* How much money are you making ?
* How are you creating durable advantage?
  + P2P lending -- based on the growing “access economy”
  + sustainability focus -- users are able to use items of clothing to their maximum life cycle ,preventing waste and landfill build-up,
  + Real pictures -- the clothing is showcased on a real body at multiple angles rather than just a model or mannequin -- resulting in better sizing estimates
  + Community focus -- aims to create a sense of sisterhood and friendship between users.The renters and rentees are encouraged to develop some sort of bond in order to achieve the shared goal of reducing waste and developing a more sustainable behaviors

***Roadmap / Timeline***

* Issues to tackle
* Goals within the next time period

Issues to tackle:

1. Create a prototype

***For live market research -- get the product in use ASAP***

* 1. Visual prototype
     1. Essentially a vision for the product -- think live demo
        1. Can be used in investment pitches
        2. Used on the website
  2. Functional prototype
     1. For the live testing -- goal is to get 10 adopters // aiming for 5 renters, 5 rentees at the least
        1. Check retention rates, the complaints/praises,

1. Create a brand and spread the word
   1. “Coming soon” website
      1. Includes a live demo via the visual prototype
      2. Information about the platform and the story/mission behind it
   2. Social media/Instagram presence
      1. Target the “style-makers” on campus and in cities (insta-famous perhaps) to test out the concept and instagram it
2. Establish self as LLC
   1. Determine the role of employees vs ind. Contractors
   2. Create the entity
3. Start-up accelerator program

Timeline:

1. Marketing research done by July 17

***GOALS: 5 people to put up their dresses during our market research with a lot of market research and have at least 10 rentees -- Get 10 transactions to occur***

* 1. Functional prototype done by July 4
     1. Visual prototype done by June 27

1. Incorporate as an LLC by July 17