

**PROBLEM:** We can mention significant problems such as a rapid increase in waste generation among the negative consequences of growing imbalances in production processes worldwide, product scarcity that supports the circular economy, increasing and threatening pressure on biodiversity in natural ecosystems, and economic challenges encountered in developing countries.

**SOLUTION:** The Zaten application addresses a range of problems by enabling users to safely rent their belongings or vehicles to each other. Here are the key benefits provided by Zaten:

**Reducing Imbalanced Production:** Zaten aims to reduce imbalanced production by allowing people to share their unused belongings with others. This means less production of new items and more sustainable use of resources, leading to reduced energy consumption and environmental impact.

**Reducing Waste Generation:** Encouraging item sharing through Zaten reduces the amount of waste generated from overconsumption. By renting out their unused belongings, people enable them to be used for longer periods, thus preventing waste accumulation.

**Supporting the Circular Economy:** Zaten supports the circular economy by promoting the reuse of unused items. When a user rents out an item, another user can rent it, extending its lifespan and ensuring efficient use of resources.

**Reducing Pressure on Biodiversity:** Zaten aims to reduce the consumption of natural resources by minimizing the production of new products. This helps alleviate pressure on biodiversity and contributes to the preservation of natural ecosystems.

**Providing Economic Benefits:** Zaten supports users in gaining economic benefits. Through rentals, users can obtain the items they need at more affordable prices and also earn extra income by renting out their belongings.

**Reliable Technological Infrastructure:** Zaten is built upon a robust technological infrastructure. Users can communicate securely, make reservations, and process payments through the platform, ensuring a safe and seamless experience.

**Trustworthy Legal Framework:** Zaten has a legal foundation and complies with necessary legal regulations to provide a secure environment among users. Clear rules are established regarding the rental processes and user rights.

The Zaten application aims to contribute to a sustainable future by enabling users to reduce imbalanced production through item sharing, decrease waste generation, support the circular economy, and achieve economic benefits.

#### **FEATURES:**

**Item Rental:** Zaten allows users to rent out their belongings to others. Users can easily initiate the rental process, share item details, and rent out their items to others for a suitable fee.

**Vehicle Rental:** Zaten enables users to rent vehicles. Vehicle owners can rent out their unused vehicles to other users via the Zaten platform, earning additional income. Renters can find and rent a suitable vehicle to meet their needs.

**Secure Payment System:** Zaten provides a secure payment system for users to make payments. Rental fees are processed through secure payment transactions conducted on the platform.

**Rating and Review System:** Zaten allows users to rate and review each other. This feature enables users to assess the reliability and satisfaction levels of other users and make informed choices.

**Reservation Management:** Zaten offers users reservation management capabilities. Users can make reservations for items or vehicles for their desired date range and specify the duration of usage.

**User-to-User Communication:** Zaten facilitates communication between users for discussing rental details. Users can directly communicate with item or vehicle owners, ask questions, negotiate prices, arrange delivery, and discuss other details. The chat feature provides a safer and more personalized communication experience, streamlining the rental process.

**User Support:** Zaten provides customer support services to users. Users can contact customer service when they have any issues or questions related to the platform and receive assistance.

**Categorization and Search:** Zaten allows users to categorize and search for items or vehicles. Users can filter based on desired categories or specific features, making it easy to find the item or vehicle they are looking for.