

Q: Should I be worried that someone's dumbbells are on top of my great grandma's china?

A: No! Our storage containers are designed with a strong and durable lid. When they're stored with us, the boxes will be stored on sturdy shelves or racks in layers of 1-2 boxes maximum, which will enable us to easily locate and pull the boxes when needed. This also means our users valuables are protected from excess weight and potential damage.



Q: How was customer pricing determined?

A: Pricing is based on our operational costs and customer preferences around similar subscription models. We found that consumers are highly sensitive to high subscription fees, so we kept our subscription fee as low as possible while offering plenty of choices around delivery.

Conjoint analysis showed:

1. Highest sensitivity to subscription fee
2. Delivery fees were distant second
3. Delivery speed was third

