

Q: Are there 11k users available in Chicago?

A: We performed a top-down analysis, based on demographic info and our intent-to-buy survey to illustrate there are indeed 11k users to be found in our first two years of operation.

	Filter Step	Conversion	Users
Year 1	Potential Users	-	354,702
	Potential Users Aware of Stash	10%	35,470
	Converting Users	6%	2,128
	Repeating Customers	90%	1,915
Year 2	Potential Users	-	319,232
	Potential Users Aware of Stash	40%	127,693
	Converting Users	8%	10,215
	Repeating Customers	90%	9,194



Q: What is the payment schedule?
Can I set up autopay?

A: We make billing easy. Every month we will bill our users credit card on file and send a receipt directly to their inbox.

