

# STASH





## Physical Box

- What are the box components?
- How is the box made?
- What's the weight limit per box?
- How will you store the empty boxes?
- Should I be worried that someone's dumbbells are on top of my great grandma's china?

## Financial Analysis

- How was customer pricing determined?
- Do you offer alternative pricing for long-term storage?
- Can I purchase the box without paying the subscription fee?
- Where are your margins? How are you getting to 21% Gross Margin?
- How do your costs grow?
- How did you source pricing for your physical box?
- How did you source pricing for your app?
- How did you determine cash needs for funding?

## Business Plan

- Do you have enough storage space to expand?
- How will your partnerships change in other cities?
- Why are you launching in Chicago first?

## Marketing Plan

- What drives users to the app and sign-up?
- How many boxes will each customer have?
- Are there 11k users available in Chicago?

## Service

- What is the payment schedule? Can I set up autopay?
- How do users cancel their subscription?
- What happens if a user cancels their subscription and still have boxes in Stash storage?
- Are there discounts for having more boxes?
- How do pickup and delivery work?
- Can I store oversized items that don't fit in either of the Stash boxes?
- If the box is returned to me and stays with me for a few days, will I still be charged for storage while the box is in my possession?

## Risk Assessment

- What happens if my items are damaged?
- How secure are my belongings?