

# Let's Meet the Stash Market



25-35  
Income \$85k-\$250k  
Lives in big city



Space is precious  
Time is money



Busy professional  
Limited living space  
Varied hobbies



Maximize space  
Designed aesthetic  
Proud of home

# The Stash Market is Growing

\$30B

Projected Self-Storage  
Revenue in 2018

52%

Urban Growth vs Suburban  
Growth for Millennials

The market's growth & revenue potential make it ripe for disruption, leveraging Stash's speed and high design.