

# Q: How many boxes will each customer have?

A: Stash anticipates an average of 1.75 boxes per customer. Our survey results support this assumption, based on the number of items and types of items users think they would store. As this behavior continues, we expect it to naturally grow.



# 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

