# Core

**Promotes urban freedom through convenient, affordable storage spread throughout the city.**

A subscription based model gives you access to all available caddies and allows for basic time based usage.

PLUS+ usage and features are available beyond the basic package for additional fees.

All interactions occur in-app and no customer-partner communication is required or encouraged.

# Use Cases For Core Model

* Promote shopping by not having worry about carrying bags
* Short-term tourists with luggage looking for a convenient drop-off point
  + Integration to provide directions, maps, and event as promotion
* Different trip planning:
  + Before: Want to go rock climbing, then shopping, then meet friends for dinner. Would either have to carry around gym clothes and shopping all over the damn place or go home first.
  + Now: Caddy the things you don’t need as you stop needing them and pick them up/have them delivered later
* Artists, musicians, buskers, service people, farmers market, people with temporary work locations - convenient way to store equipment temporarily

# Initial Placement

* Tourism: Placement near Times Square, Penn Station, and heavy tourist locations. Also, hostels as extra security around personal items.
* Frequent shoppers: Placement near heavily trafficked shopping centers such as SoHo, Madisan Ave, Fifth Ave, China Town
* Night owls: Placement near night clubs, heavily trafficked bars, and dance venues.

# Marketing

* Targetted FB ads
* Posters near initial placement locations
* Flyers handed outside target venues
* Make recommended answer on Yahoo Answers, Quora, Subreddits searching for locker space
* User stories and chat with excited would-be users

# Target Beliefs

* Flexible
* Active-lifestyle
* Luxury, Premium
* Simple
* Convenient

# Target Customer

1. 25-34 year old, tech-friendly, affluent city women. Frequent shoppers.
2. 20-29 year old, tech-savvy, price-conscious, short-term tourists
3. 20-29 year old, high-income, highly active (not fitness), millenials

# Verticals

* Caddy delivery between locations. A convenient last-mile delivery option.
* Long-term storage
* In-caddy advertisement for parent store or partner
  + Product placement within caddies
* Dynamic P.O Box
* Drop off and pickup points for deliveries

# Marketing

* Heineken plan - pay people to ask for the service at locations, then come in afterward asking if there’s demand