

# P L U M

PROFESSIONAL LENDING  
UNDER-WORN MATERIALS



BY: TEAM 5 STARS

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# PROBLEM

post-pandemic  
financial status



unable to afford new set of  
clothing for special occasions



have "one-time" sets of clothes  
lying around their wardrobe

physical shopping



time-consuming and  
limited choices



prices in stores are  
not sorted

# SOLUTION

developing a renting service platform

rentee	renter
time saving	time saving
save money	make passive income
wide variety of clothing options	save wardrobe space
easy to filter according to size and category	AI size measuring and categorization tool
more enjoyable (AI product recommendation system)	

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# MARKET

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## How?

- Social Media Marketing
- Transactional Marketing

## Target

- Teens/Young adults
- Formal event attendees
- People who want to save money



# COMPETITION

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- Uphold a competitive advantage over other companies in our industry

## DIRECT COMPETITORS

- Byrotation
- Rent The Runway

## INDIRECT COMPETITORS

- Carousell
- Facebook
- Zalora

## WHAT DISTINGUISHES US FROM OUR COMPETITORS?

- Integration of AI
  - automated sizing checks
    - renter's UI
    - rentee's UI
  - categorization of items

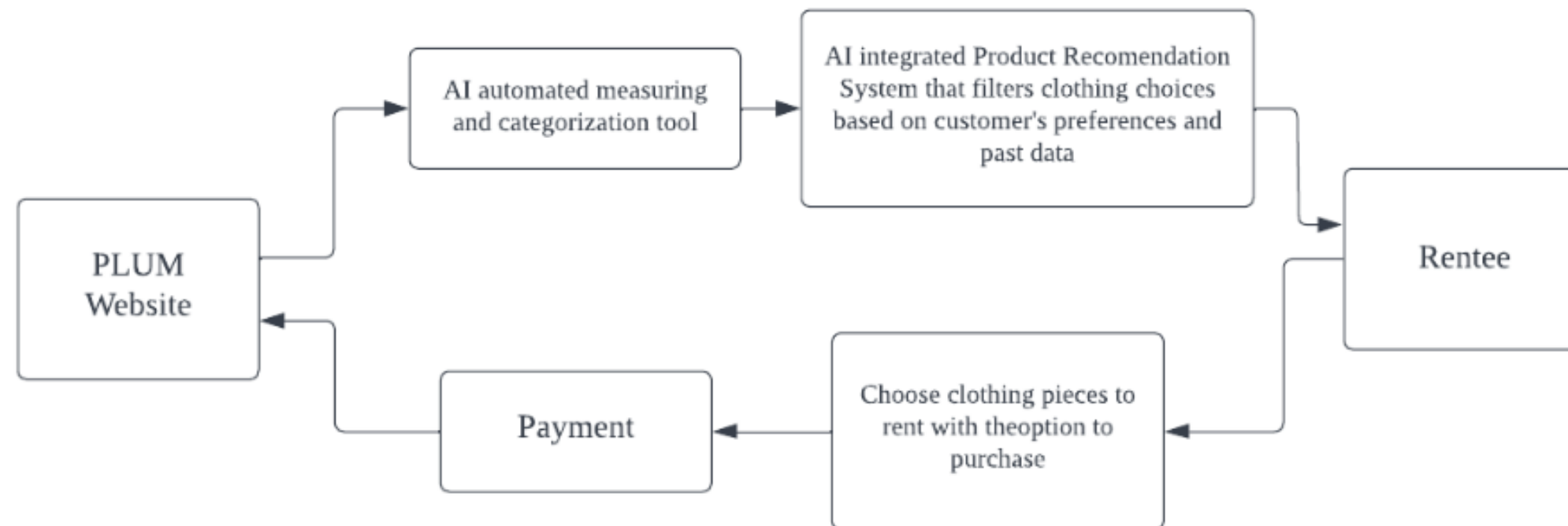
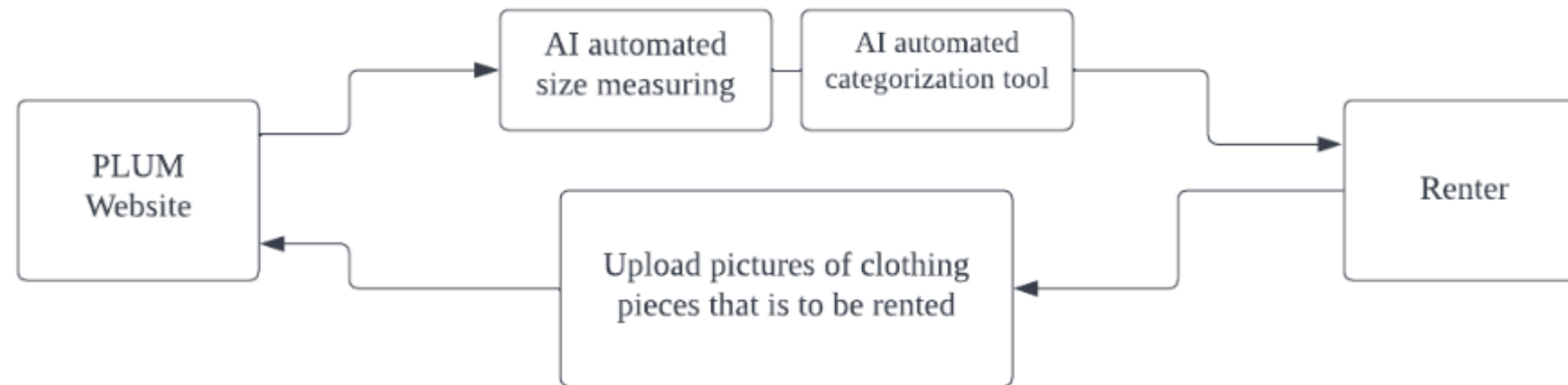
## BENEFITS OF USING AI

- Efficiency of workplace
- Convenient and Efficient
- User friendly





# BUSINESS MODEL



Leasing and Rental Business Model

# BUSINESS MODEL

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O1

## Channels

- service is targeted towards individuals who attend formal events/parties
- focus marketing efforts to cater to the customer base
  - teenagers and young adults coming from middle-class families
- reach out via social media platforms
- focus on user experience and user interface

O2

## Benefits

- Customer
  - integration of AI into the system
- Organization
  - generate income through commissions

O3

## Challenges

- development and maintenance of the platform
- management and operational fees
- business able to generate profit while minimizing total expenses
  - 2.5% to 5% in commission from clothing rental
  - 5% commission from clothing sales

O4

## Sustainability

- inconsistent revenue
- customers subject to a double surcharge

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## Brief introduction of our team

- 01 Passionate
- 02 Committed
- 03 Interested in the business world
- 04 Interested in the entrepreneurial world - starting up a business
- 05 mentor sees the potential in us

# TEAM

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## Demonstrated focus on a single opportunity

- Malaysia only consists of businesses that either:
  - sell items (e.g.: Zalora, Uniqlo, HnM, JD)
  - platform to resell pre-loved items (e.g. Facebook Marketplace, Carousell, Mudah)
- Does not have a platform to rent away items
- The timing was good - end of the pandemic era - events beginning to start again
- People need clothing to attend special events - limited wardrobe after 2 years of lockdown



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## Mentor

Yew Jin



# TEAM

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- Founder of Carlist
- Strong entrepreneurial background and experience
- Quick thinking and analytical skills

Member	Strengths	Weakness
Leong Pui Lum	Good at the user interface (Frontend)	Bad time management
Chan Wai Han	Decent in technical skills (Backend)	Bad time management
Ooi Yi Sen	Good time management	Poor business knowledge
Jyven Yu	Strong in business knowledge & business analytics	Limited knowledge of programming languages
Goh Kai Yuan	Professional speakership capability and strong communication skills (HR)	Poor graphical designing

# THE ASK

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Our Goal:

RM 500,000



We Are Looking For:

**Venture Capitalists:**  
RM 250,000 for 10% equity

**Angel Investors:**  
Up to RM500,000 with a ROI of 15%

