

## Step 2: Business Goals

Problem:

Many people struggle to afford expensive items they only need temporarily. Purchasing these items leads to unnecessary waste and underutilization.

Solution:

The rental marketplace provides users with the ability to rent products for a short period, making them more affordable, accessible, and sustainable. This solves the problem of expensive purchases for one-time use by making these products available for rent, specially for items like construction tools, party supplies, cameras, or even vehicles.