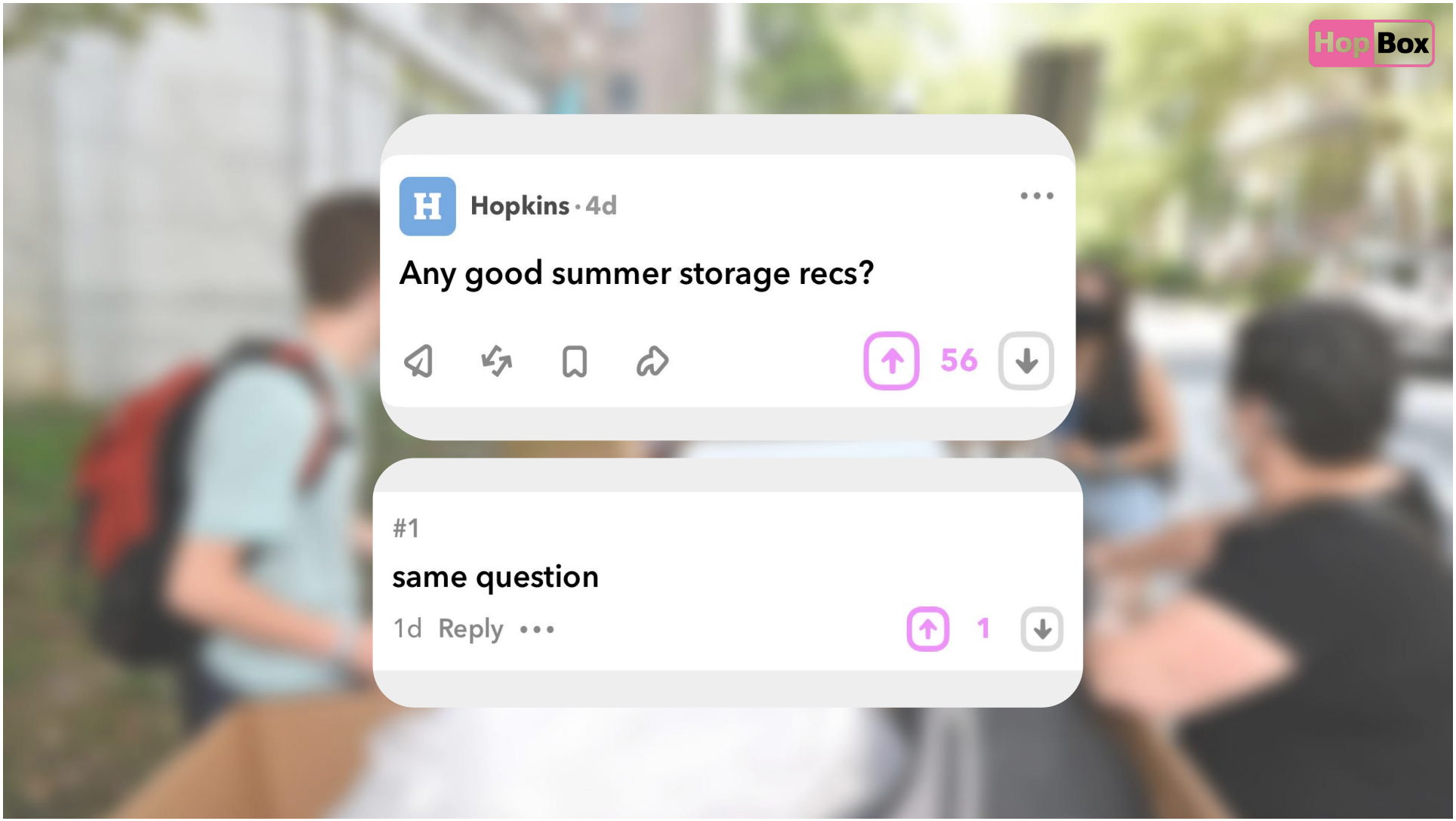
HOPBOX


HopBox
Hopkins · 4d
Any good summer storage recs?
56
#1
same question
1d Reply
1

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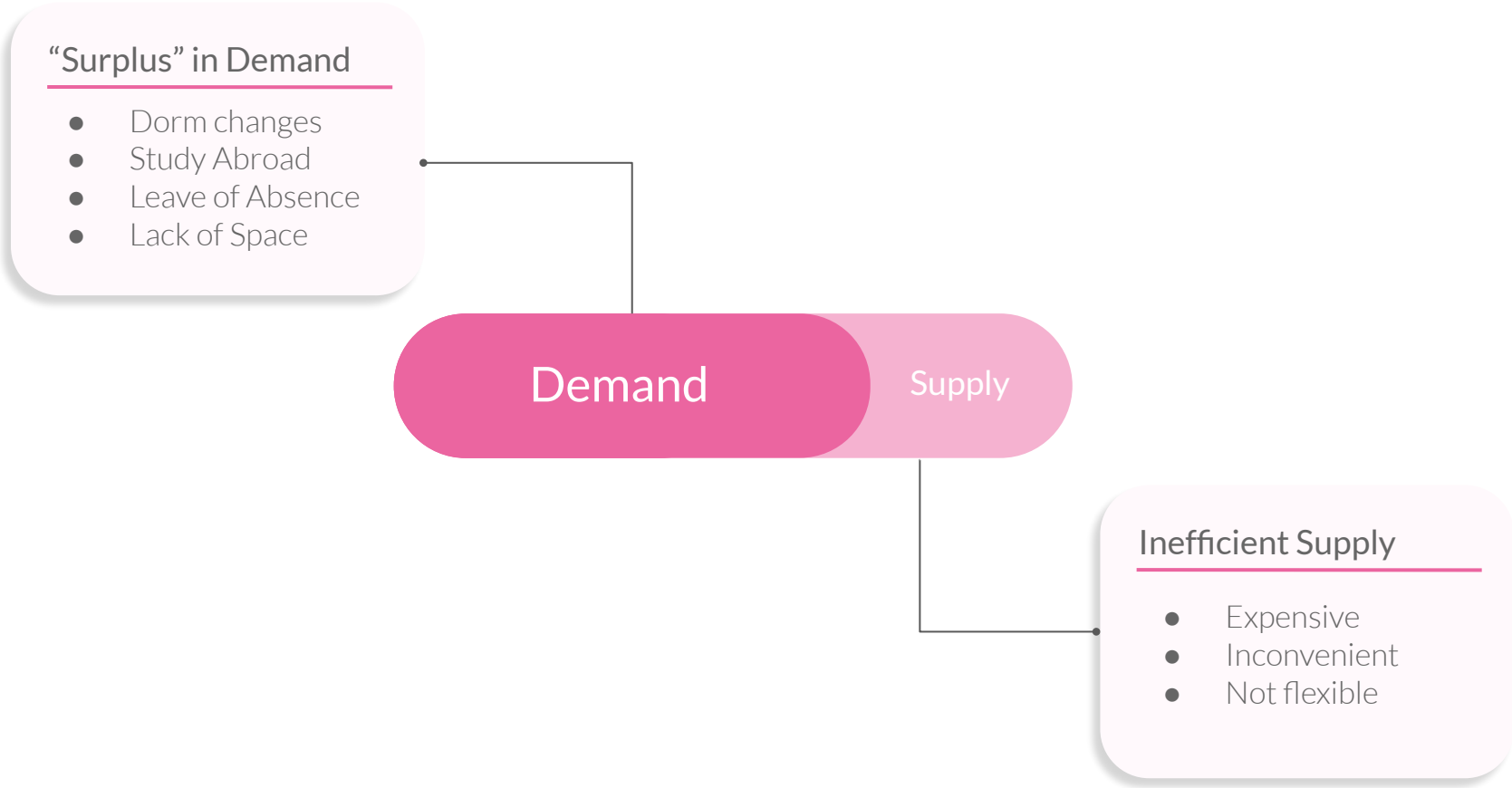

Problem

HopBox
40%
College Student admitted not having enough space
$50 - $200
Range of Storage Cost per month
3x
Average a college student moves during Undergrad

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91.7%

Out of 122 surveyed students said they would like to have a more convenient storage solution.

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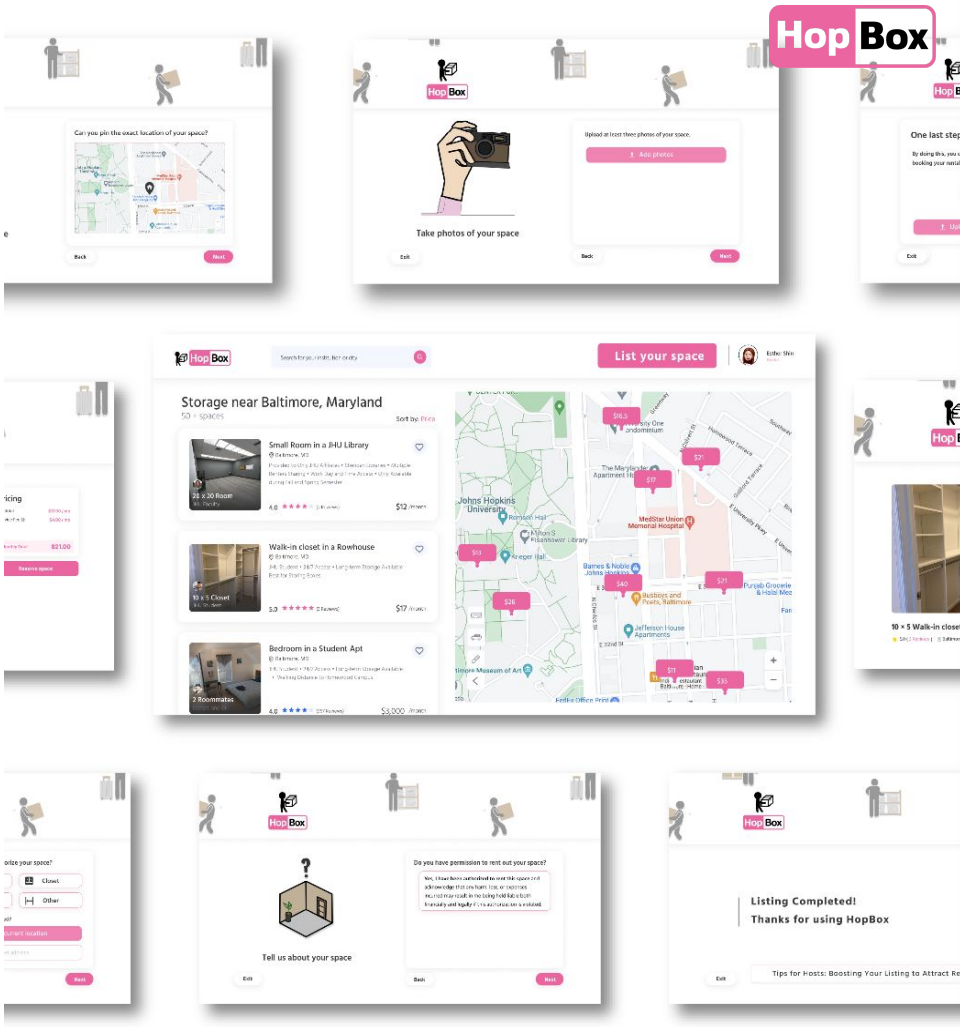
"AirBnb for Storage"



Solution

HopBox offers ***student storage solution*** that is

1

Affordable

- Affordable Pricing Strategy
- “For Students By Students”

2

Convenient

- Proximity to Campus
- Friendly User Interface
- Simplified Booking Process

3

Flexible

- Flexible Options in Size and Duration

Solution

HopBox

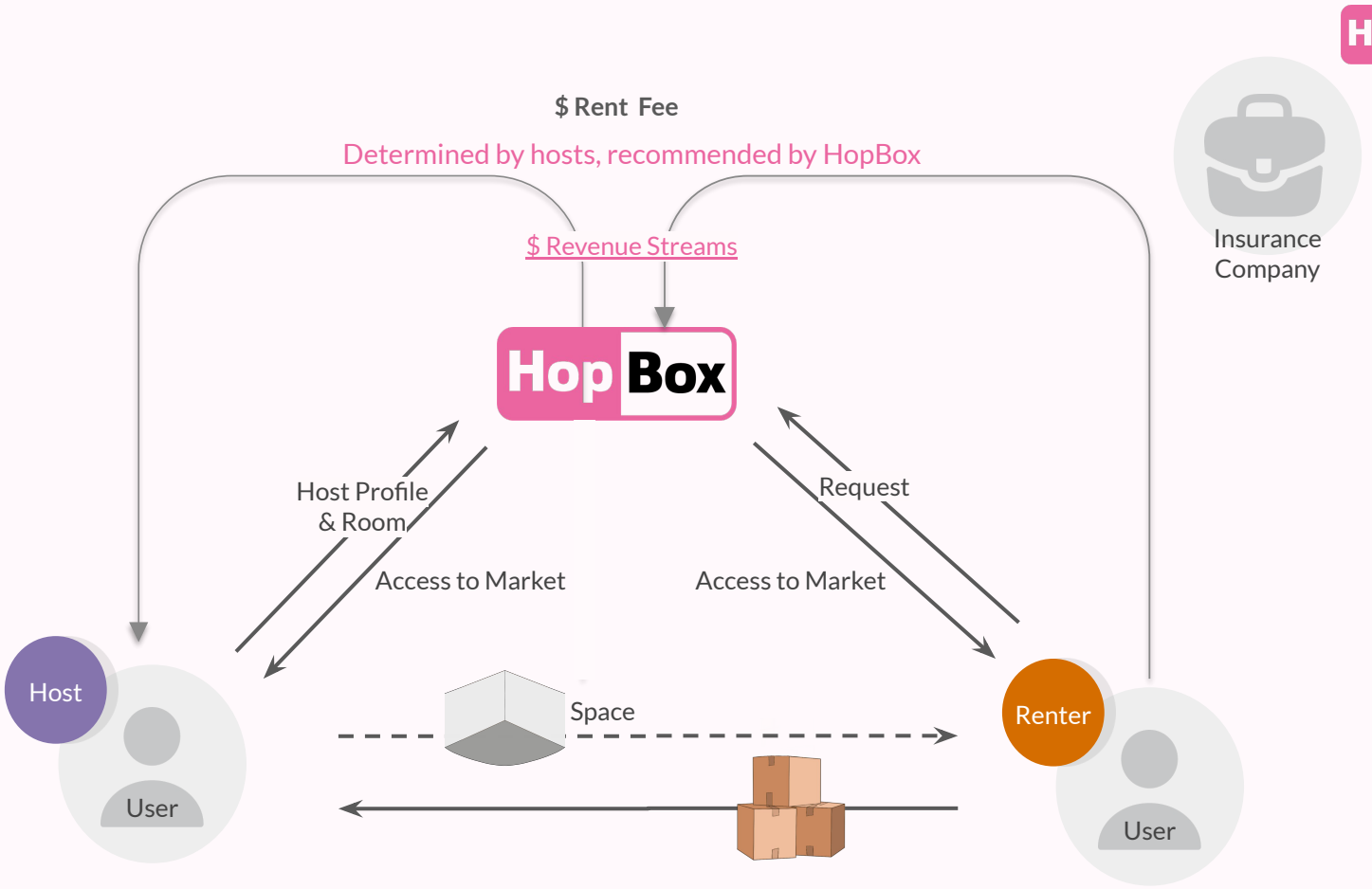
Out of 122 surveyed students

85.8%

are willing to or may be willing to rent out their space for storage to earn extra money

88.7%

are intrigued by the idea of Air-BnB for Storage and willing to pay at price $20-50 per month



Business Model

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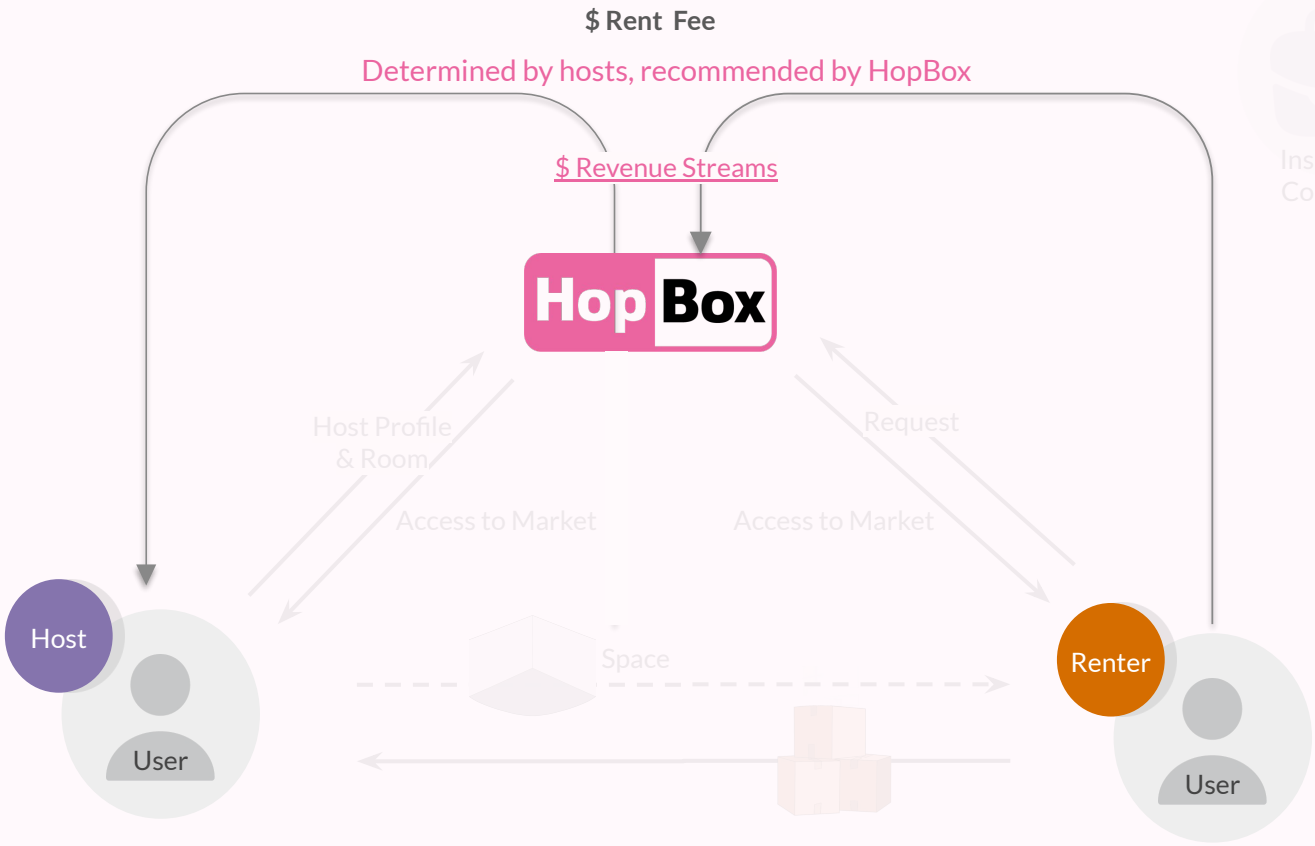
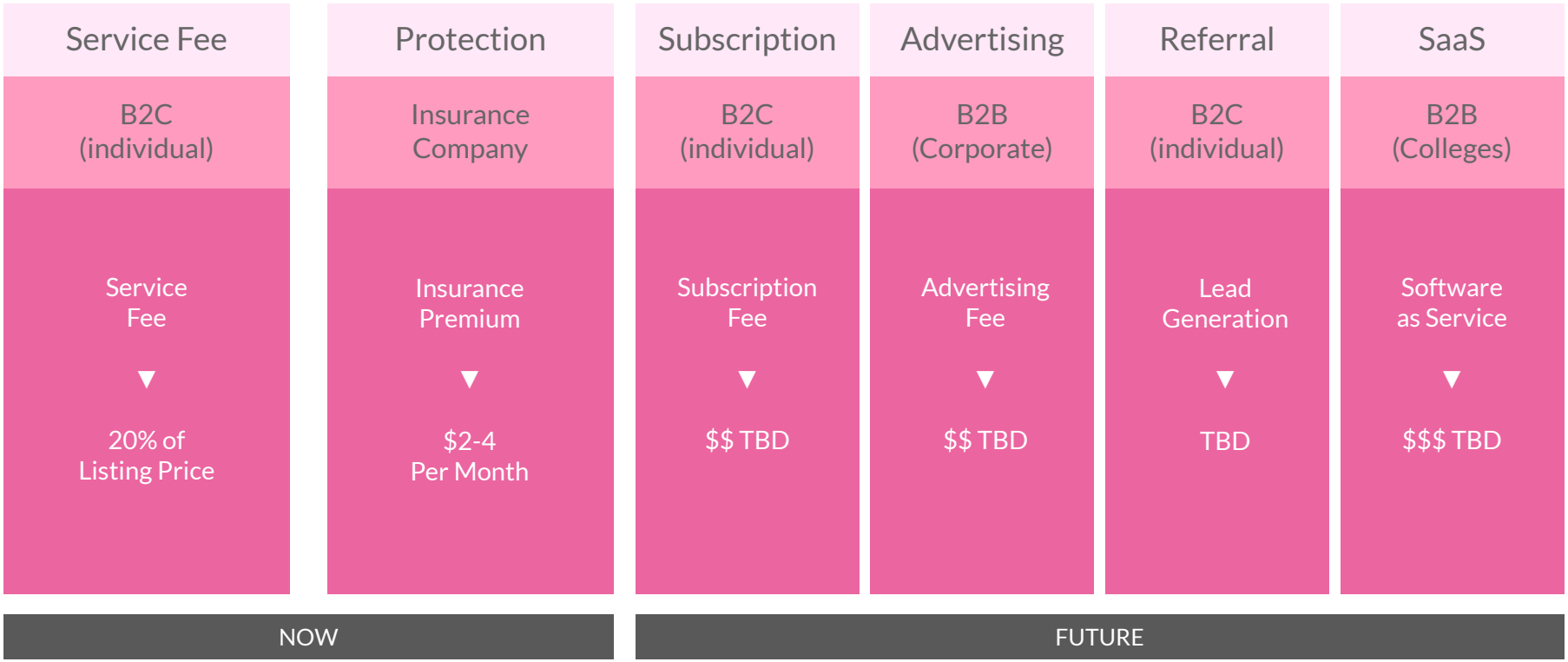


Insurance Company

Business Model

HopBox



Revenue Streams

HopBox

Service Fee	Protection	Subscription	Advertising	Referral	SaaS
B2C (individual)	Insurance Company	B2C (individual)	B2B (Corporate)	B2C (individual)	B2B (Colleges)
Service Fee	Insurance Premium	Subscription Fee	Advertising Fee	Leads Generation	Software as Service
20% of Listing Price	$2-4 Per Month	$$ TBD	$$ TBD	TBD	$$$ TBD
NOW		FUTURE			

HopBox

5x5 Space		
Rental Fee	:	$25/month
Insurance	:	$5/month
3 Months Total	:	**$90**

Service Fee	Protection
B2C (individual)	Insurance Company
20% of Listing Price ▼ $15	$2 Reselling Fee ▼ $6

Total Revenue /3 months/space : **$21**

Pricing Strategy and Revenue

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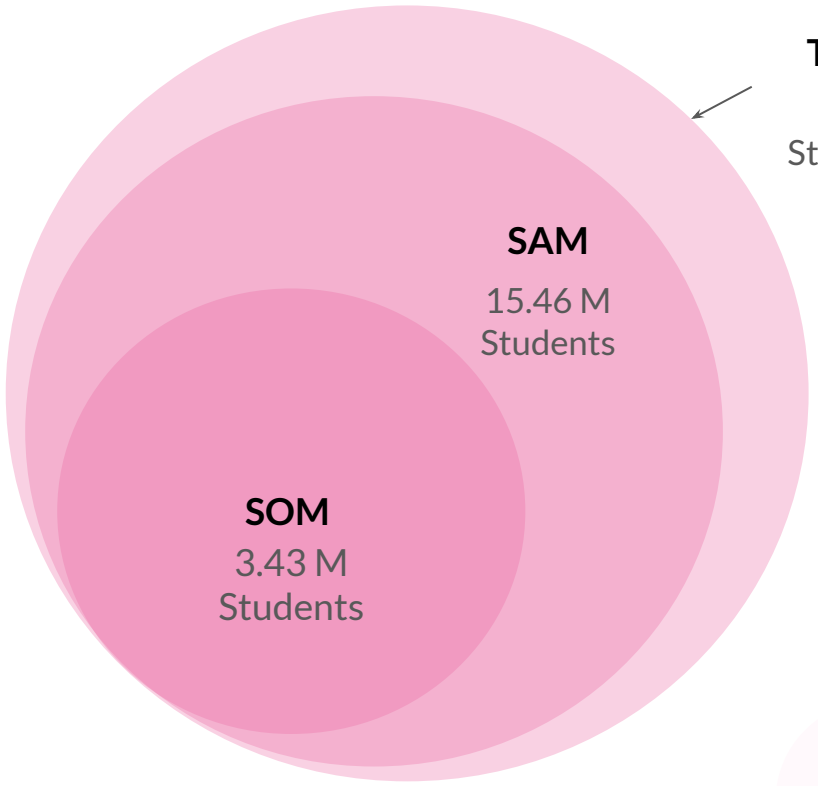
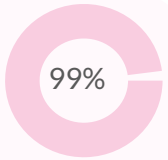
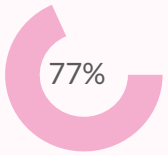


Total Addressable Market
# of college students in the United States



Service Obtainable Market
# of offline students



Service Addressable Market
# of Out-of-State + International Students

Total Targeted Market Size:
multiplied by total revenue per 3 months per student

$72 M

Market Size

HopBox

Three Challenges

Legal Barrier

Host authorizations to rent out space

Safety

How to keep the storage safe

Low Price

How to keep the price low

Our Strategies

Legal Barrier

- Research shows no restriction on renting out space for storage
- Partnering with property owners to offer HopBox as an amenity

Safety

- Rigorous screening process for host and renter, benefit from College environment
- Require hosts and renters to have proof of insurance
- Partner with insurance companies to provide comprehensive policy for hosts and renters

Low Price

- Partner with other companies and colleges to offer discount and promotion
- Utilize alternative revenue streams
- Optimize operational efficiency

Strategies

Our Strategies

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	HopBox	A-Z Pick-up and Storage Service	Other P2P Platform	Traditional Storage Units
Affordability				
Campus Proximity				
Size Flexibility				
Rental Terms Flexibility				
Student-focused				
Sustainability				

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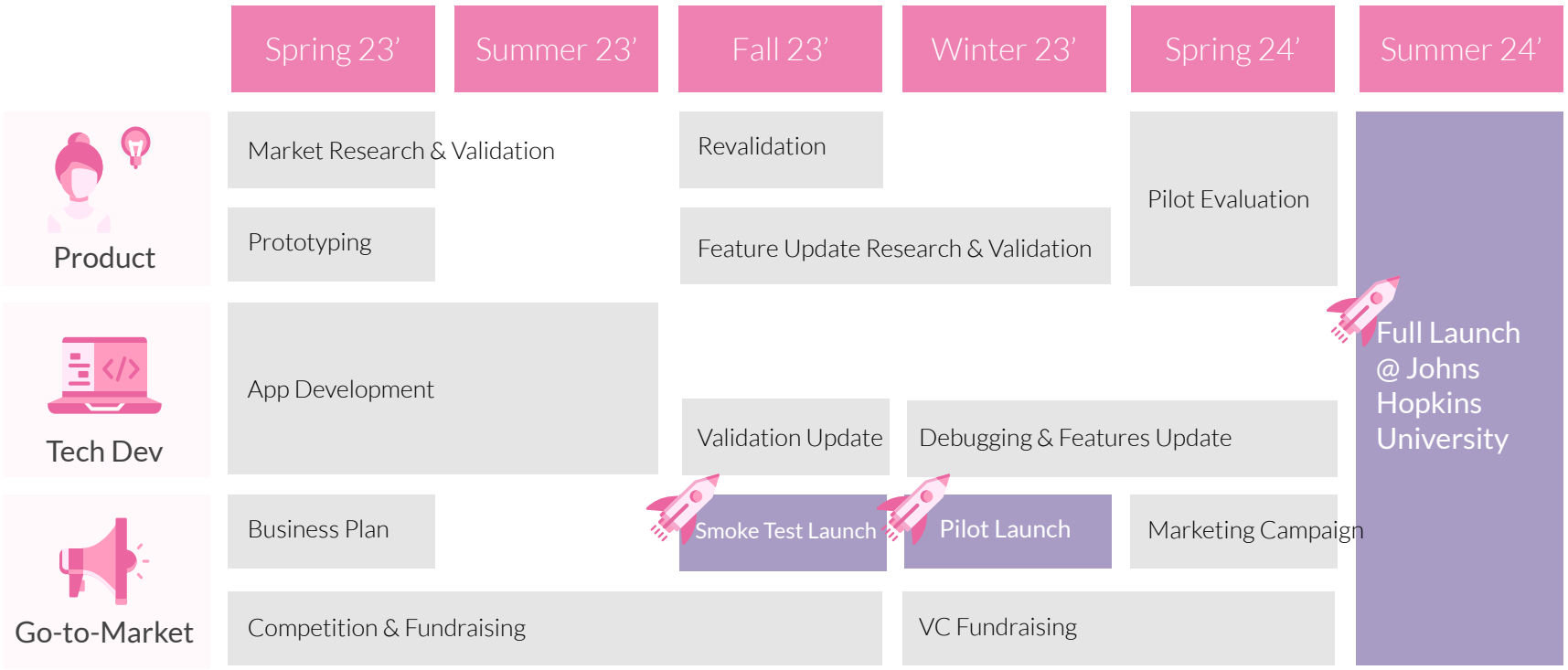
Short-term Timeline



Short-Term Timeline

HopBox

Founding Team

Harley Tran

Computer Science
Economics

24’

Product, Full Stack Developer

James Yu

Computer Science

24’

Full Stack Developer

Thomas Yu

Computer Science

24’

Full Stack Developer

Yewon Shin

Computer Science

23’

UX & UI, FrontEnd, Graphic Design

Our Mentors

Dr. Lawrence Aronhime

Professor

Dr. Anton Dahbura

Professor

Fayez Ahmed

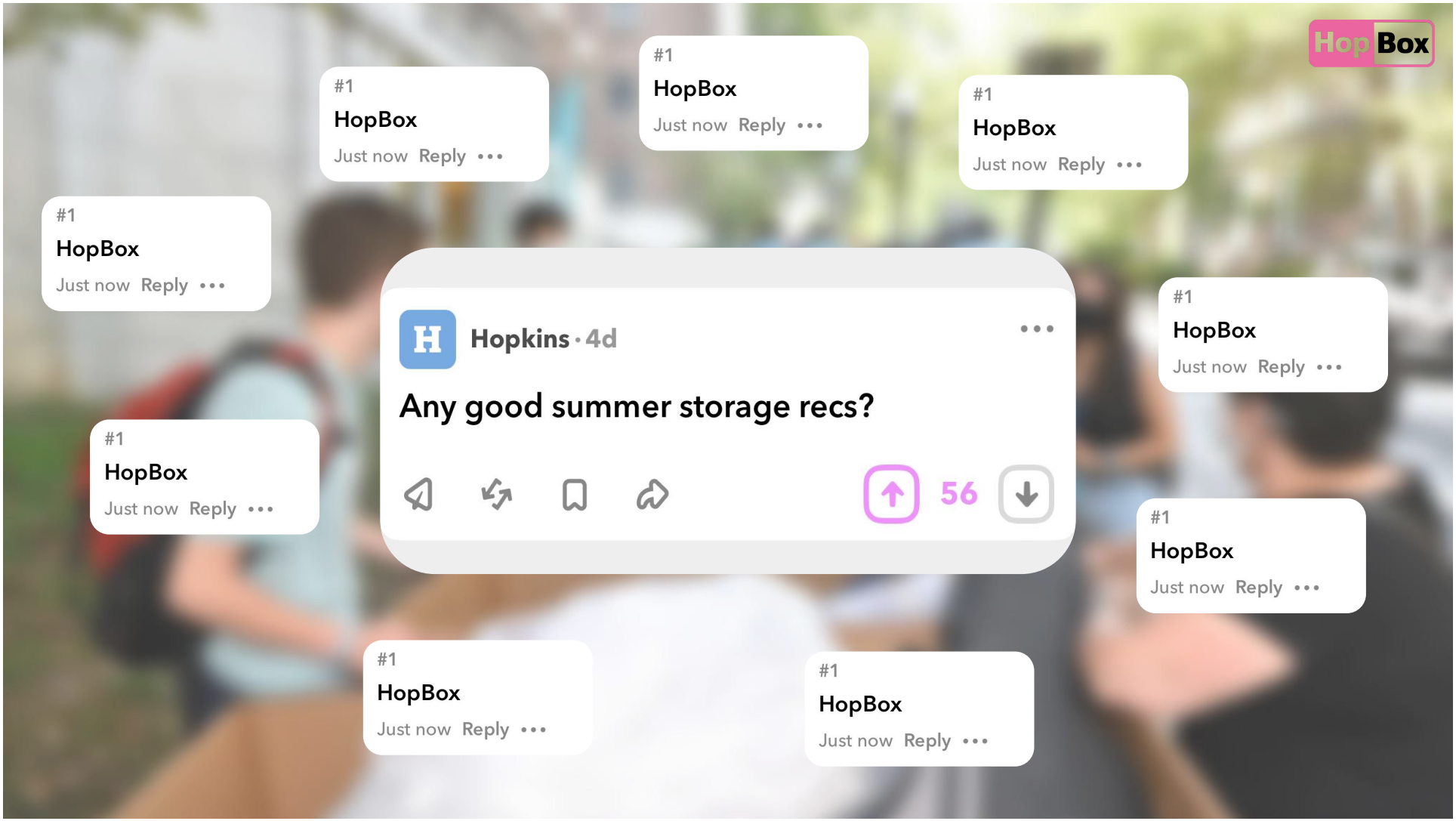
Strategic Advisor at Johns Hopkins Technology Ventures, Fast Forward U

Javier Romanelli

Strategic Advisor at Johns Hopkins Technology Ventures, Fast Forward U

Nolan Matthews

HopStart Mentor
Former Finance & Business Professional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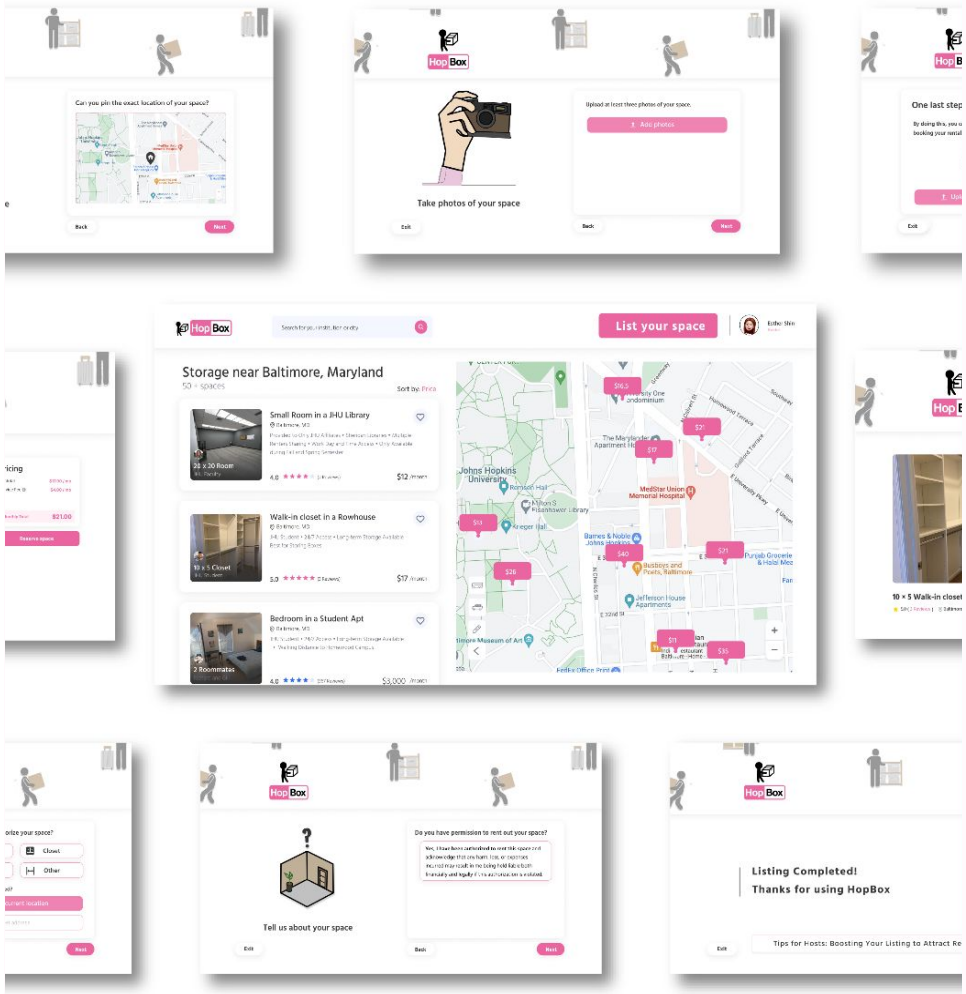

Thanks!

Do you have any questions?

hopbox.jhu@gmail.com