

# DORM BANK

Make dorm shopping  
sustainable & affordable

# Meet the Team



**Mariah Brown**

**FOUNDER**

Business Analytics Major

Innovation, Design, &  
Startups Minor

Finance Manager | WERW

Head of PR | Mixtape  
Magazine



**Fernanda Kligerman**

**HEAD OF DESIGN**

Communications Design Major

Information Technology, Design, and  
Startups Minor

Co-Founder | Scholarli

Design Editor | The Daily Orange

Co-PR director | Oycappella



**Chris Pletcher**

**ADVISOR**

Social Enterprise  
Consultant

Business Developer | ReUse

# Jessica Miller



"I want to feel at home in my dorm but I can't afford all I need and want"



18



California



Student, SU  
Living in a dorm

## Values/Goals

- Education
- Paying off loans

## Favorite Brands



## Wants & Needs

- A service that will provide affordable dorm shopping options

## Frustrations

- She desires to have all the essentials for her dorm but lacks the financial means to afford them

# The Problem



College move-in is  
expensive

This costs the  
average family over  
**\$1000**

[Forbes](#)

# The Problem



Spring move-out is  
**not sustainable**

The average student  
generates **640 pounds**  
**of waste!**

[planetaid.org](http://planetaid.org)




Collects well used **donated dorm goods, appliances, and small electronics**, and **sells them to college students at an affordable price.**

# Model

B2C



# Competitive Landscape

Features						
Affordability	✓	✓		✓		✓
Reliability	✓				✓	
Delivery for donations	✓					
Buyer Delivery	✓	✓	✓		✓	
Community Based efforts	✓			✓		✓



# Target Market

International  
Students

Graduating  
Students



**DONATORS**



**BUYERS**

Incoming  
Freshman

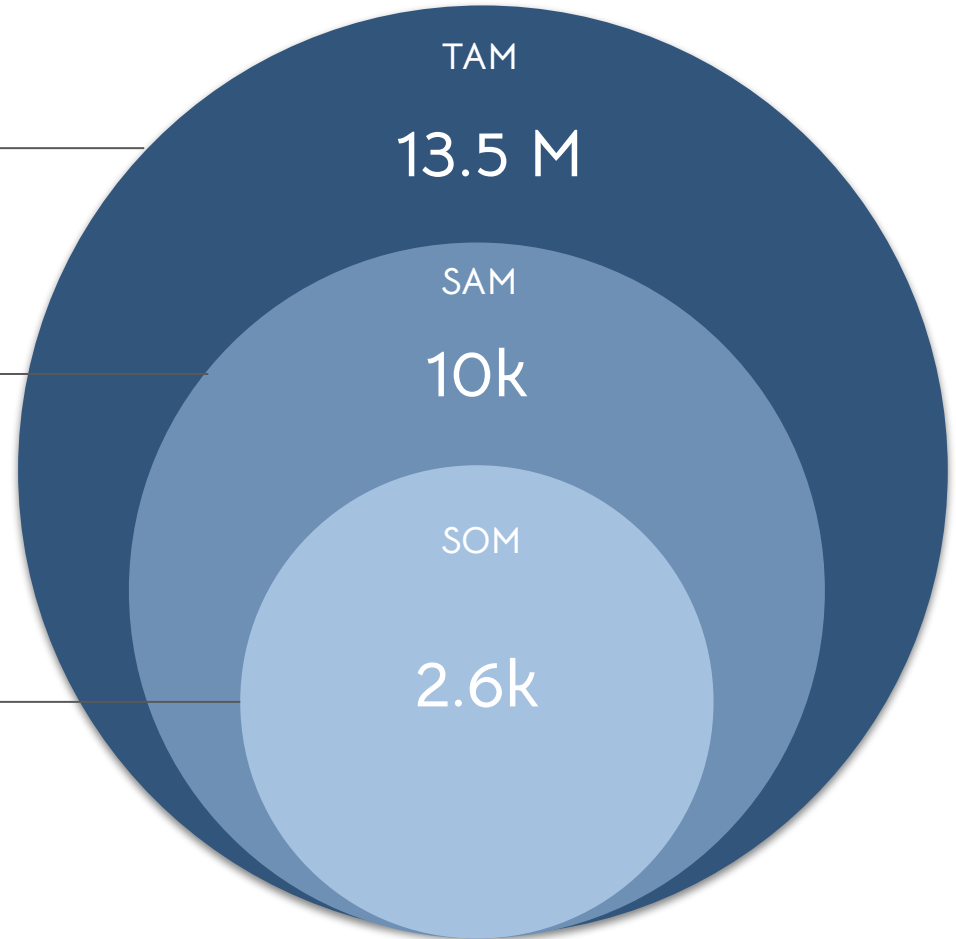
Sophomores

# MARKETING

# of students receiving aid in the US

# of SU students receiving aid

# of first and second year SU students



# Marketing

Connect with  
campus leaders  
and organizations

Highlight  
importance of  
sustainability



**DONATORS**



**BUYERS**

Syracuse  
University  
programs

Social Media  
Advertising

Syracuse  
University based  
social media  
pages

Ex: **THE Tab**



# Revenue

## Revenue Drivers

Selling recycled dorm goods, appliances, and small functionable electronics



## Pricing Strategy

### Loss Leading

Based on original price and quality of the donated items

### Bundle Pricing & Fixed Pricing

Based on item category

**100%**

Of respondents would consider buying  
secondhand dorm items.

## **Affordability**

Tied for the #1 priority that students  
have when dorm shopping.

# Traction

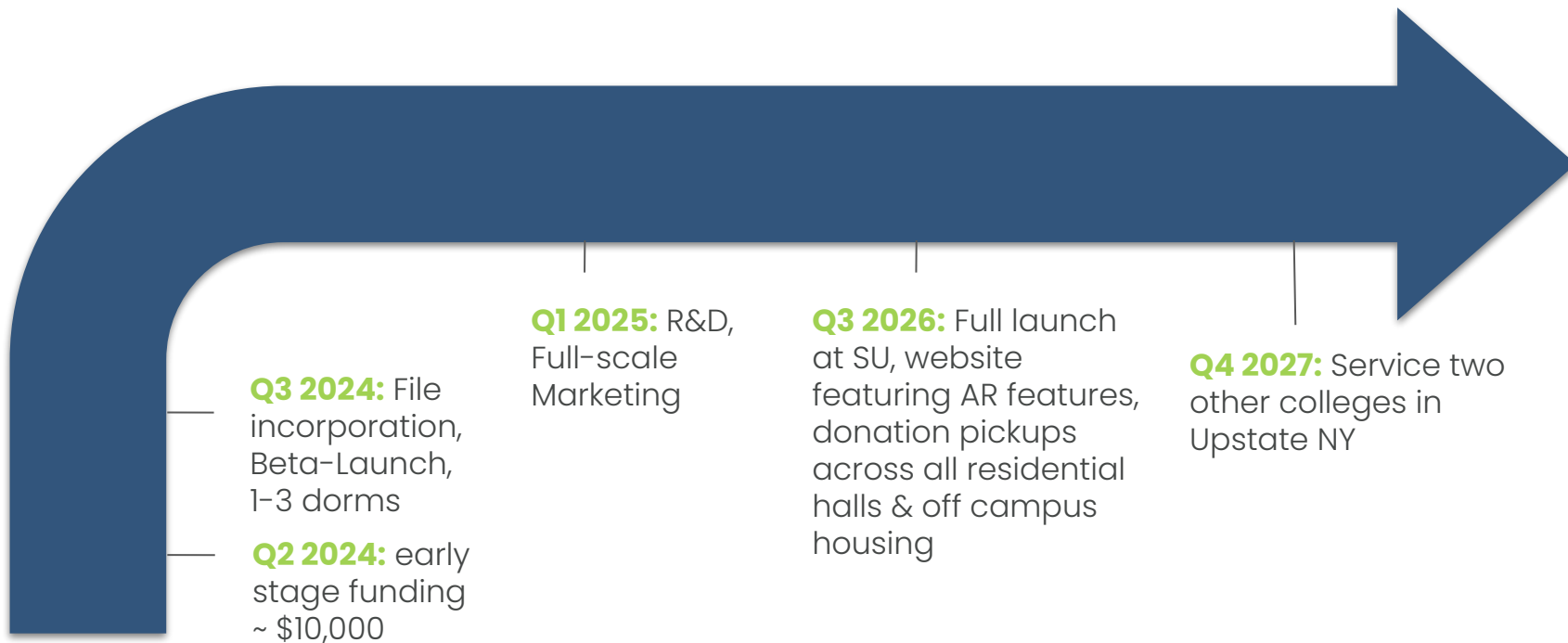
## Now

- ✓ CuseTank Up & Coming Award
- ✓ 2nd Place winner AfroPreneurship
- ✓ Solidify on Campus Connects

## Next Steps

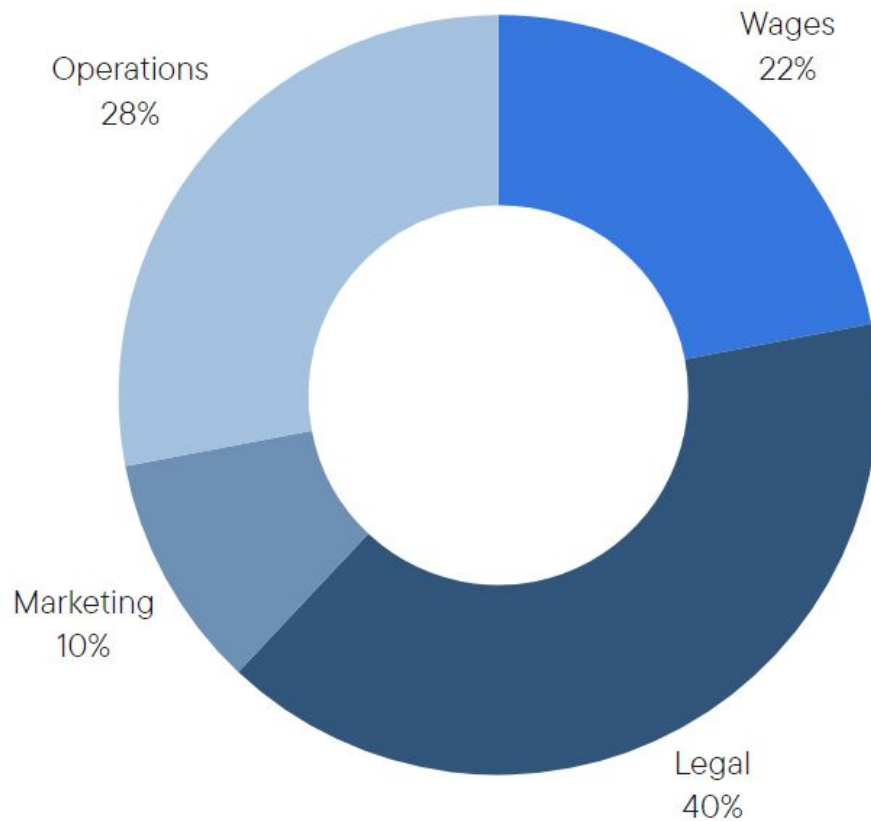
- ⌂ Legal filings (LLC, Trademark, insurance)
- Earn enough funding to Beta-Launch this spring move-out
- Online website available in July

# Roadmap



**Ask**

**\$10,000**







Thank you  
Q & A