Insights

* People want things they can’t afford
* People want nice to have items but don’t want to pay the full amount
* People want to save money
* People want to have access to things they don’t normally need
* Better than renting in some cases

Things you can share:

* SLR Camera Len’s
* Surfboard Travel Bag
* Party Items
  + Beer pong table
  + Poker table / Poker chips
* Gaming systems
  + Xbox Kinect
  + Wii
* Video Games
* Sporting goods
  + Kayak
  + Camping Goods
  + Rock climbing harness
  + Basketball
  + Volleyball set
* Radio controlled aircraft / car
* Vehicles
  + Scooters
  + Moped
* Video Equipment
  + GoPro
* Tools
  + Air tools
  + Gardening tools
  + Power washer – Orlando sent an email and eventually found jay who had one and borrowed it
* Jewelry
  + Necklace
  + Bracelets
  + Rings
* Pets
  + I would like a pet once a week (shared responsibility/burden)
* Books
* DVDs/BluRays

1. How many people like to save money?
2. How many of you want to own an item which you can’t afford?
3. Are you fine with sharing an item which you don’t use daily with your friends? (like Tools, PS3 games).
4. Do you like to share the depreciation cost of an item with others?

“Share and Save”

Models

* Equal share of cost
* One person buys and rents to friends
* Few people take more cost in return get certain privileges

What lead you to that idea

Why do you think it was a good idea

What is the end state, who’s going to care