

The logo consists of the letters 'T' and 'L' in a white, bold, serif font, centered within a dark gray square.

TL

The tagline 'ToLet Life' is written in a white, bold, serif font and is enclosed within a dark gray rounded rectangle.

ToLet Life

Let's make renting easy!

ToLet Life is a marketplace for renting

Rent anything and everything

Meet owners and renters at one place

Problem

1. Rental market is fragmented
 - a. For furniture and electronics: Furlenco, Rentomojo etc
 - b. For property: Housing.com, 99acres etc
 - c. For automobile: Zoomcar, Onn Bikes etc
2. Platforms are not available for owners to directly post their products up for renting except in some cases like property.
Why? Because these rental companies directly rent out their own products.
Positive: They can maintain the quality of the products.
Negative: Variety of products is limited for the user.

ToLet Life

1. A rental marketplace where you can rent each and every product which is available for renting.
2. Owners can directly post their products.
3. ToLet Life will not rent its own product, rather serve as a platform for owners and renters to connect.

Let's define categories first!

Furniture

**Electronics
& Home
appliances**

Property

Automobile

Others

Sub categories

- Bed
- Sofa
- Wardrobe
- Tables
- Chairs

- TV
- Laptop
- Phone
- Camera
- Gaming console

- Home
- Office spaces
- Party lounge

- Car
- Bike
- Heavy Vehicle
 - Bus
 - Delivery trucks

- Musical Instruments

Target Users

Owner

Urban Population

Renter

Age group: variable

Age group: 18-35 years

Income group: middle and high

Income group: broadly middle

Business

Rental agencies
Small businesses

**Property
owners**

Individuals

Couples

Working professionals

Students

Target Categories

Target Categories

All categories

- Homes
- Office spaces
- Lounges

- Furniture
- Electronics
- Home appliances

- Home
- Furniture and appliances
- Car/Bike

- Home
- Electronics
- Car/Bike

- Electronics
- Musical Instruments

**Now, let's start with owners
of the rental products**

Pleasure & Pain

Pleasure:

1. Offline local rental businesses can go online without setting up their own infrastructure.
2. Marketing expenses are cut down.
3. More target renters available at one place.

Pain:

1. Trust and confidence issues in the platform
 - Payment system
2. Separate inventory management system

Solution

1. Payment Issue:

Problem:

- How will owner receive the payment?
- Who will incur the cost of damage in product - company or renter?

Solution:

- Owner will receive the payment from ToLet Life every week/month etc
- Cost of damage will be incurred by customer -> Security deposit

Solution

2. Separate Inventory Management System

Problem:

- Creating the inventory system for a separate application

Solution:

- Provide the inventory management system by ToLet Life which can be used independently as inventory management system and also products can be directly posted to the application.



Inventory management software will also act as retention system for the owners.

Challenges for ToLet Life

1. Verification of the genuine owners at the platform
2. Maintaining the quality of the products
3. Different categories of the products have different requirements

E.g.

- Furniture and Electronics require logistics support-> Picking up the product from owner to the delivery of the product
- Automobile -> Requires thorough verification to stay away from stolen product.
- Property -> Requires thorough verification to avoid disputed properties

Solution

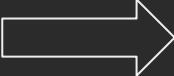
1. Verification of the genuine owners at the platform
 - GSTIN, PAN Card, Bank account and supporting KYC documents (Address Proof etc)
2. Maintaining the quality of products

Furniture & Electronics: Thorough verification of the product before it leaves the seller warehouse by company's shipping agent -> Pictures of the products, details of the defects if any etc.

Automobile: Thorough paperwork and chassis number verification -> along with the above mentioned verification process

Solution

Property: Thorough verification of the property by company's executive.



May provide exclusive verified tags to the products which are already verified to increase customer trust.

3. Different categories have different requirements

- Need to setup proper logistics support like Ekart
- Proper verification support team
- Proper quality management support team

Now, Let's start with renters

Pleasure & Pain

Pleasure:

1. Availability of wide range of products at one place.
2. Can compare the prices across owners.

Pain:

1. Quality of product
2. Receiving the wrong/defective product

Solution

1. Quality of Product

- Verified tags for the products

2. Received wrong/defective products

- Wrong products: Can be minimised by verifying the product at initial stage of shipping.
- Defective products:
 - Defective at its origin: can be minimised by verification
 - Poor handling of the product during shipment: Can be minimised by setting up our own logistics team

Challenges for ToLet Life

1. Renters sending back the fake/defective product
2. Renters refusing to send back the product
3. Renters refuse to pay the monthly/weekly rent

Solution

1. Renters sending back the fake/defective product
 - Thorough verification by the shipping agent and also deduction in the security deposit accordingly.
2. Renters refusing to send back the product
 - GPS tracker installed on all the products, insurance of the valuable products along with legal assistance
3. Renters refuse to pay the monthly/weekly rent
 - Auto-payment deduction using credit card or debit card may be employed

Risks & Challenges

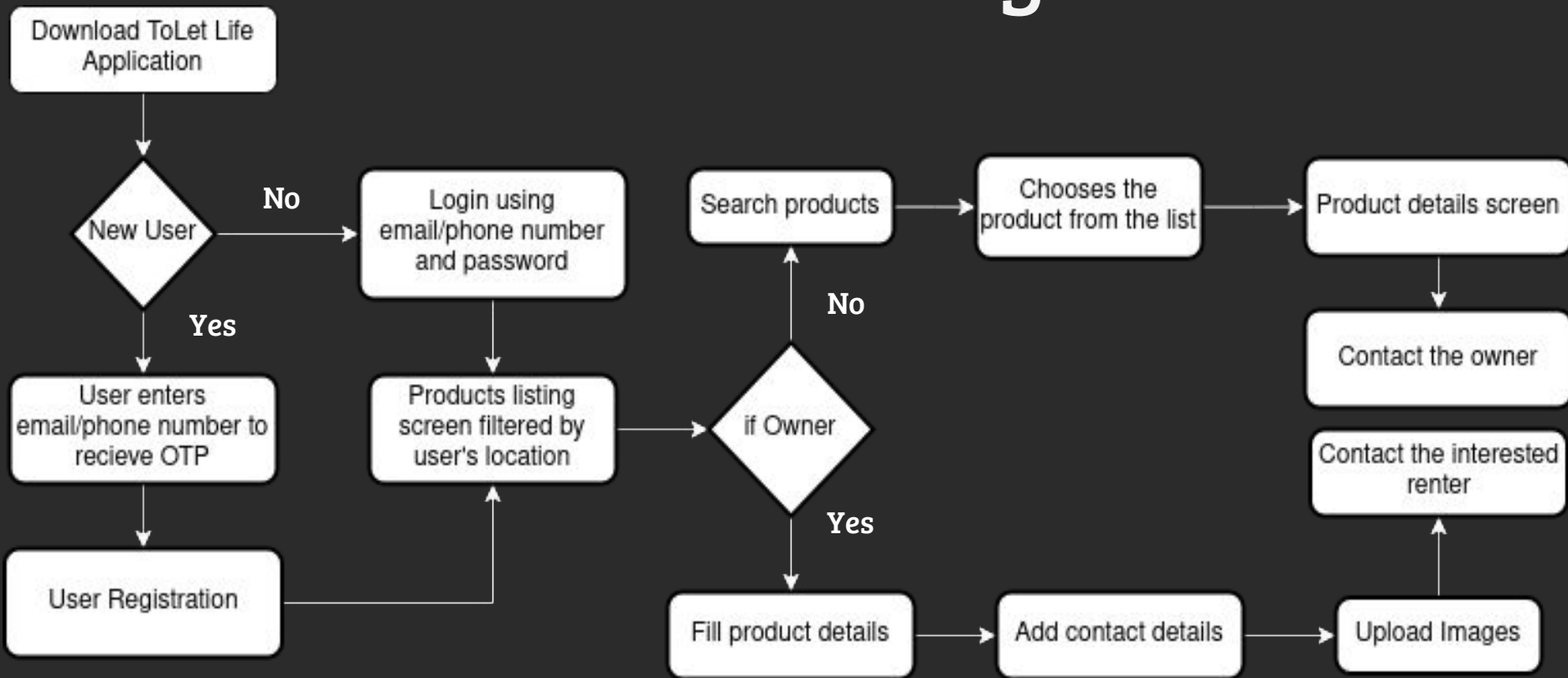
Risks:

1. Impersonation of identity by the owner
2. Fake products listing on the platform
3. Theft/stolen products
4. Payment issues

Challenges:

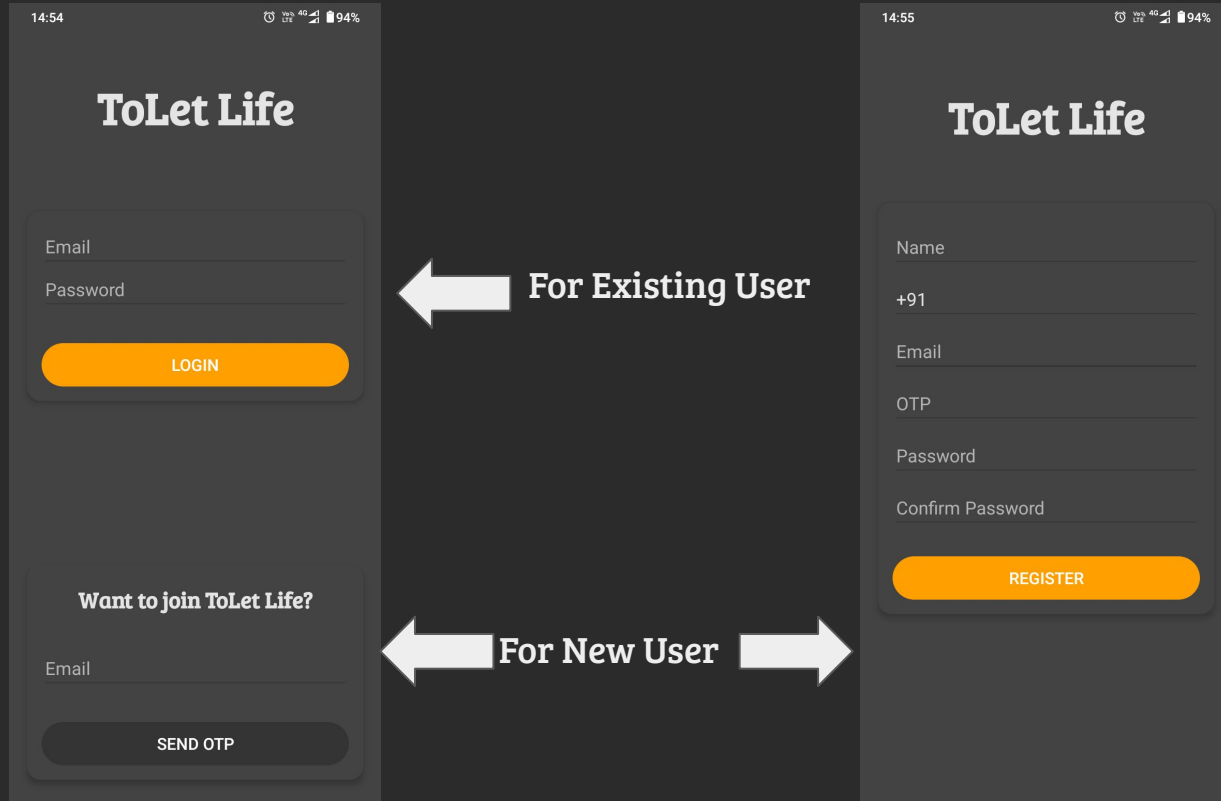
1. Setting up the entire logistics support team
2. Setting up the verification handling team
3. Setting up the legal assistance team

User Journey

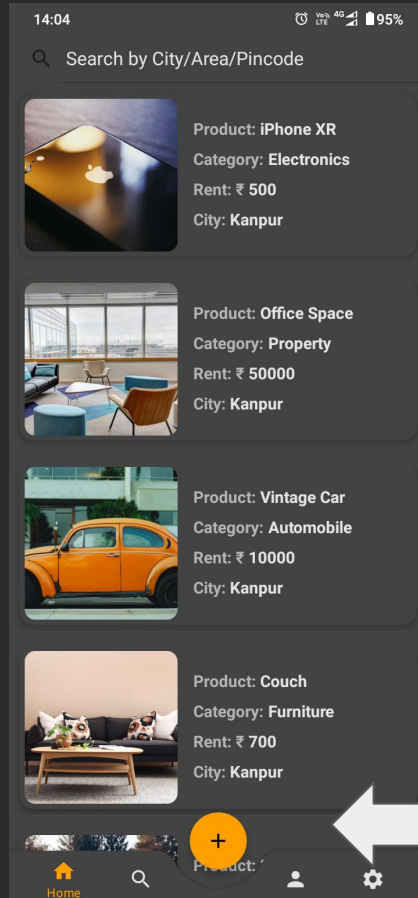


Android Application (Prototype Version)

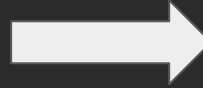
On boarding



Landing Page

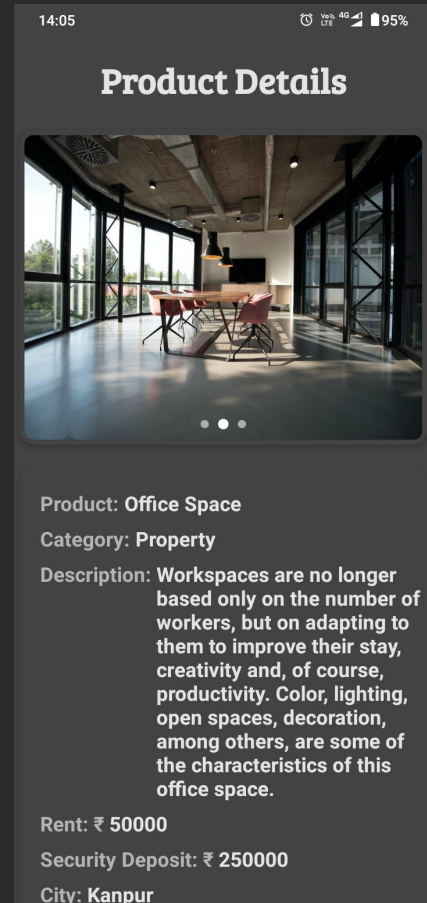


After selecting
the product






Floating action button in
bottom navigation bar to
create product details
for renting

Product Details Page



Create product details

14:10   4G  94%

Rent out your product

Product






Property

Product Description

Security Deposit




Monthly Rent

ADD PRODUCT



Add contact address

14:10   4G  94%

Contact Address

City






Area

Address

Pincode



State


ADD ADDRESS








Upload images

21:39  4G  88%



Tap above to select image

UPLOAD IMAGE

Tech Stack

Frontend:

Android Application (Kotlin)

Github repository: <https://tinyurl.com/38b7y9bu>

Backend:

FastAPI (python framework for building APIs)

PostgreSQL for database

AWS S3 Bucket for image storage

APIs and database are currently hosted on Azure

Github repository: <https://tinyurl.com/53ztb3ay>

Improvements in UI/UX

1. Separate owner and renter application to cut out the irrelevant details for both of the users
 - Renter will expect floating action button to work as add to cart while owner will expect it to use for posting the product
2. Know your customer screen at the time of registration
3. Category selection for the user and then listing of all the products
4. Add to cart feature for the renters
5. Payment handling for owners and renters
6. Chat functionality for renters and owners

Please share your feedback

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