

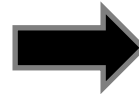
LetzRent is an online search, compare & booking platform for **rental** products that reward users for renting.

We aggregate rental deals from multiple service providers and present them to users with price, reviews & facts to make an informed decision.

Currently running a pilot in Bangalore by aggregating Self Drive Car Rental.

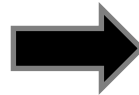
Problem Statement & Value proposition

Customer wants low prices



LetzRent compares multiple service providers to present customer with lowest prices.

Multiple KYCs



Single KYC

Customer Want Vast Selection

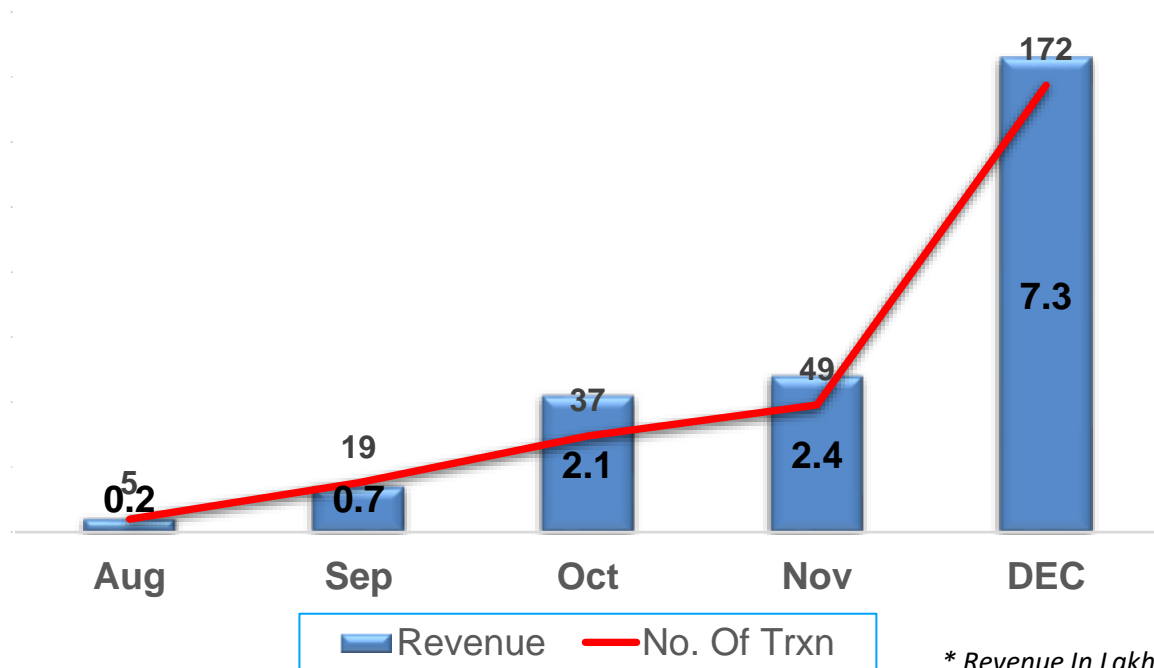


More options > Category Leader

Business model

How are you going to make money

- We charge vendor a **Transaction Fee**.



**** Became profitable in Dec 2021**

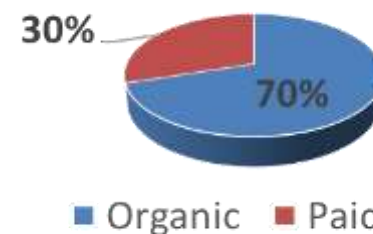
Gross Booking- INR 12.75 Lakhs+

Paying Customers- 225+

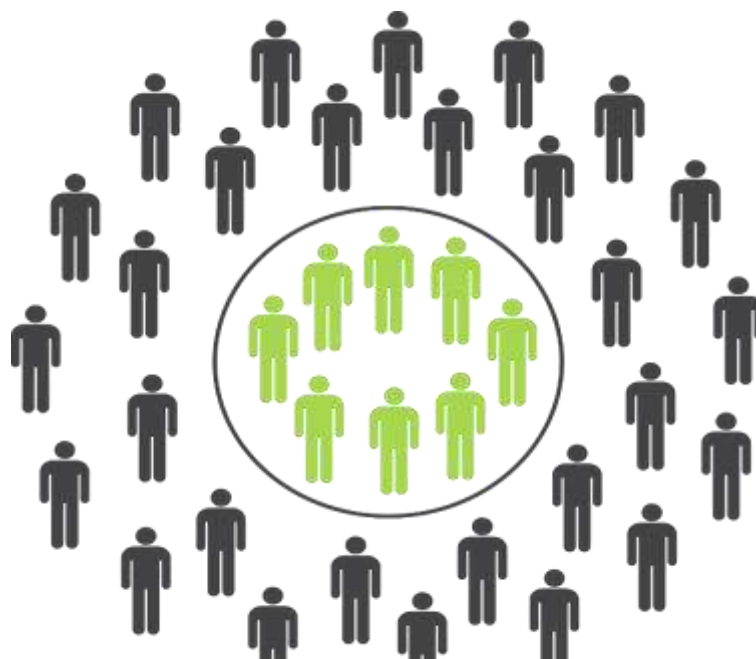
Average Order Value- INR 4.5K+

DAU/ MAU – 130+/3000+

Repeat Transaction -22%+



What is the size of the opportunity?



450MN

India's
Millennial
Population

150MN

Migrant
Millennials

\$150

Annual Spends on
Rental Products

150Mn x \$150 = \$22.5Bn

Target Market

Competitive landscape

- Competition – **Direct – None . Indirect- Kayak.com, Quikr, Olx, Just Dial, IndiaMart, Airbnb, University living, Cofynd, Rentickle.**
- Why LetzRent – **Comparison, Cost, Convenience, Choice.**
- Why do you have a chance to be a dominant player? **Market Gap, Customer Need & First Mover Advantage.**

Product – Technology Overview

- Built on Flutter.
- Backend - Firebase and Middleware - NodeJs.
- Hosting - AWS/Firebase .
- Analytics - Mixpanel/Google Analytics/Firebase Crashlytics.

Team

Manish Pratik (Sales & Marketing)

- Ex- Naaptol, Reliance, Zee, TV9, TOI.
- 17+ years of Sales and Marketing experience
- In-depth domain experience of the marketplace model.
- At Naaptol as business head, built a profitable business from zero to \$ 1 Million

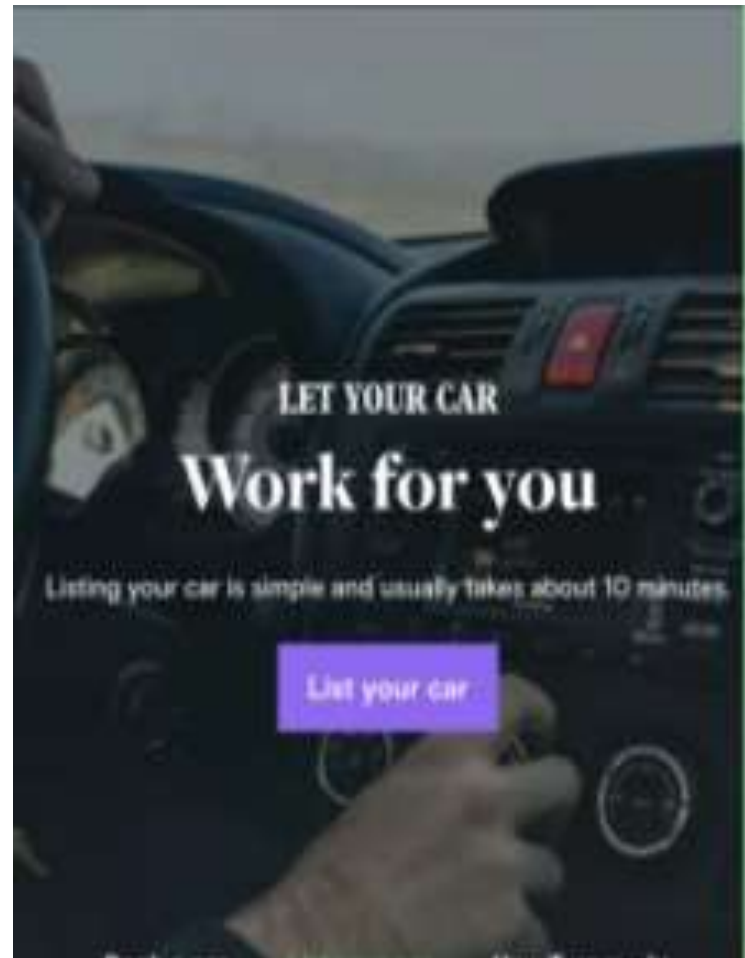
Gautam Menon (Product & Technology)

- Experienced Flutter, Node.js and Express.js developer. Well versed in backend technologies like Firebase and AWS
- A nerd who loves to code in his free time, single handily created the IOS & Android app of LetzRent

What's Ahead

**Launch : P2P Self Drive
Car Rental**

Uber for Self Drive Car
Rental



Funding objective

Ask- INR 1.5 Crore.


Use of Funds
(Please refer table)

Cost	Year 1	Year 2
Technology	1200000	1320000
People Resources	3600000	3960000
Opex	600000	660000
Marketing & Sales	6000000	6600000
Misc & Others	600000	660000
Total Cost	1200000	1320000
Expected Result	Year 1	Year 2
Customer Registered	600000	750000
% of Registered User who buy	4%	4%
No. Of Customers who buy	24000	30000
Revenue / Sale	4500	4500
Gross Sales	108000000	135000000
Net Revenue (10%)	10800000	13500000
Surplus/Shortfall	-1200000	300000

Thank You !

Feel free to reach out at:

 manish.pratik@letzrent.com

 <https://www.linkedin.com/in/manishpratik>

