





# OUR VISION

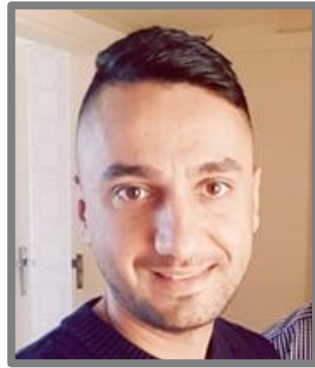
Everyone should have **access** to what they need and when they need it.

And make **money** from what they no longer need.



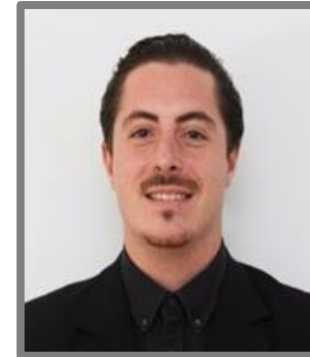
# WHO WE ARE

FedeRent is a Sydney based technology start-up.



**Maziar Abdolkarim**  
Founder and CEO

**14 years experience** in the IT industry  
**App developer** in the e-Commerce, Insurance and Banking sectors



**Julio Castellano**  
UI/UX Designer

**Recognised and talented** UI/UX designer across Australia  
**Experienced** with website and mobile apps.



# THE PROBLEM

## Problem 1:

We need a product but we don't want to buy it because:

- ⚡ We won't use it all the time
- ⚡ It's too expensive
- ⚡ We don't have the space to store it after use
- ⚡ We want to try it first

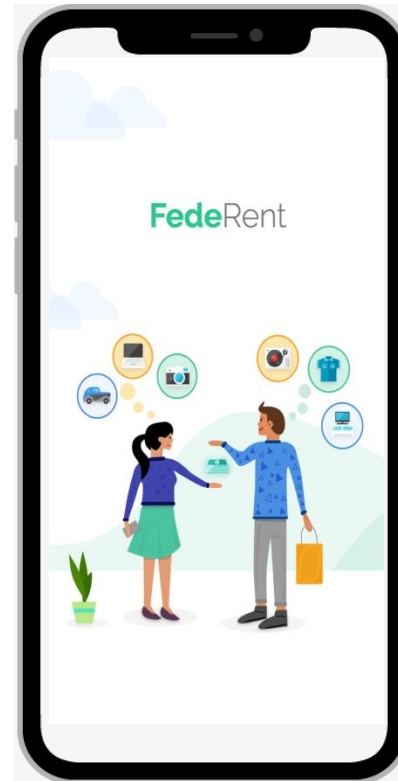
## Problem 2:

We all have items that clutter our homes as we have never used or had limited use but need to store.



# OUR SOLUTION

Rent items **from**  
people in your area  
to meet needs



Rent items **to** people  
in your area to make  
money.



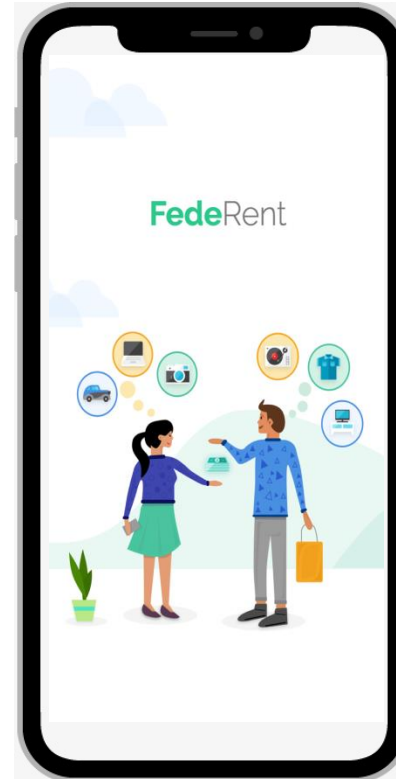
# OUR PRODUCT

## Booking system

Booking requests can be accepted or rejected

## Payment System

PayPal or credit card, rental fee + bond



## Item management

Upload photos, set rates, update information

## Chat

Ask questions

## User Review

Owner and Renter leave a review, displayed in profiles

Available on:





# OUR MARKET OPPORTUNITIES

➤ **68%\*** of Australian spend and earn money through the share economy

➤ **60% (10.8m)\*** Australians will earn extra money in the share economy in the next six months

➤ Australia's share economy has grown **\$14.5b** (July 2016) to **\$15.1b** (current estimates)

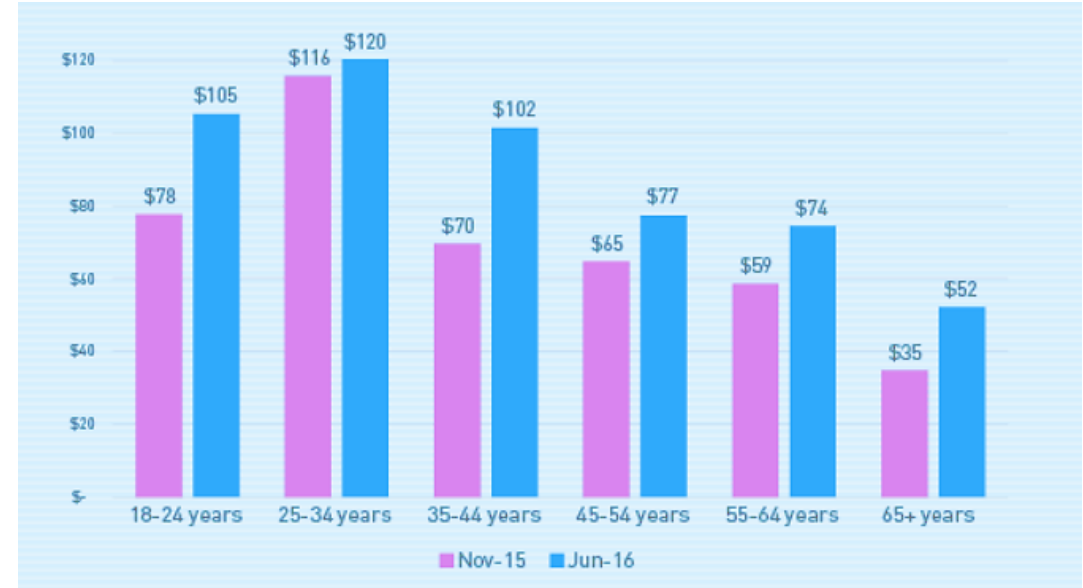


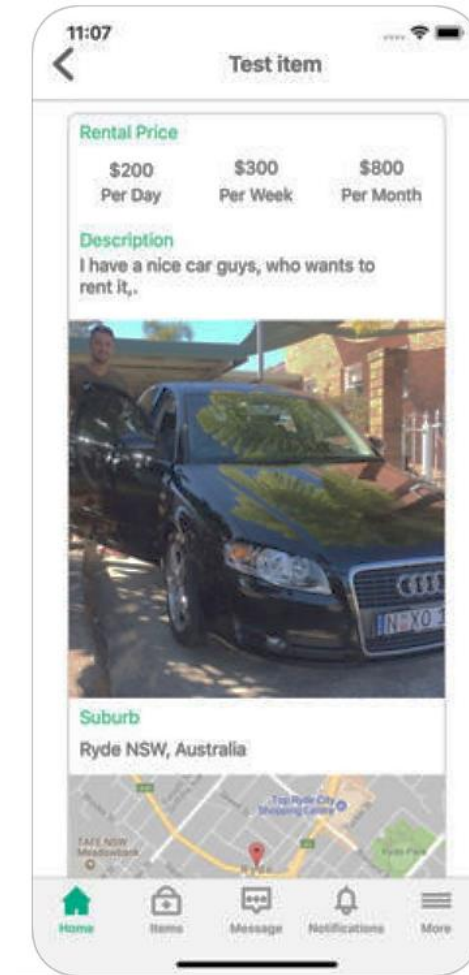
Fig. 1. Average Monthly Spend on the share economy\*

\* Source: Rate Setter *The Sharing Economy Trust Index*



# OUR TRACTION

- **1300+** downloads since launch in May 2018
- **1350** users
- **10%** have posted content
- **80** items listed
- **116** chat conversations







# OUR CUSTOMERS

LOVE our app.



**A Google user**

★★★★★ 20 February 2017

Great idea!



**THELIPOGUY SUPPLEMENTS**

★★★★★ 16 February 2018

**Awesome Renting App!** Rented out my lawn mower for 3 days and made an easy \$80! Easy to use and quick payment!



**Paul J. Lange**

★★★★★ 19 January 2018

Works perfectly. Love the idea



# OUR MARKETING AND SALES STRATEGY

- ✦ **Social Media – Facebook and Instagram**
- ✦ **YouTube advertising**
- ✦ **Email marketing campaigns** for existing users including updates to the app and newly listed items.
- ✦ **User engagement and retargeting** for people that are already on the platform or somehow interacted with one of our advertising campaigns
- ✦ **Documenting stories** of successful rental experiences to be used for word of mouth marketing.





# OUR BUSINESS MODEL

- ✦ **19%** of each transaction including service fee and insurance
- ✦ We forecast **40000 users** and over **5000 items** to rent within 3 to 6 months



# OUR APP NEEDS YOU

⚡ **\$500,000** for **12.5%** of our business to last 3 to 6 months.

This amount will be used for marketing and branding, adding new features to the mobile app and the website as well as building the community in Sydney and Melbourne.