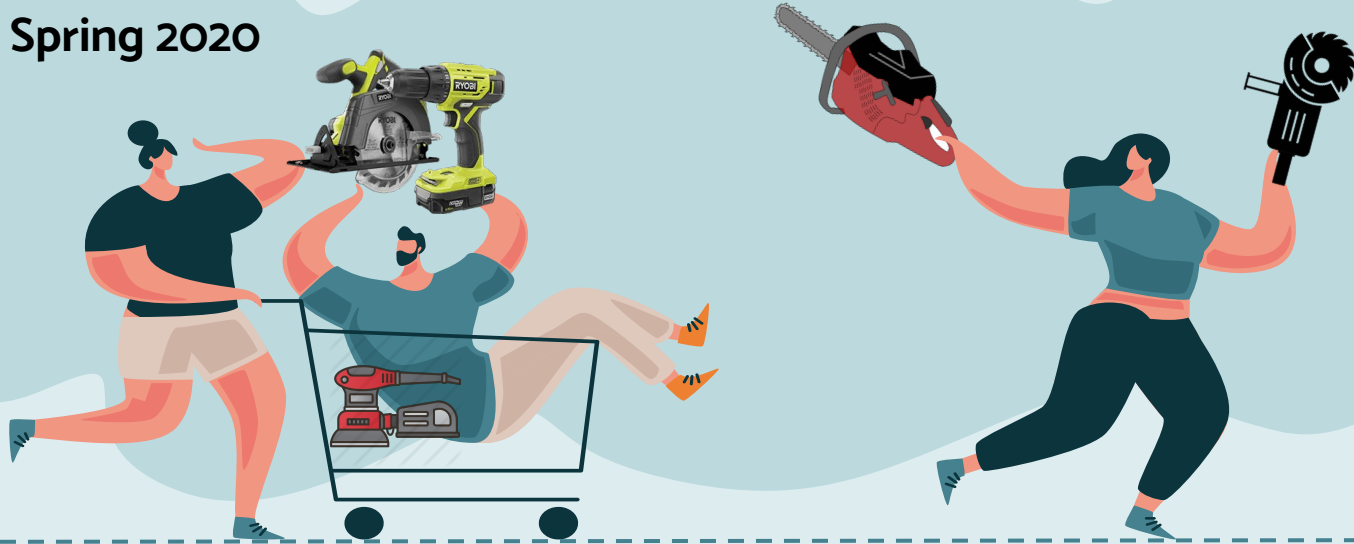


# ShareAnything

Save time, Save money, Save the planet!

ELPP Spring 2020



Arash Shakeri - Harish Kumar - Raja Kosuru - Rudha BenYuhmin - Hao Zhong

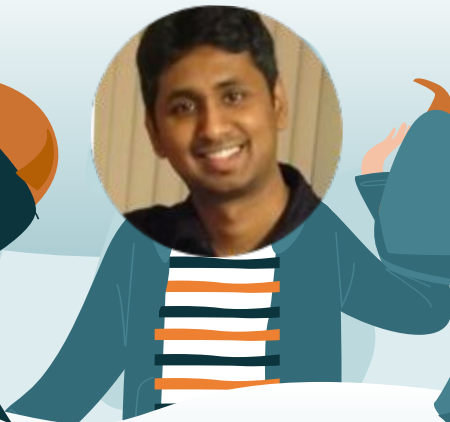
# Meet The Team



**Arash Shakeri**  
Co-founder  
CEO, developer



**Harish Kumar**  
Co-founder  
COO, developer



**Raja Kosuru**  
Co-founder  
CTO, developer

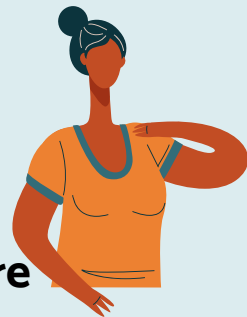


**Rudha BenYuhmin**  
Co-founder  
CFO, CPO, CMO



**Hao Zhong**  
Co-founder  
CIO, developer

# Meet The Need



## Meet Joe:

- Joe small needs of a Circular Saw for a couple of days.
- Joe lives in a small house in a suburban neighbourhood



## Meet Stacy:

- She runs a small hardware store with little advertising budget for her rental services.

## Meet Tim:

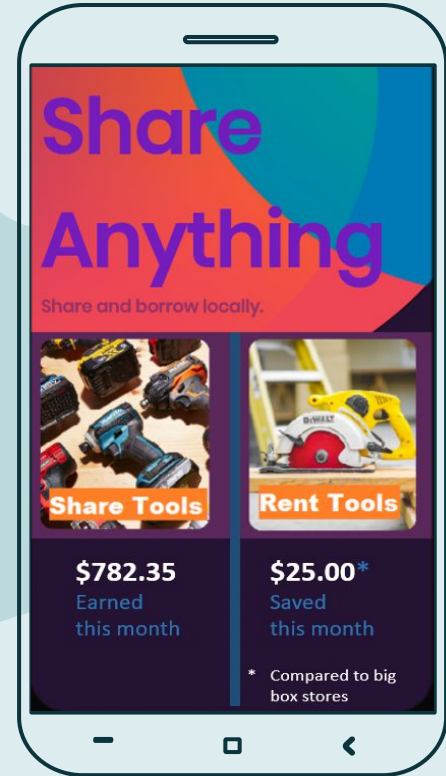
- Tim lives two blocks from Joe and has a Circular Saw in his garage he last used 2 yrs ago



# Meet The Solution

## WORLD'S SIMPLEST PLATFORM TO **SHARE ANYTHING!**

- Small business owners -> generate more income
- Individuals -> generate passive income
- DIYers -> save money and time



# Market survey



**55%** Comfortable sharing tools

**60%** Prefer delivery and willing to pay

**80%** Prefer sharing to purchase

**65%** Would pay to insure transaction

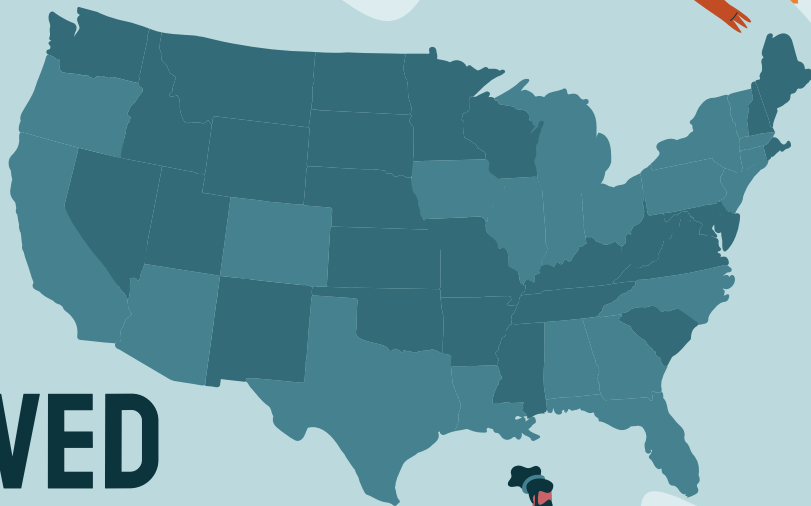
**70%** Willing to wait upto 2 days to get their tool

# US Tool Market Size

**\$25B SALES**

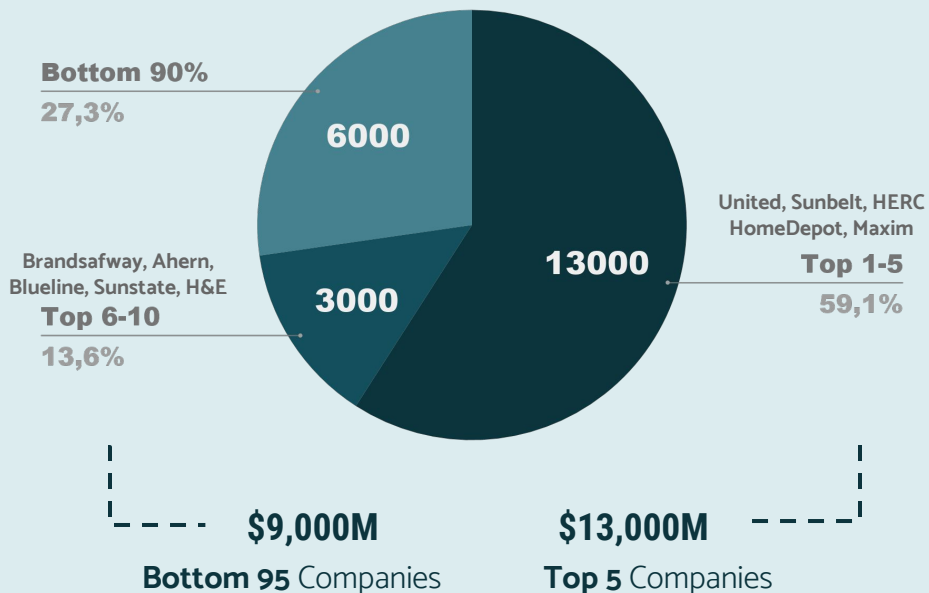
**\$22B RENTALS**

**~150M UNDERSERVED**

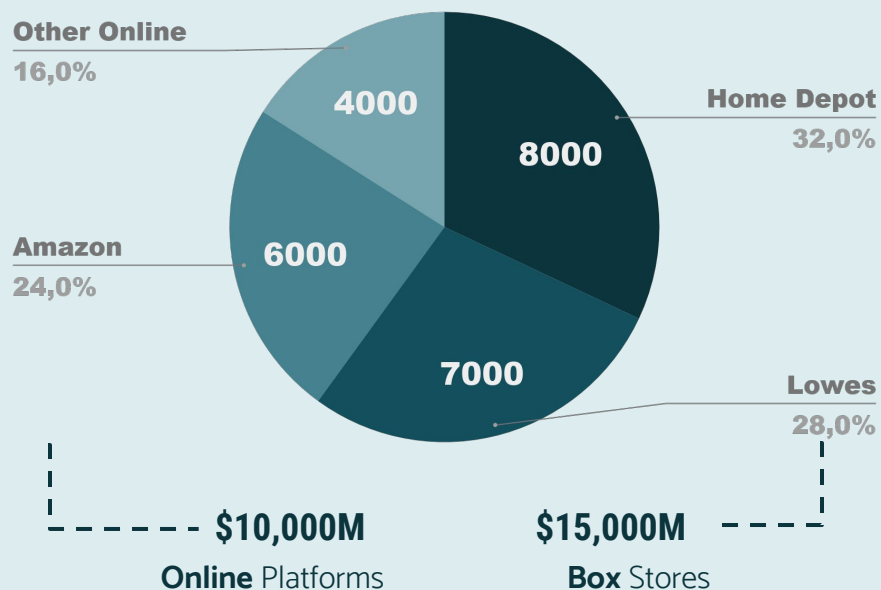


# Today's Landscape

## US Tool Rental Segmentation



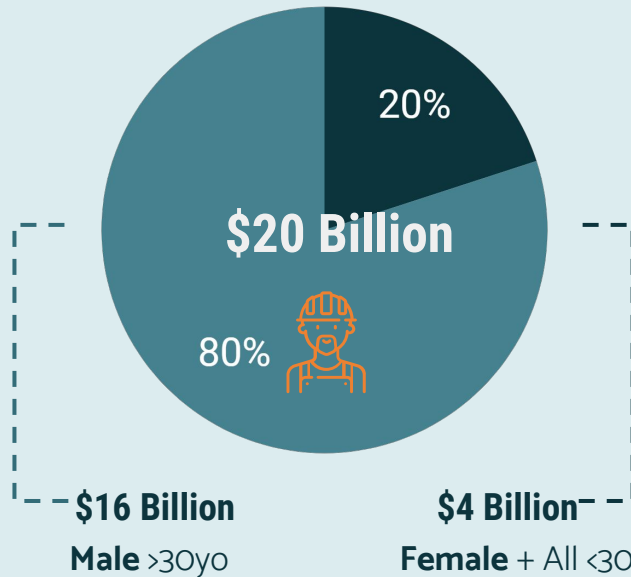
## US Tool Sale Segmentation



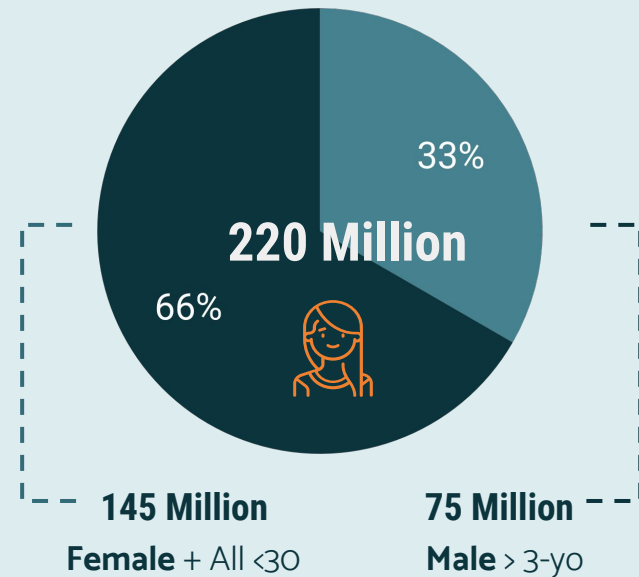
**USING ONLINE TRENDS & 0.1% MARKET SHARE CAPTURE = \$50M OPPORTUNITY**

# Demographics

2020 US Conventional Tool Rental Revenue



2020 Total US Online Shoppers



**UPSIDE: 10% OF 150M UNDERSERVED ONLINE SHOPPERS @ \$10 = \$150M OPPORTUNITY**

# Go To Market

PARTNERSHIP WITH 4,000 LOCAL STORES

FOCUS ON DENSE NEIGHBORHOODS

DIRECT TO CONSUMER ADVERTISING

RAPID IMPROVEMENTS OF THE PLATFORM



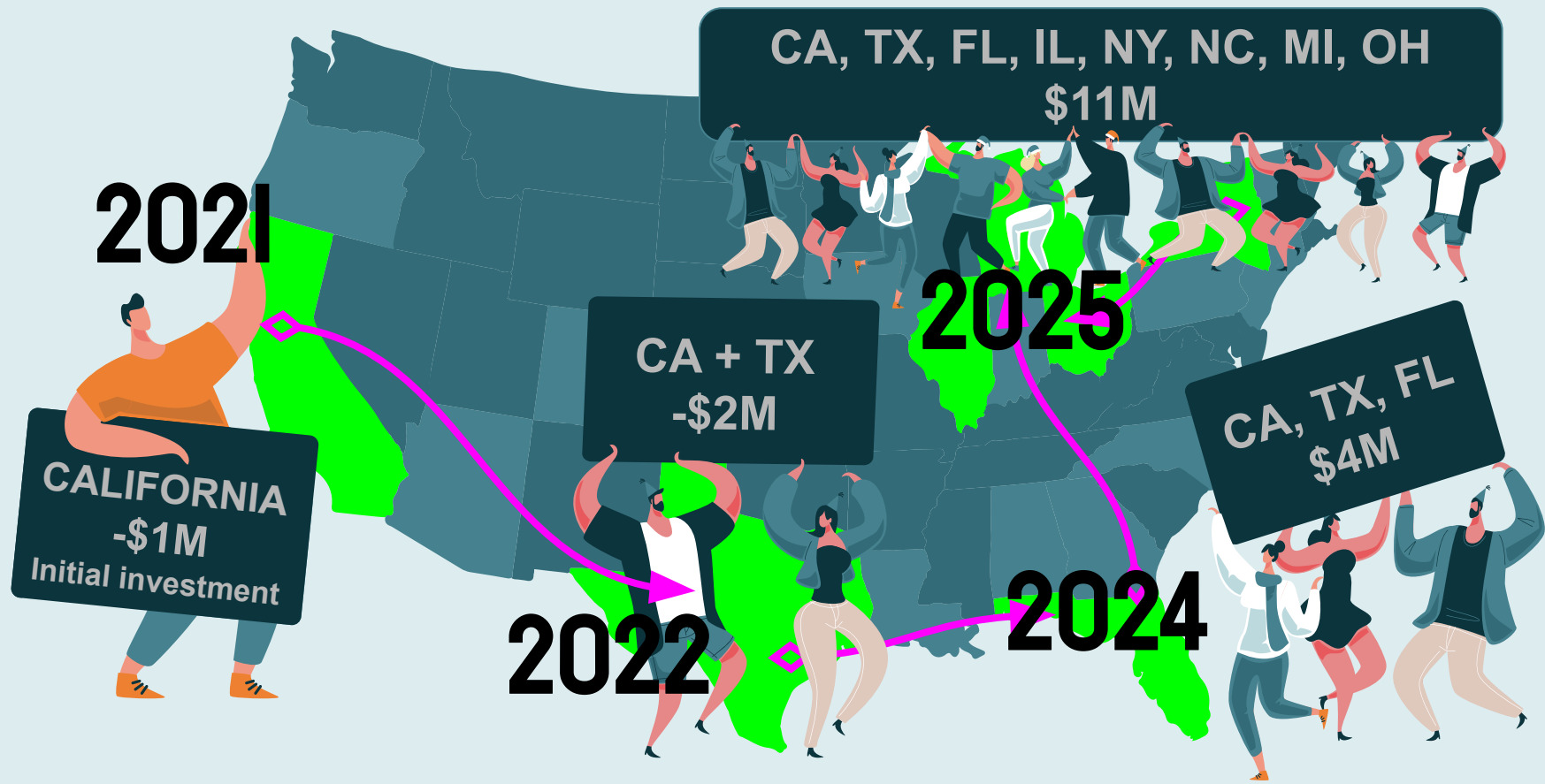
**ACE**  
Hardware



**True Value.**  
Help Is Just Around The Corner.



# Market Rollout



# Business Model



## Core business:

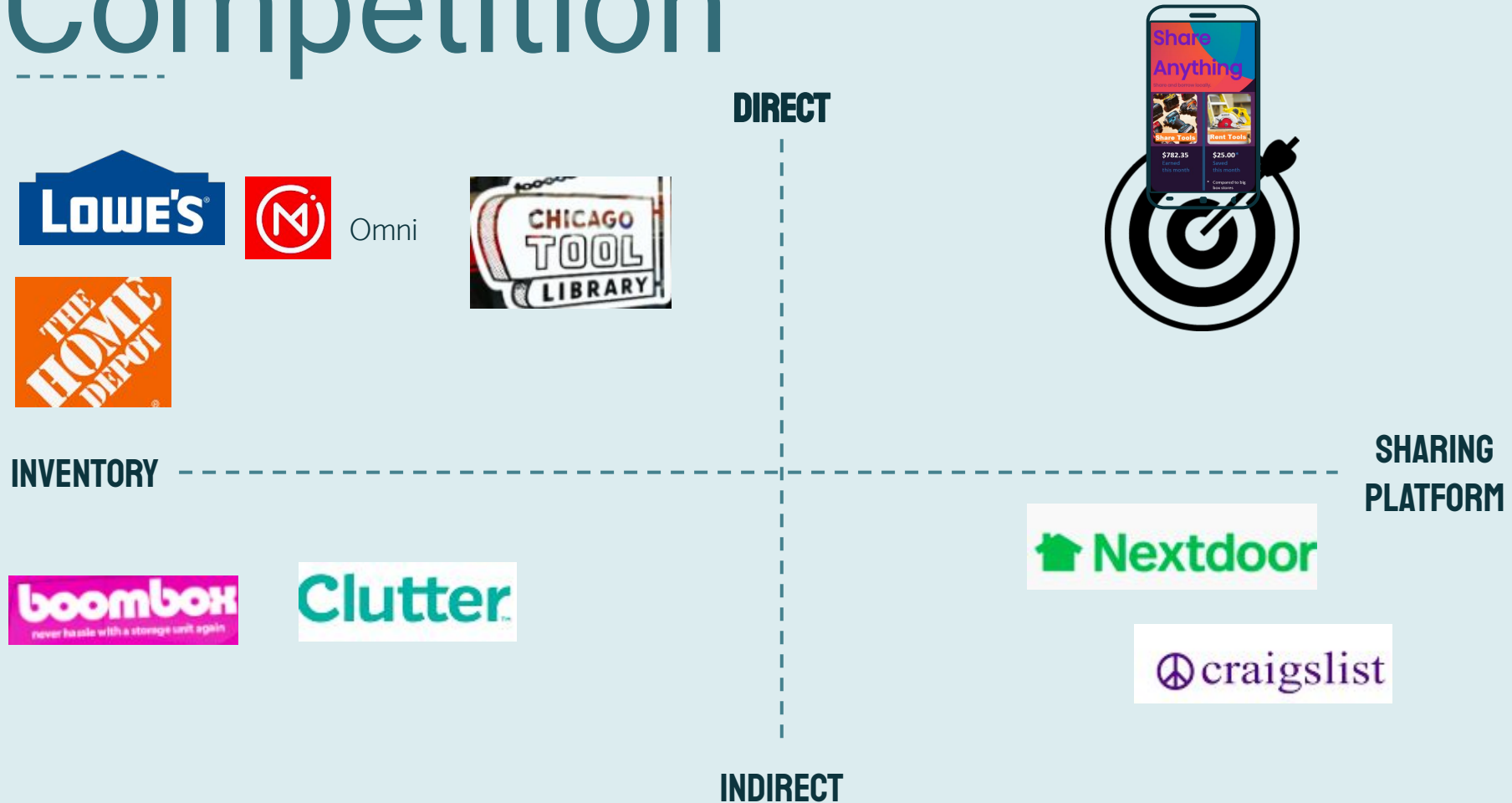
- Simple: 10% listing fee. Minimum \$3, maximum \$15
- Featured listing upsell (fee determines spot)
- Insurance upsell to lister and borrower (based on item value)

## Expansion goals:

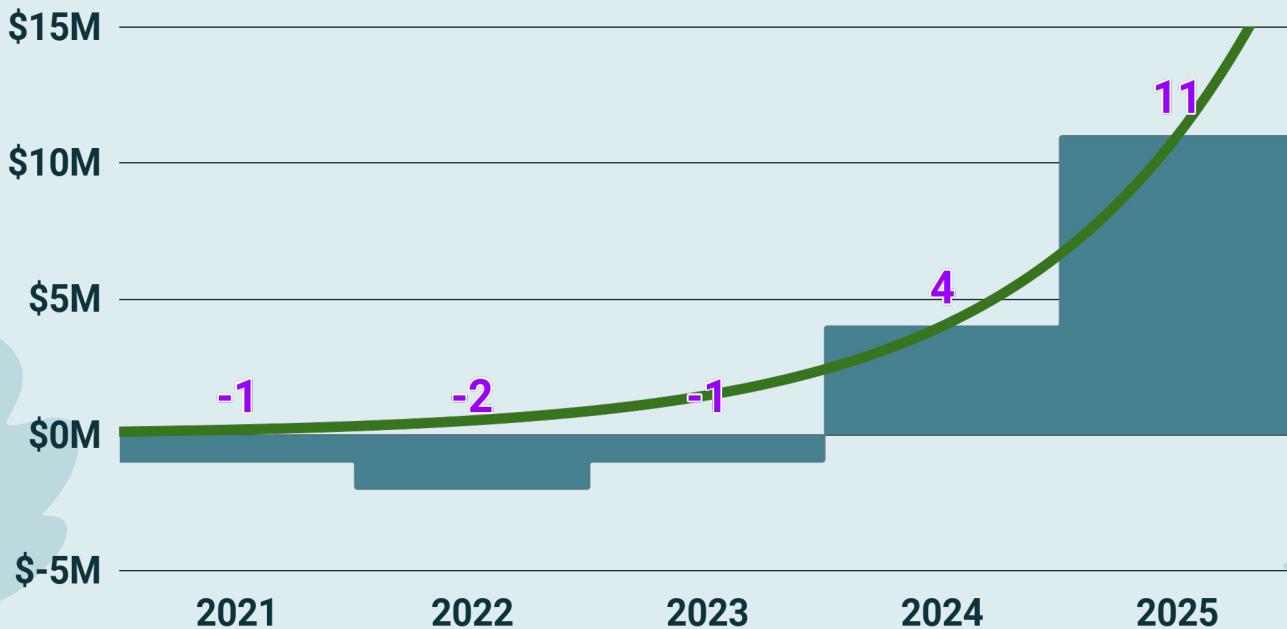
- AI prediction of project: advertisement opportunities
- Partnership with on demand delivery and profit sharing
- Other household items such as women's fashion accessories, etc.



# Competition



# Financial Projections



**MARKETING, PARTNERS AND CRITICAL MASS ==> REVENUE MOMENTUM**

# The Ask

---

**JOIN US TO BE A PART OF THE FAST GROWING SHARING ECONOMY**

**\$750K seed round (plus \$250K founders fund):**

- **Fast track the development of the platform**
- **Engage with small rental outfits in target cities**
- **Launch our marketing campaign**



# Thanks!

---



**Contact info:**  
**[info@shareanything.com](mailto:info@shareanything.com)**