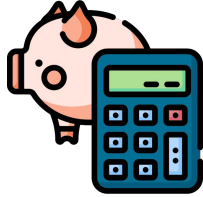




pronto



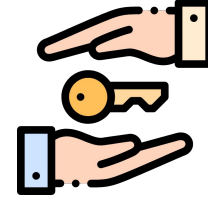
76.6%

of students own
items they've only
used a few times



66.6%

of students are hesitant
about purchasing
something new



51.6%

are interested in
renting items
instead of buying



pronto

convenient lending for everyone

The Team That's Here to Lend You Help



Victor Gao
Product Manager



Travis Cossarini
Sr. Developer



Arsh Koshar
Developer



Alice Qi
Sr. BDA



Adil Natalwalla
BDA



Flora Lin
UI/UX



Kevin Subagaran
Developer



Helen Xu
BDA



Richard Li
BDA

Problem Statement

The lack of alternatives to purchasing items leads to excessive consumption which results in unnecessary waste of money and space.

Value Proposition

Pronto puts things
into the hands of
those who need it.

Find whatever you need on a simple
& secure platform within your
community.



Product Overview



Sign up

Post an ad

Pronto

A fun description of our service!



What are you looking for?

Category ▼

Explore Categories



Textbooks/Books



Transportation



Electronics



Sports Equipment

MVP Features

- ★ Listing items for rent
- ★ Browsing categories
- ★ Chat
- ★ Payment system



Product Overview

Benefits for Borrowers

- Save money
- Improves accessibility
- Save space
- Maintenance and upkeep avoidance

Benefits for Lenders

- Generate income from unused items
- Easy to use platform
- Connection to those interested in the item

Overall Benefit:

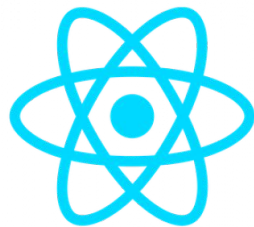
- ★ Improved sustainability within the community through promotion of maximizing productive use of products



Tech Stack



Firebase



React



Cloudinary



Initial Target Market



University & College students

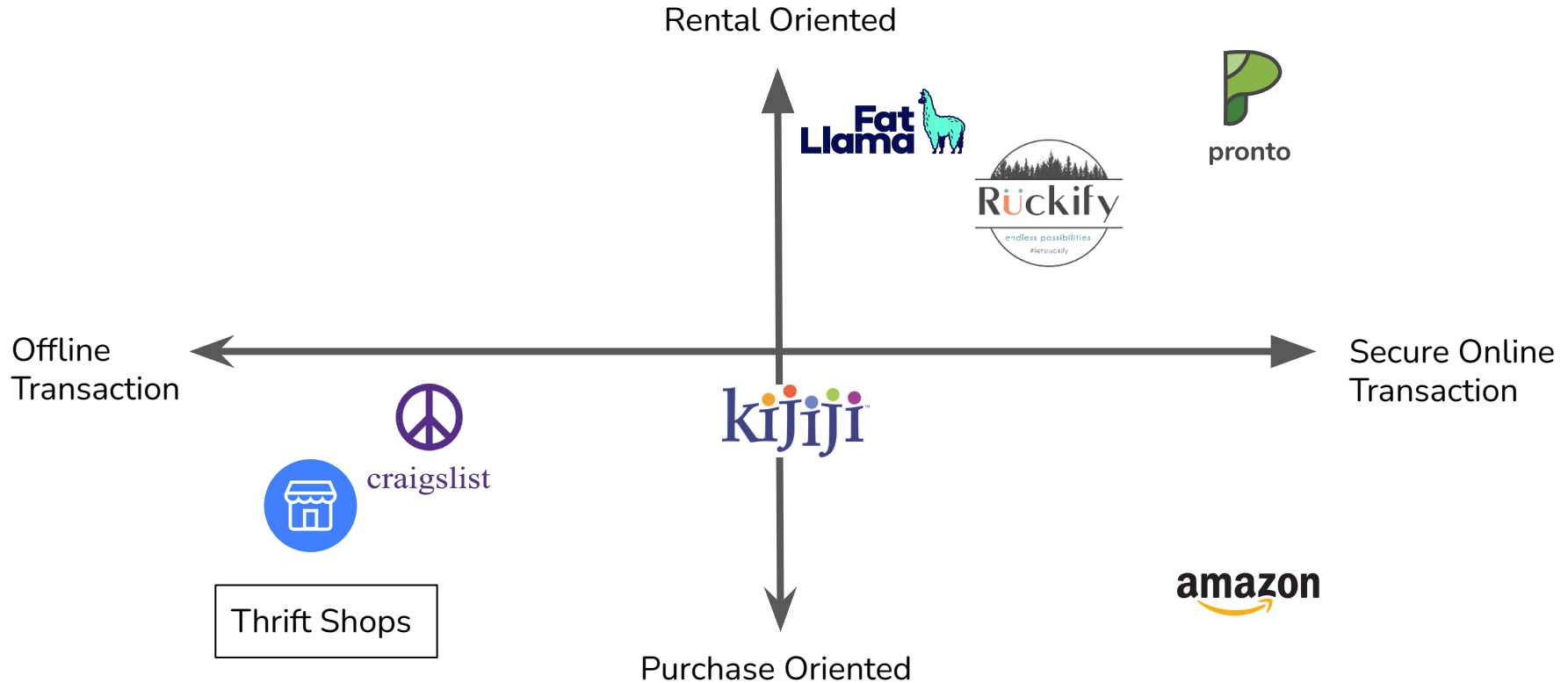
2.1 million students in Canada

Common Needs:

- Saving money
- Urgently needing something
- Making use of items cluttering up space
- Access to expensive items for one time use
- Make sustainable choices

Cost-conscious student who takes part in many activities and is seeking ways to save money and the environment

Positioning Map



Competitive Advantages



Targets Students

Catered towards the needs of University students



Ease of Use

Easily searchable items by name, price and proximity



Security

Robust security plans to protect users and their items



Sustainability

Partner with organizations that create sustainable impact

Pricing Strategy



Primary Revenue Driver: *Pronto's Portion*

12% transaction fee on both ends of the transactions



Secondary Revenue Driver: *Pronto Passes*

Different tiers of subscriptions with different perks, starting at \$9.99



Other Revenue Driver: *Pronto Promote*

Special perk to bump up listing to top, highlight listing on map

Why Pay?

All transactions must go through the platform, with *bypass prevention measures* in place. Pronto processed transactions *insurance, convenience, and security incentives* for all parties.

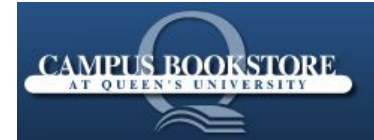
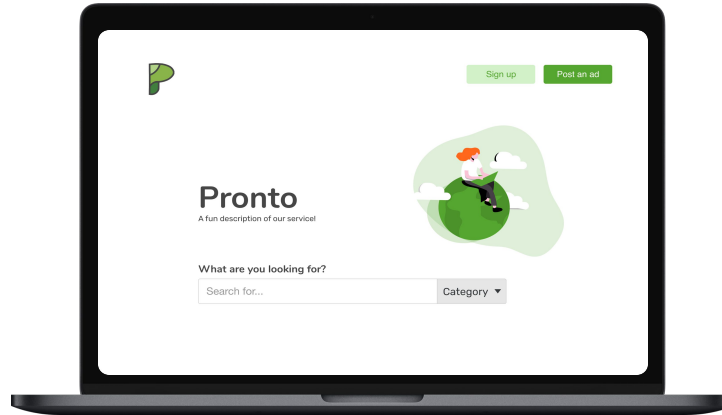
Go-To-Market Strategy

1. Social Media Marketing

- ★ Instagram & Facebook
- ★ Influencer marketing

2. Partnerships

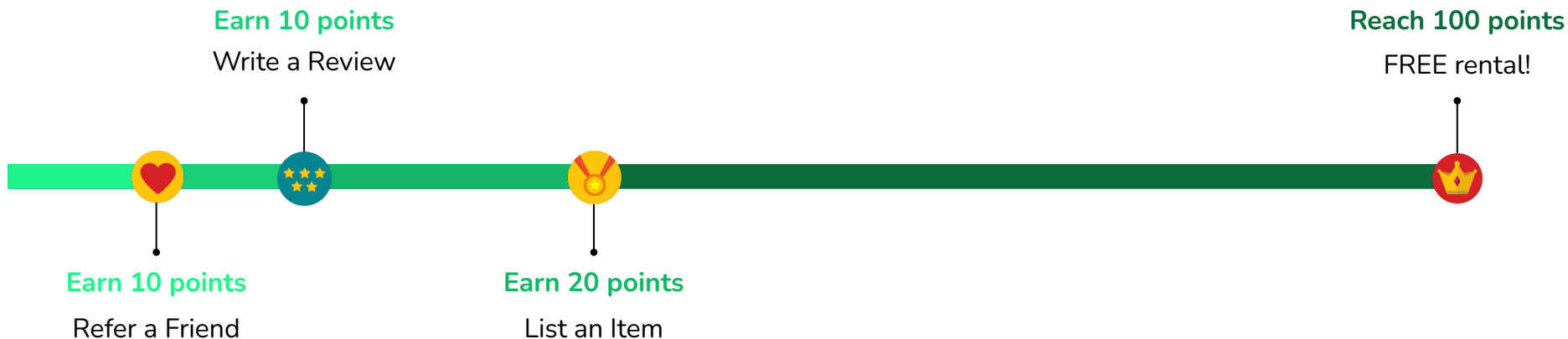
- ★ Campus book stores
- ★ Sustainability focused not-for-profits



Go-To-Market Strategy: User-Retention

3. Rewards System

- ★ Incentivizes users to continue using
- ★ Increases user base through referrals

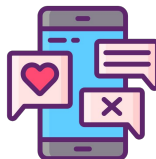


Product Goals



50

Leads generated in first
month



35

Active users in first two
months



75%

User retention after first
transaction

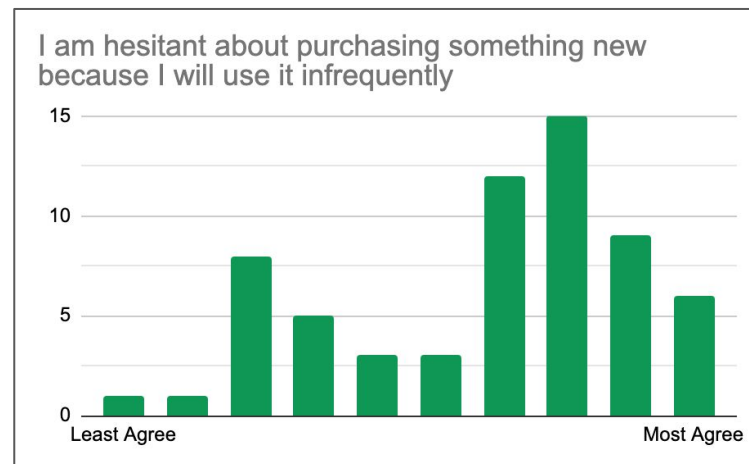
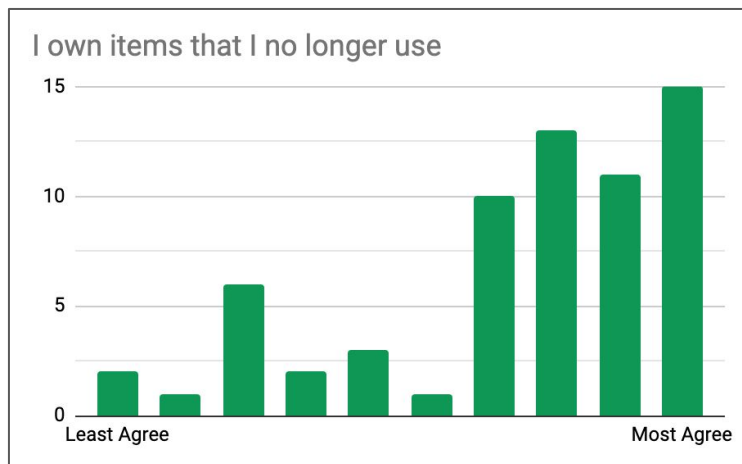
Strategic Timeline

Marketing	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021
Social media marketing					
Beta testing with focus groups					
Develop partnerships					
Expand into new markets					
Product Development					
Improve UI Appearance					
Implement permanent payment platform					
Iterate website flow based on user feedback					

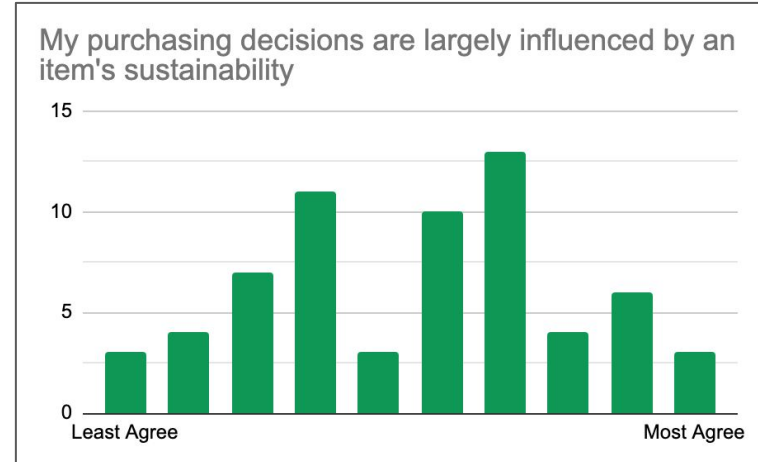
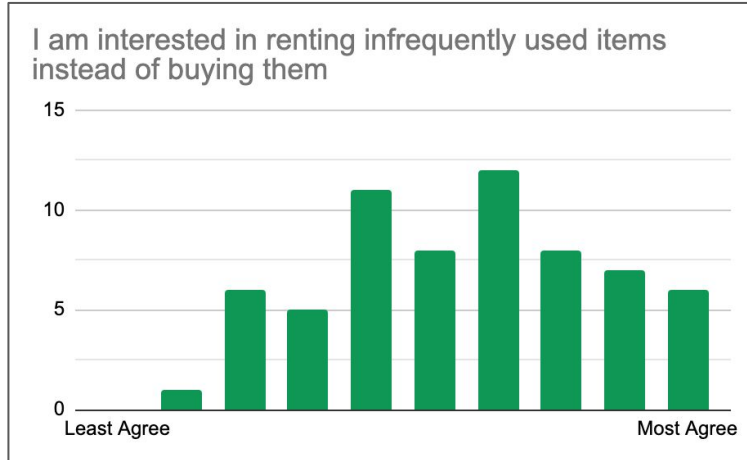
Thank you for
listening!



Appendix - Customer Research I

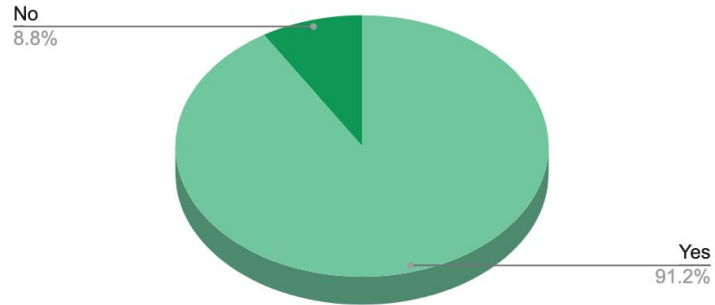


Appendix - Customer Research II

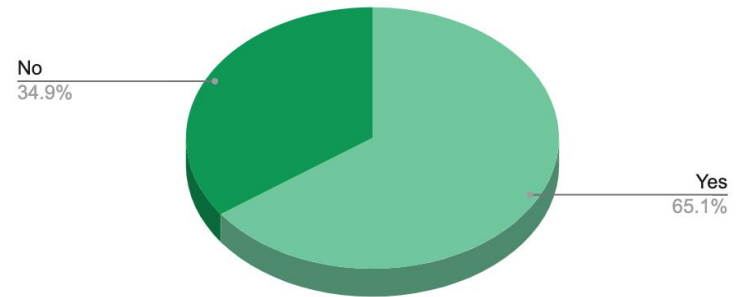


Appendix - Customer Research III

I prefer apps that have easy-to-use features

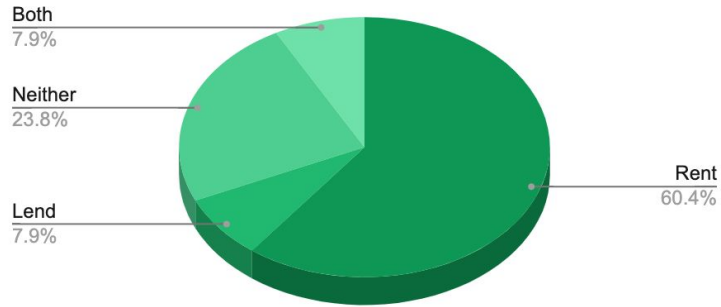


I prefer apps that are proven to be secure

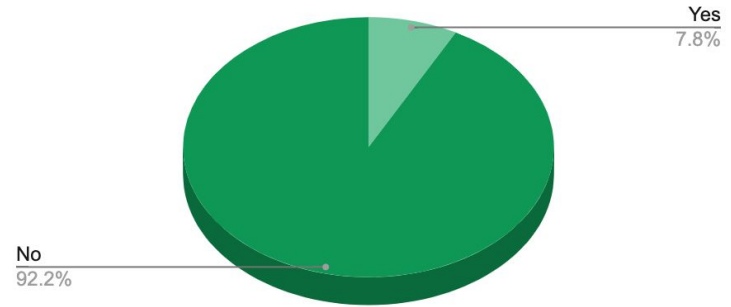


Appendix - Customer Research IV

Are you more likely to rent or lend an item?

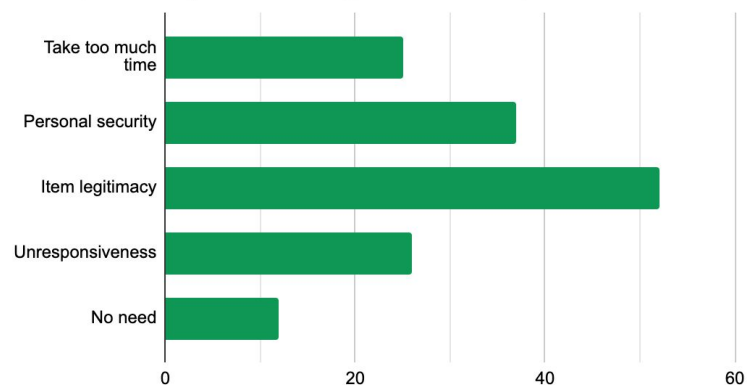


I am aware of other online rental marketplaces

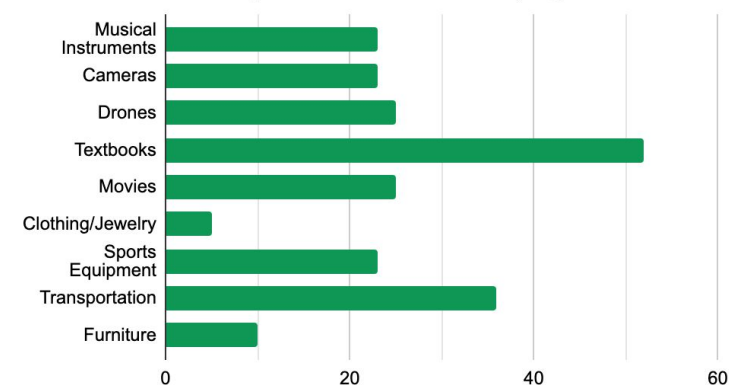


Appendix - Customer Research V

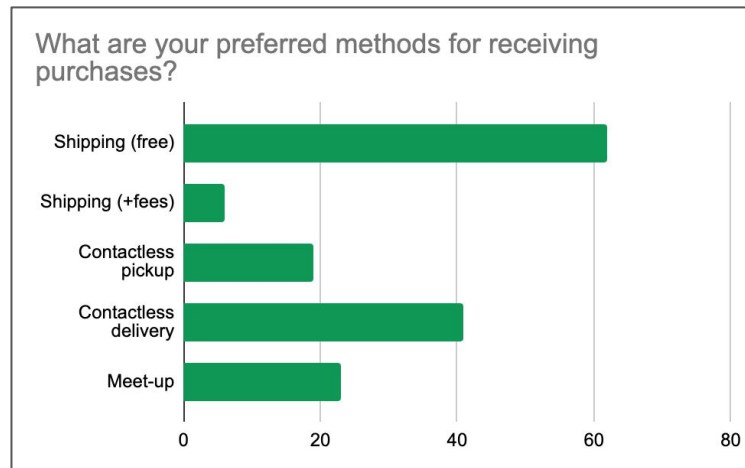
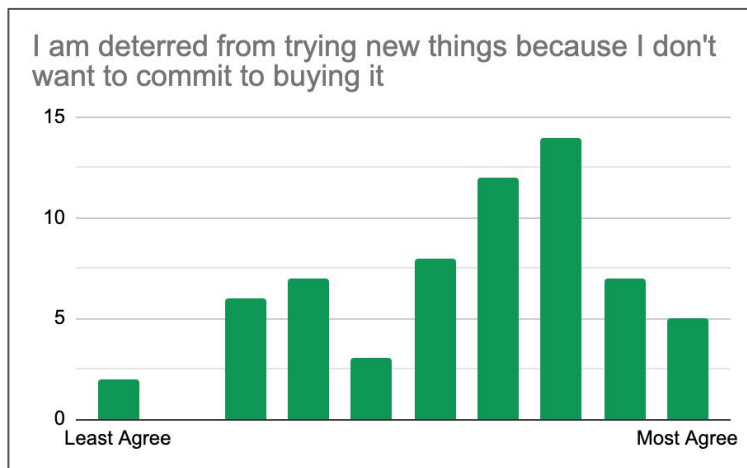
What prevents you from using online marketplaces?



Which items would you rent instead of buying?

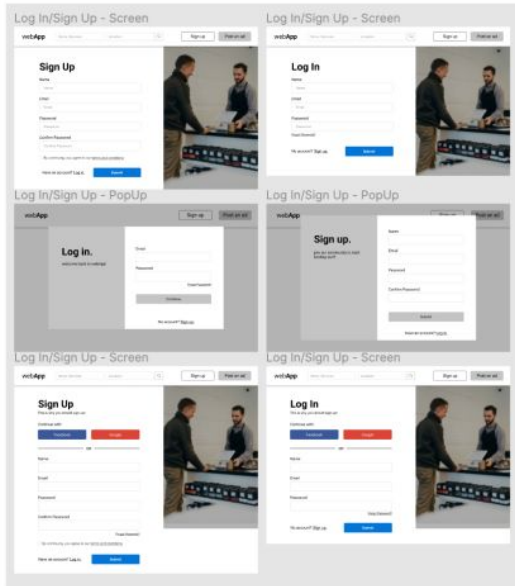


Appendix - Customer Research VI

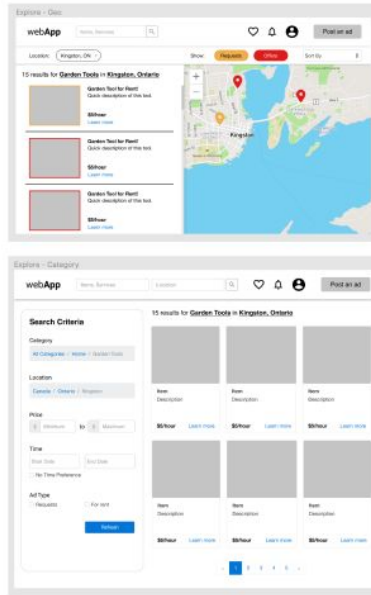


Appendix - Main Wireframe Explorations

Sign Up/Log In



Item Search



In Progress:

- Landing page
- Account/Profile Page
- Messaging
- Branding

Appendix - Information Hierarchy

