



*Mobile and Online Rental Marketplace*

**Rentus** is a mobile and online rental  
**marketplace** where people are able to  
**rent** just about **anything**

# Our Main Goal



Person



Person

# The Sharing Economy!

# How we get there – First Steps



Rental Companies

Consumers

- Starting in Los Angeles
- Targeting rental companies first to fill our catalog
- Master the process

# The Pain Points

## 1. Consumer Product Rental Industry

- Highly segmented industry using antiquated processes to find articles and complete the transaction.
- Most rental companies (72% in Los Angeles) don't have an electronic inventory system. Only **one** of every **1,000** has a rental/reservation system online.
- Rental process involves online searching, calling, visiting, and old-fashioned shopping around.
- Renters today are limited to dealing with companies only. Platform to match people with items ("owners") with renters does not exist.
- Renters find items using search but there is no price comparison or review and ratings platform.

### Articles included in industry:

- Fitness Equipment
- Consumer Electronics
- Appliances
- Furniture
- Formalwear
- Party supplies
- Recreational Equipment
- Tools

# \$25 Billion Industry

# The Pain Points

## 2. Equipment Rental Industry

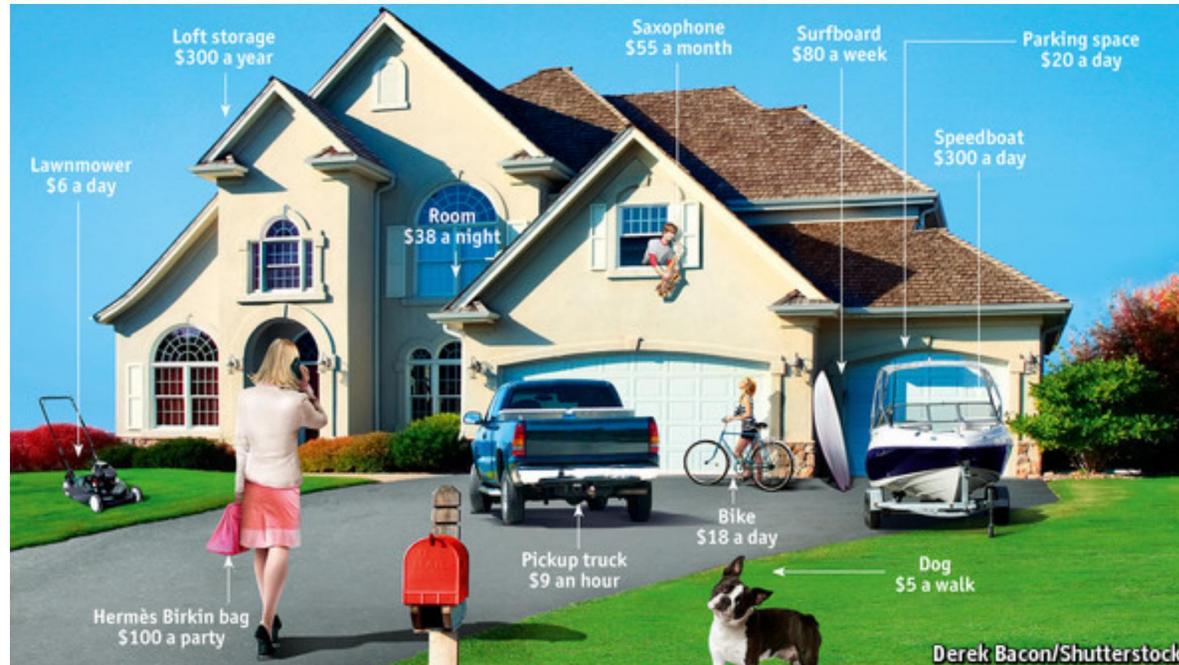
- Same as Consumer Product Industry, with a slightly different profile of owner and renter as this industry also involves company representatives securing equipment.
- Also, highly segmented industry using antiquated and inconvenient processes to find articles and complete the transaction.
- Rental process involves online searching, calling, visiting, and old-fashioned shopping around.
- Renters today are limited to dealing with rental companies only.
- Other companies (owners) with unused equipment don't have access to a matching platform for renting.

### Articles included in industry

- Construction
- Engineering
- Audio Visual
- Transportation
- Surveying
- Movie Production
- Security
- Events

# \$32 Billion Industry

# The Opportunity: Person to Person Rental



- Growing Sharing Economy
- Effective marketplaces non-existent

## Soon to be born \$30 Billion Industry

# Rentus - The Solution

A platform that matches owners and renters:

- **Owners** will make money and keep making money from unused assets.
  - Listings are free
  - Success fee to Rentus when transaction is completed
- **Renters** will search and find by:
  - Functionality, name, product
- Convenience – Information at fingertips (mobile & website)
  - Price, availability, location, delivery, terms
  - Complete transaction
    - From locating, booking, delivery to returns
    - Payment, security deposit, damage waivers
- For rental companies, Rentus provides the ultimate marketplace to advertise and stay on top of market trends while evolving in an industry being disrupted.

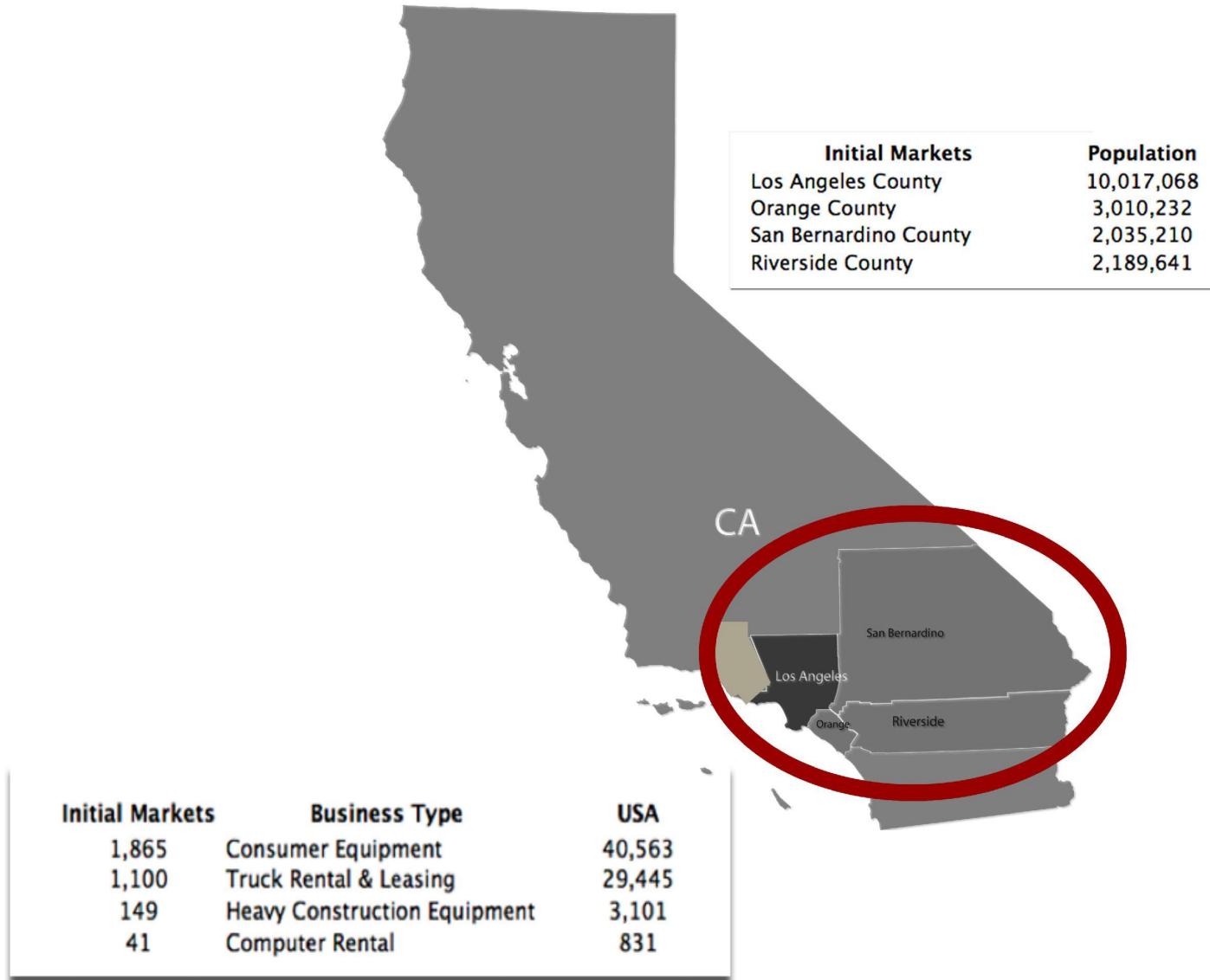
# The Business Model - Monetization

- **Transaction revenues:**
  - Free listings
  - Rentus will process the transaction and control the financial process:
    - Security deposits (on hold as security while item is out)
    - Rental Commissions (20% of rental fees)
    - Damage waivers (up to 25% markup)
  - Rentus will retain a fee at the end of completed transaction
- **Recurring revenues from rental companies**
  - Monthly membership fees (v 2)
  - Preferential positioning (v 2)
  - Fees to buy down commissions (v 2)

# Building The Business - Execution

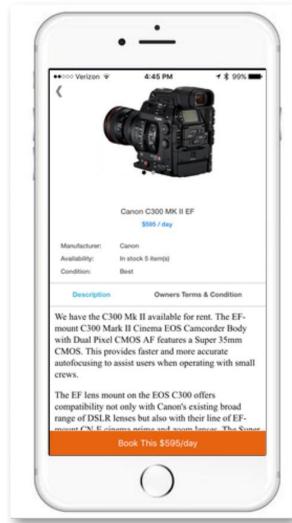
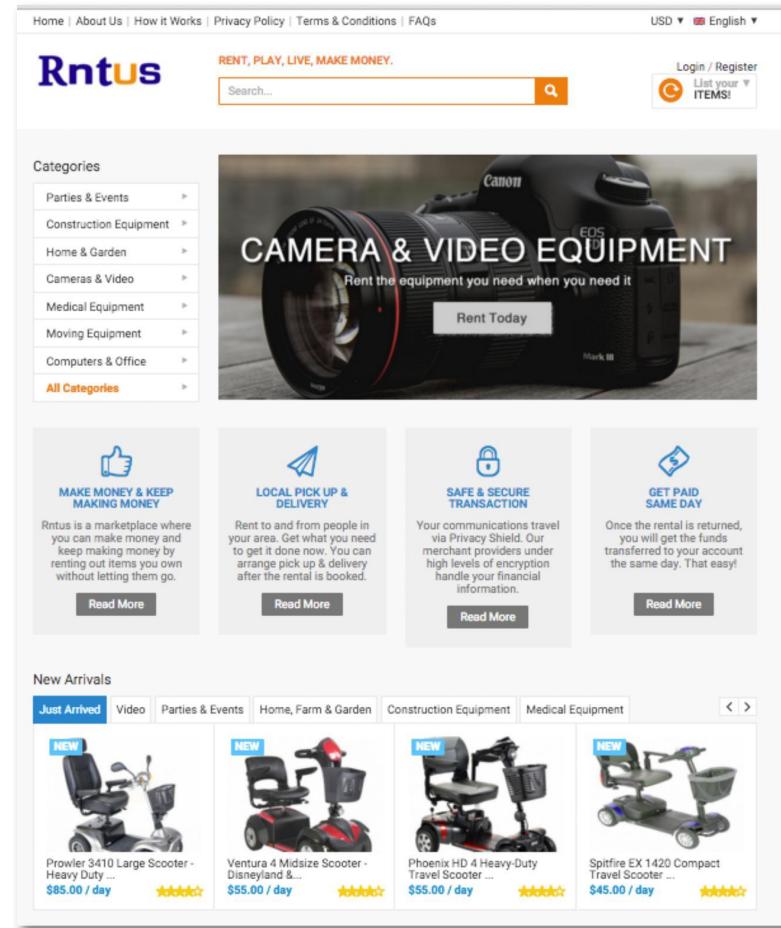
- Experienced management team has implemented successful methodology used in other marketplaces including the largest automotive and the largest rental marketplaces in the world
- Development team is seasoned and experienced
- Launching one market at a time
- Field sales force and proprietary matching algorithms will give us an advantage over would-be competitors

# Phase One



# Technology

- Built from the ground up, easy to use user interface
- Robust and friendly “renter’s portal”
  - One item at a time or entire catalog upload
- Mobile application capable of uploading items, images, descriptions and list items for rent in the marketplace
- Mobile application will also notify users of the rental transaction, questions, payments, and other notifications



 The homepage of the Rentus website. At the top, there is a navigation bar with links to "Home", "About Us", "How it Works", "Privacy Policy", "Terms & Conditions", and "FAQs". It also includes language and currency selection ("USD", "English"). The main header features the Rentus logo and the tagline "RENT, PLAY, LIVE, MAKE MONEY." Below the header is a search bar and a "Rent Today" button. A large image of a Canon EOS Mark III camera with a lens is prominently displayed, with the text "CAMERA & VIDEO EQUIPMENT" and "Rent the equipment you need when you need it". To the right of the camera image, there are four service highlights with icons: "MAKE MONEY & KEEP MAKING MONEY" (with a thumbs-up icon), "LOCAL PICK UP & DELIVERY" (with a paper airplane icon), "SAFE & SECURE TRANSACTION" (with a lock icon), and "GET PAID SAME DAY" (with a money icon). Each highlight has a "Read More" button. Below these highlights is a "New Arrivals" section with a grid of four items: "Prowler 3410 Large Scooter - Heavy Duty ... \$85.00 / day", "Ventura 4 Midsize Scooter - Disneyland &... \$55.00 / day", "Phoenix HD 4 Heavy-Duty Travel Scooter ... \$55.00 / day", and "Spirfire EX 1420 Compact Travel Scooter ... \$45.00 / day". Each item has a "NEW" badge and a 5-star rating.

# Technology

## Privacy and Fraud Prevention

- In partnership with Privatis, we offer privacy and fraud prevention tools to our users on day one
- Privatis' Privacy Shield is used by Autotrader.com and other marketplaces and Provides Rentus with:
  - Privacy, masked phone numbers so the renter's real number is not revealed
  - Identify and block fraudulent calls
  - Secure messaging
- Two way anonymous emailing
  - Email communications preserve anonymity without exposing personal email addresses

# Payments

- Using Braintree's payment platform and Rentus' proprietary methodology and code, we will process
  - Security Deposits (temporary authorization)
  - Rental fees
    - Vault escrow (funds will be collected and kept in secured Braintree vault. Released to owner when transaction is complete (item returned))
  - Damage waivers
  - Deposit returns
  - Credits
  - Straight sale of equipment

# Sales Process

- Currently targeting Rental Companies:
  - Field sales representatives
    - Meeting rental companies
    - Securing catalog items, content
- Our management has extensive experience in creating and managing remote field sales representatives
- This is a strong competitive advantage over other would-be competitors concentrating in online-only applications

# Marketing

- Consumer Marketing:
  - Social Media: Team members are experts at marketing and selling in Social Media.
  - Local media with success stories, income supplementing alternatives
  - Targeting do-it-yourselfers via other marketplaces, home shows
  - Targeting “traders” and other people looking for extra income in job fairs, trade shows
  - Broadcast media targeting “traders” our early adopters like: Pawn Stars, Yard Pickers, home remodeling shows

# Marketing

- **Business Marketing:**
  - Targeting rental business owners
    - 3,200 rental businesses in our initial market of LA, Orange & Riverside Counties
  - Public relations buzz, media announcements (paid and free)
  - Direct contact with businesses in the industry:
    - Email, phone, personal visits by our field reps
    - Trade shows
    - Local business clubs and groups

# Ancillary Products & Revenue Sources

- Damage Waivers – Working with large insurance company to offer damage waivers
- Premium Listings – Renters will be able to upgrade their listings
- Spotlight ads – Ads for companies or items on each category
- Sale of items – Renters will have the option to sell their items

# Management Team

- Elias Chavando
  - Director, sales, marketing, new ventures of largest automotive classified marketplace; Autotrader.com
  - Consultant to and director of multi-national classified marketplaces
  - Social Media marketing expert
  - Founder of Reagan.com – (sold at a valuation of \$23million in 18 months)
  - Started in Classified Marketplaces in 1996

# Management Team

- Tomasz Odrobinski
  - VP of Sales for Europe's largest online rental classifieds marketplace eRENTO.com
  - General Manager of world's biggest machinery and equipment marketplace Mascus.com (35+ Countries)
  - International Sales and Marketing specialist

# Management Team

- Rob Blanchard
  - PHP/MySQL expert developer
  - Developer of Reagan.com with Elias
  - Self-taught engineer with high level of expertise in development and implementation
  - Developer of People Matcher algorithm that will be used in our Person-to-Person rental portal
  - Has worked with Elias since late 2009