

## **RENTOID PITCH—By Steve Sammartino**

I'm here to tell you about rentoid.com and pitch the idea of our startup.

Rentoid.com is an on-line portal where people can rent things to and from each other. Rentoid doesn't own any of the items. We just build the infrastructure to help people connect on.

It's kind of like an Ebay – but for renting.

1. It gives people a way to make money out of their idle assets.
2. It enables people to rent stuff they only need temporarily.

So with rentoid you either make or save money. Simple.

Spare rooms and garages full of stuff we only use occasionally like Snow Ski's and lawn mowers. Now with rentoid we unlock these idle assets.

Rentoid leverages a lot of macro trends including:

- Web trading to make money
- The green / eco movement – Every rental transaction is a win for the environment as it utilizes existing resources.
- Builds community connections through the web
- Puts a traditional business (renting) on line
- Cuts out the middle man. People connect directly.

We are first to market and have no competitors. The business model is simple:

Free to join, free to list your items. And rentoid takes 5% from any successful rental transaction. Which means rentoid can be a self funding business as revenue grows in concert with the business.

Speed to market is vital. We intend to outsource everything except strategy. utilizing offshore technical resources at 1% of the cost of doing it locally.

We'll promote rentoid via word of mouth and free national media given the service is altruistic in nature and has many community benefits. The remainder of brand awareness will be generated using the web and Search Engine Optimization.

The market for idle assets is largely untapped. In Australia, but we can assume it is as large as that for Ebay or on line trading: Ebay's turnover is currently \$8B USD – while the existing rental market in Australia is currently valued at \$500M plus per annum.

Our plan to win is simple: Have the most items for rent on rentoid. So people have to use rentoid – and then we build a “lock out device” of potential competitors.

The prize is big – if rentoid becomes the largest renting portal or an equivalent of a [www.seek.com.au](http://www.seek.com.au) or [www.realestate.com.au](http://www.realestate.com.au) or the like. We'll all make a lot of money.

**Any questions?**