

## Part 1: "Elevator" Introduction

### Brief elevator pitch for your company

Storage Together is a part of the next wave of share economies. We enable empty household space to be turned into a monetized solution. Unlike other Share Economies, we enable a local to local economy, collaboration that consolidates space, savings on storage needs, and a platform for locals to earn money. Self-storage is a 23 Billion Dollar industry ripe for disruption, and Storage Together enables our users to tap into a win-win scenario through our platform.

## Part 2: Market and Industry Analysis

### How large is your market? What market segments are you going after and why?

Self-storage is a 23 Billion Dollar Market. We are targeting college students as a point of entry. They maintain 5.8% of the industry nationwide.

On the surface college students need storage when they are out of state apartment or dorm students. But our choice of college students goes deeper to millennials: they are already part of the share economy. 80% prefer a relational experience over a cold purchase. The trend is akin with the solutions of Uber, Airbnb and Couchsurfer as compared to traditional solutions i.e. taxis, hotels and motels. We understand students, specifically college students, being recent graduates or current attendees ourselves. We are fully launching soon in Phoenix and in the near future in Palo Alto community colleges/education facilities. We are seeking starters and a ripple effect that will engage a broader audience after initial success. Our refined application is nearing development, where we can launch in any city where the legal climate is friendly.

### Is this market growing? How fast?

Drastically. It has more than quadrupled since the 1990s. The Self-Storage industry does despite recessions/depression like the 2008 Housing Bubble. For instance, in the United States, there are more Storage Facilities than Hospitals, McDonalds and Starbucks combined. This number is growing also, globally, as migrant crises, overpopulation, and urbanization increases.

### Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Being a shared market we are a disrupter by design. We directly compete with U-Haul and those like it. We can be described as a substitute, yes. In Phoenix and San Francisco, the top five competitors are Public Storage, Extra Space Storage, U-Haul, Cube Smart, and Sovran's/Simply Self-Storage respectively.

## Part 3: Go-to-Market Plan

### Who are (will be) your customers? Describe your engagement with them to date. Have you validated their needs?

Our direct target customers are college students ranging from 18-25 years old, living both on and off campus. Our hosts will be primarily in this same age group with some older outliers. We have done a case study to develop a profile for launch marketing campaigns. Our initial conclusion is that the culture of students is diverse, but that the large majority of student need can be met by offering reliable technology that connects to cheaper storage opportunities that are safe both from a legal and facility perspective. Our engagement proving this is as follows:

**Social Media Engagement:** (1) 2.7k shares of a post by GCU to offer feedback on our platform (2) 10k impressions during our competition win in Barcelona.

### Market Research – Case Study Summary

**Methodology:** 200 Sign-ups for beta testing app and survey submission in 3 days of tabling at AZ colleges

**Survey:** 80% of respondents trusted a stranger to store their items, and it jumped to 90% if there were contracts involved. Respondents were asked for a relative price, and it came out to be approximately 40% below the current industry prices, and 95-100% given the margin of error would be excited to store items for income if given the opportunity.

**Focus Group:** Residence hall engagement event @GCU with 15 attendees. Feedback collected included concept validation, pricing preferences, trust gauging, and platform testing.

**Validation:** Summer beta test (summary in 2016 financials)

### Describe how you win customers today. Describe your future customer acquisition strategy.

We argue this: earn money and help your friends save money. We assure worried students (as well as other adopters) with insurance + legally binding contracts that are in final develop by Silicon Valley's GSQ Legal team. We have begun an intensive media campaign and have used Instagram, Facebook as well as tabling to establish ourselves at GCU. After our three wins in Clairvoyant/Intel's Phoenix Mobile Festival, Phoenix's Arizona Institute for Digital Progress and Smart City Hack's Barcelona Best solution competition, we have established ourselves within the cultural aura of something "new and great." In the future our acquisition strategy will be focused on transferring current trust in our brand into reliable hosts, and renters will be acquired through guerrilla marketing on campuses, social media to the broader audience, and a brand ambassador programs.

## Part 4: Technical Product Description and Plan

### **Briefly describe your product or service.**

We connect people in need of storage space with hosts. Hosts earn money by listing empty space on our platform and storing it for an agreed period. Renters in need to store save money by getting the exact amount of space they need, minimizing contract periods and diminishing overhead. Our app mediates and facilitates communication and the financial exchange, and we take a slice of the pie. Storage Together is the shared economy for storage.

### **Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)**

Feel free to download our MVP on [Android](#) or [iOS](#). We also were [interviewed by App Circus](#) and ft. on [AZ central](#). We have not only done a recent case study testing our early backend, but also, a former BETA test at GCU summer of 2016.

### **Describe the remaining product development risks and your plans to overcome them.**

1. Backend: We need to go beyond "Wizard of Oz" MVP. We are using Zapier + HTML, we need to encrypt and make it more secure.
2. Legal: We have preliminary legal documents, but we are solidifying "peer-to-peer" language (us being bridges, not necessarily legal ends) We are discussing details with insurance experts from GSQ, attorneys from ASU Law School (under advice from Business Professor Jonathan Ruybalid, and our company legal counsel in California).

### **Describe your product's advantages:**

1. Features: App-ready. We are the 1<sup>st</sup> share economy storage company with an app on the Android/Apple platforms.
2. Built on trust: Current app features: messaging, PayPal and monthly income + peer to peer reviews
3. Money goes peer to peer.

### **Non-IP Barriers**

The primary non-IP barrier we are creating for any future competitor is our branding. We see the success that many tech-centered companies have today stem through their intrinsic branding and intend to do the same. We have already found success in our own areas of influence.

## **Part 5: Risk vs. Talent Narrative**

### **What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?**

Our initial risk was that people wouldn't be willing to store stranger's items in their homes. Over the past six months we've validated the concept through a beta test, and recognition across Phoenix and worldwide through business competitions showing investor and business community validation. We've also mitigated the marketing risk to an extent by establishing close ties with a broad audience of college students and community members in Phoenix. In our California market, we have brought on a salesforce to connect with customers there. Future milestones are to create a scalable technology infrastructure, finalize a legal structure that minimizes renter/host/our liabilities, and marketing to our current followership plus expanding our customer base to sustainable levels.

#### **Braeden Scheer: Cofounder, Executive (Business Management/ Entrepreneurship)**

*Lectric Longboards Brand Ambassador + GCU Housing Operations + Cert in Ent: Ops, Marketing & Finance + PMI*

#### **Joshua McGuire: Cofounder, Finances (Finance/Entrepreneurial Studies)**

*Seedspot + Campaign Outreach Rep + Circle K Ambassador + DECA + Redcross + Kiwanis*

#### **Jedidiah Woods: Cofounder + Operations/Marketing (Business Management/ Entrepreneurship)**

*TEDx Grand Canyon University Director + Secured Together Founder + Small Business Certification + GCU Admissions Office*

#### **Luke Amargo: Cofounder, MVP Dev (Entrepreneurial Studies/English Literature/Digital Design)**

*Habitat for Humanity + BioAcell Finalist + Lyft Ambassador + MITxEnt +Indiedeveloper Interviewer + Regent U*

#### **Chelsea Evans: Social Media**

*Shared Accolades: ACVC Silver Bracket, 1<sup>st</sup> and 3<sup>rd</sup> Mobile PHX Festival, Smart City Hack Barcelona 1#, AZIDP First Place.*

### **Briefly list and describe your key advisors, and their contributions to date.**

Jonathan Ruybalid (GOOGLE/GCU): Legal/Selling-end-goal

Timothy Kelley (AC/GCU): Lean Canvas/Investor/Pitch Comps

Paul Waterman (PM/GCU): Advice/Project Management

Dominic Papa (AZIDP): Barcelona Pitch/Smart City Hack

Bhagwan Thatte/Vikram Thatte (Protos): App Dev

Jordan Schaeffer: Uber Corporate

Olivia Garret: ex-U-Haul Designer/Allbound Intern

Ben Huey (AC/DIEKO): Cyber Security, GSQ Insurance, Connections

Eduardo Borquez (GCU): Small Business Advisor/certs

Jason Wong (ACEL Board): Investor, Sales in California

Isaac Artiz (GCU): Computer Science Professor

Joe Mildenhall: CIO Grand Canyon University