

# LEAN CANVAS

**loan2own**

# BACKGROUND

- Around 66% of discarded clothes end up in landfills
- An estimated 92 million tons of textile waste, or about 34 billion pounds in the US alone, are discarded annually
- 100 pounds of textile waste per person in the US each year.



# THE PROBLEM



## **Fashion Pollution**

The current fashion industry encourages quick overturn - causing the fashion industry to be the second largest polluter to the environment

## **Unsustainable prices**

High upfront costs discourage sustainable choices with consumers

## **Trust**

Traditional resale and rental systems lack trust and transparency

# LOAN2OWN

**New Fits, No Footprint**

# SOLUTIONS



## **Credit-to-ownership system**

users earn credits through renting or lending, redeemable toward purchases - making sustainability more affordable for masses

## **Community-based trust model**

verified users, deposits, ratings/reviews, and local meetups.

## **Affordable Short-term Rentals**

Discourages the use of short purchases that end up in landfills

# KEY METRICS

**Number of active listings**

**Monthly rental transactions**

**Credit-to-purchase conversions**

**Repeat user rate (renters and lenders)**

**WEAR NOW. OWN  
LATER. WASTE  
NEVER.**

**Loan2own turns your unused items into shared  
resources, saving money and the planet.**



# UNFAIR ADVANTAGE

## **Circular credit to ownership model**

consumers can save credits to purchase items where as  
most systems only offer cash)

This encourages repeat customers and consumer loyalty.

## **Emotional and sustainable appeal**

Allows people to connect with the brand by making a true  
impact on the environment.

## **Trust**

Renting from trusted vendors that lowers fraud risks.  
Offers easy meet ups

# CHANNELS

**1.**     
TikTok  
Social media

**2.** College  
campus  
popups

**3.** Collaborations  
with fashion  
influencers

**4.** Thrift pop's  
and farmers  
markets

# CONSUMER SEGMENTS



**Lenders** – want to earn from unused items

**Renters** – want short-term use without committing to a purchase

**Buyers** – want to eventually own without paying full price upfront

# TARGET AUDIENCE

Gen Z (18–26) and Millennials (27–40)

- Primarily trend-driven women in college towns and urban areas
- Interested in new ways to shop sustainably without sacrificing style or convenience
- 61% are open to renting or borrowing to reduce waste
- However, only ~15–20% act on sustainable values unless it's: Affordable, Stylish, Convenient

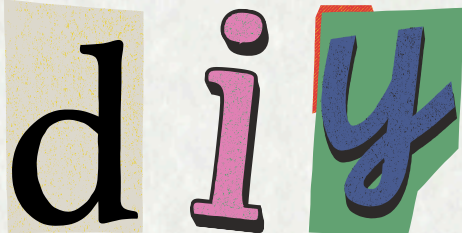
# EARLY ADOPTERS



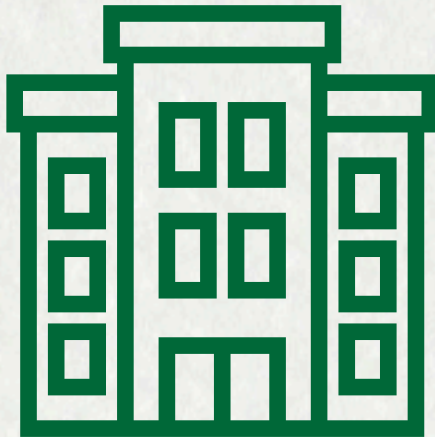
**Eco conscious consumers**



**People with unique style that is constantly changing**



**DIY'ers**



**People living in places with limited space**



**Thrifters**

# COST STRUCTURE



**Developing the app,**  
• hiring developers

**Recruiting sellers**

**Ongoing updates**

**Visual Branding (logo, graphics)**

**Content creation/marketing**

**Disputes / refunds**

**Support staff**

# REVENUE STREAMS

**Per-transaction service fee**  
percentage of each rental or buyout

**Premium listings and sellers**

**In-app advertisements**

**Optional subscriptions**  
lower fees, early access, rewards

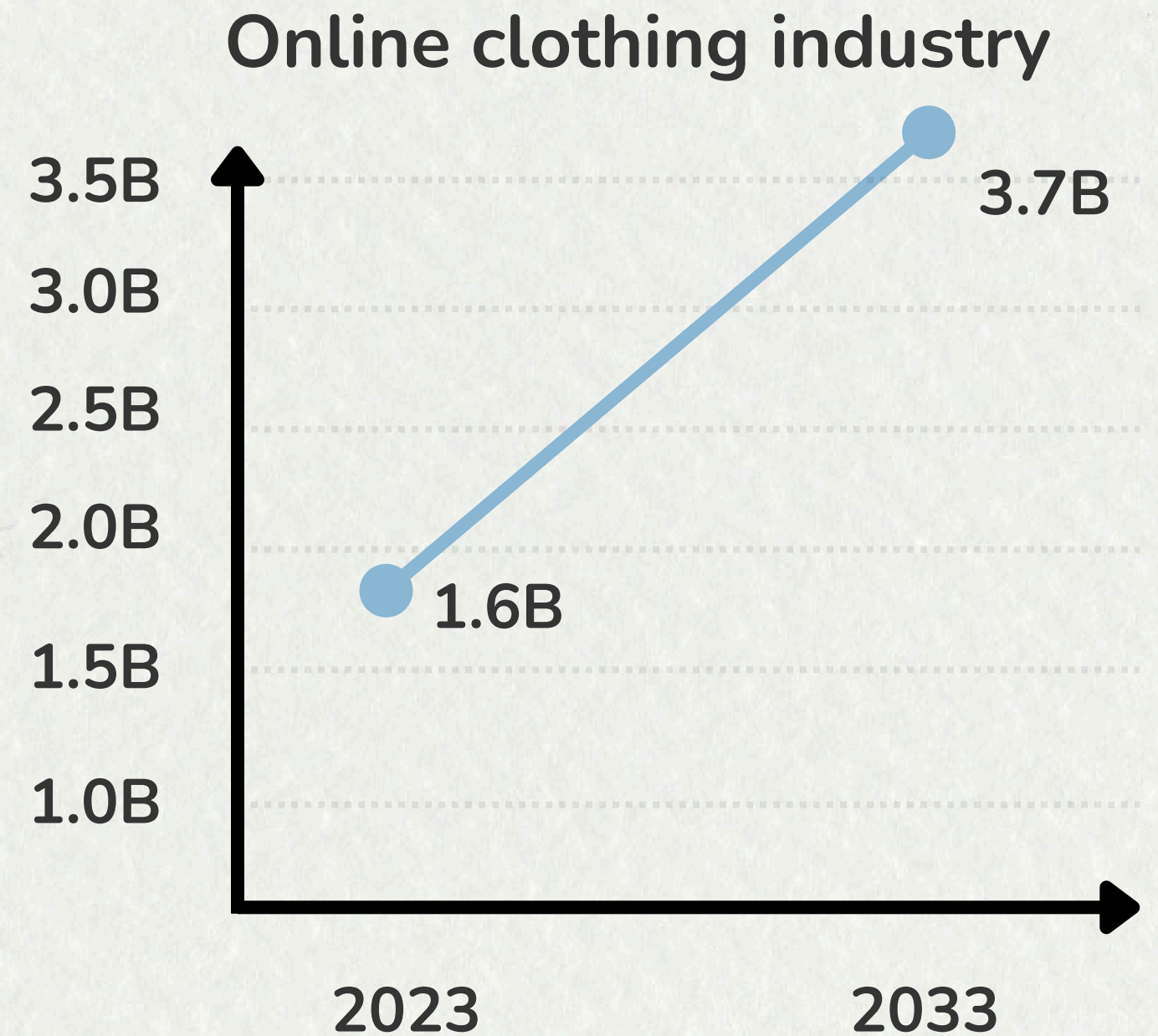
**Ad managers**

**MARKET**

**RESEARCH**

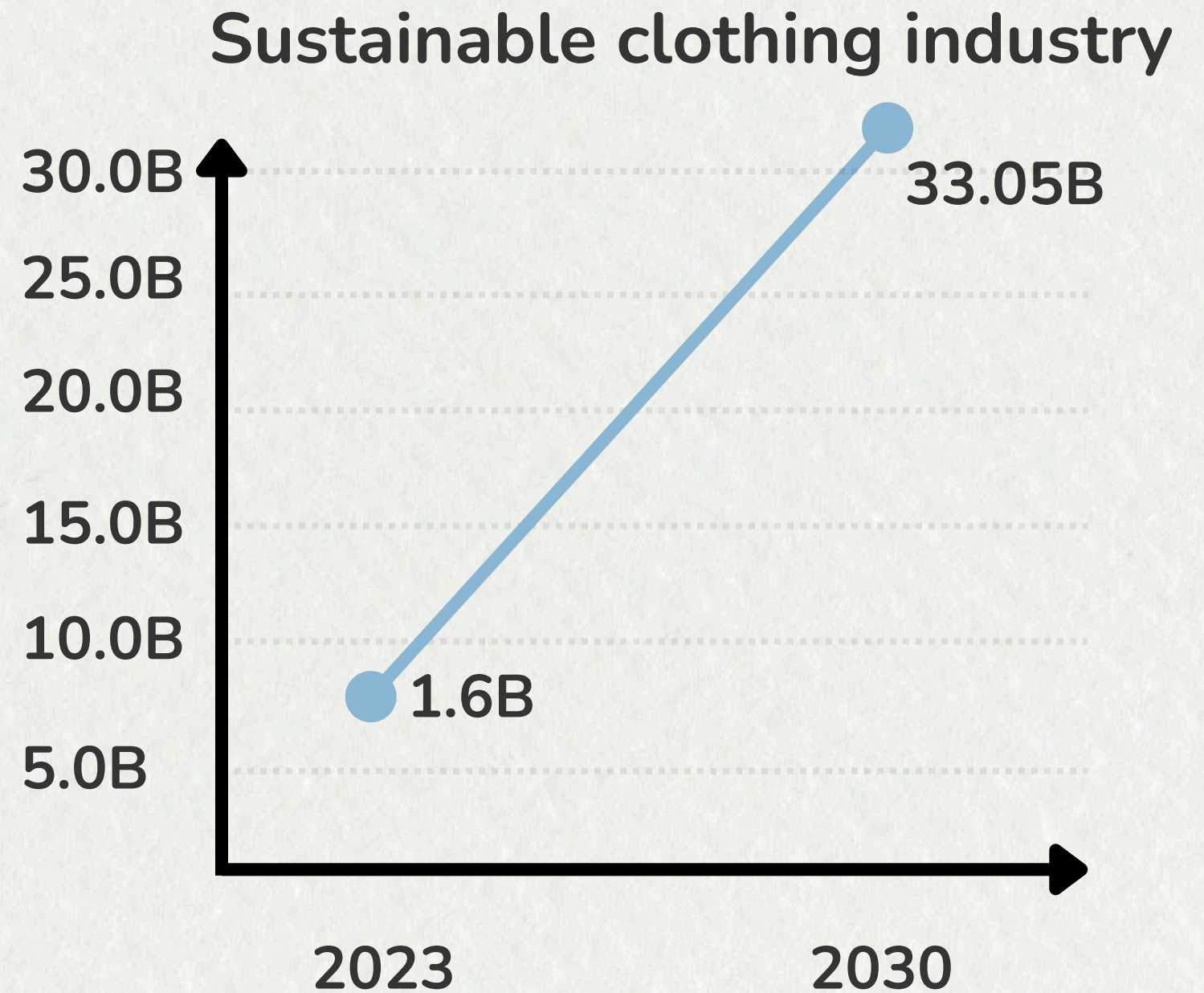
# ONLINE RENTAL MARKET

Online clothing rental industry was worth \$1.6 billion in 2023 Projected to be \$3.7 billion by 2033



# SUSTAINABLE CLOTHING MARKET

The global sustainable fashion market was valued at \$7.8 billion in 2023 and is projected to reach \$33.05 billion by 2030



# 2<sup>ND</sup> HAND MARKET

**Expected to reach \$350B globally by  
2028**

- 2x faster growth than fast fashion, largely driven by Gen Z and Millennials
- Consumers like owning, but increasingly prefer eco-conscious and cost-effective ways of shopping



# SWOT

## **Strenghts**

Blends the flexibility of renting with the long-term appeal of ownership

Mission Driven

More affordable than other rental subscriptions

Community-driven - fosters trust and relationships between renters and people renting

Avoid owning too much inventory, which helps reduce waste of fast fashion

Risk-free commitments

Earning the ability to spend less on used clothing vendors

## **Weaknesses**

Liability concerns (stolen clothes, damaged items, etc)

Quality Control

Sizing and fit issues

Shipping costs (\$ and environmentally)

# SWOT

## **ppourtunities**

Increase in consumer awareness surrounding sustainability  
Growing consumer need for sustainable business practices  
Possible partnerships with local businesses  
Partnering with notable fashion influencers

## **Threats**

Competition (Facebook Marketplace, Poshmark, Depop, etc.)  
Changing Trends  
Maintaining high inventory  
Logistics (Shipping, Lost items, Damaged items, etc.)

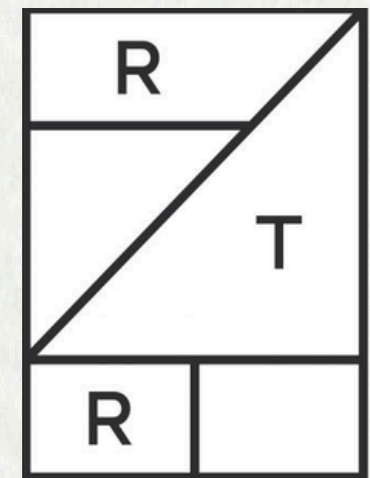
# EXISTING ALTERNATIVES



**Facebook Market Place**  
lack safety & structure



**Depop/Thrift stores**  
Still encourages over  
consumption



**Subscription Services**  
Requires subscriptions, and  
expensive to join