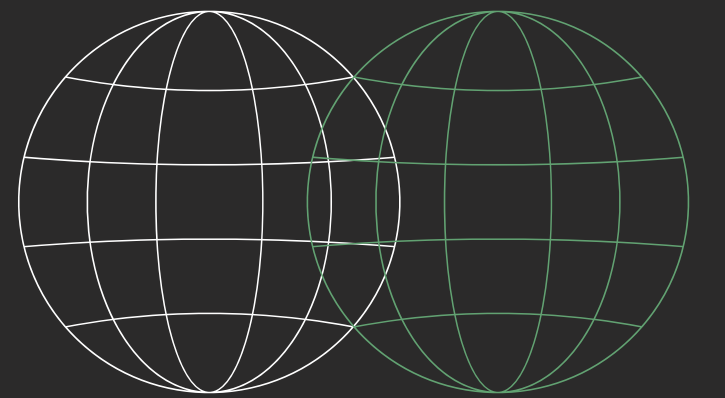
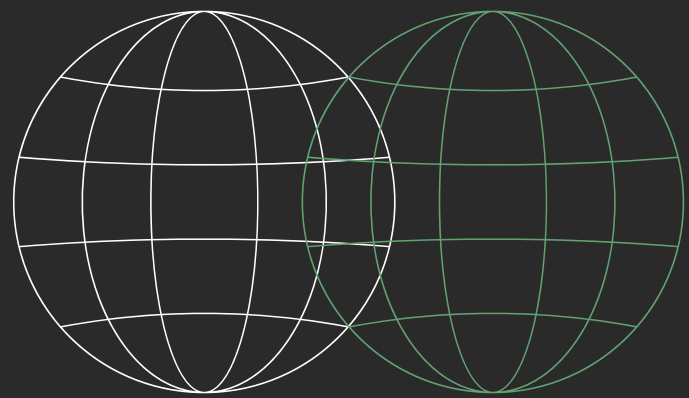


LOAN  
\*2\*  
OWN



**New Fits, No Footprint**

# THE PROBLEM



The fashion industry is currently the 2<sup>nd</sup> largest polluter due to the quick trend turnover

However...

Sustainable choices come at high prices

# SOLUTION

A circular fashion initiative committed to aiding the fashion waste crisis



**Our mission is to redefine how  
people engage with fashion,  
transforming mindsets and reducing  
waste, one garment at a time.**

## **A credit to ownership system**

**Users earn credits through renting, redeemable toward purchases, making sustainability more affordable for the masses.**

## **Affordable short-term rentals**

**Discourages the use of short purchases that end up in landfills**

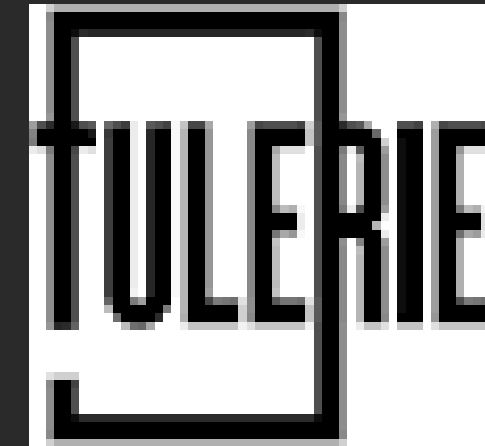
# WHY WE ARE DIFFERENT



- Online thrift shop
- No rental options



- Monthly subscription fees
- Only sells their own pieces



- Peer to Peer - Orders from the lender's closet
- Only luxury items
- No credit system

# HOW IT WORKS

For each purchasable item:



- As a rentee, if you choose to get paid in credits, you will get 15% higher credits than you would dollars, incentivizing the credit system

ex: if you rent a shirt and would receive \$20, you would get 23 credits

# HOW IT WORKS



1. renter will request rent time for item

2. rentee will accept

3. The renter will pay for the rental

4. A shipping label will appear for rentee to send item

5. rentee will receive item

6. if renter wants to extend rental, they can request this action

7. at the end of the rental, a shipping label will appear in rentees application to send back item

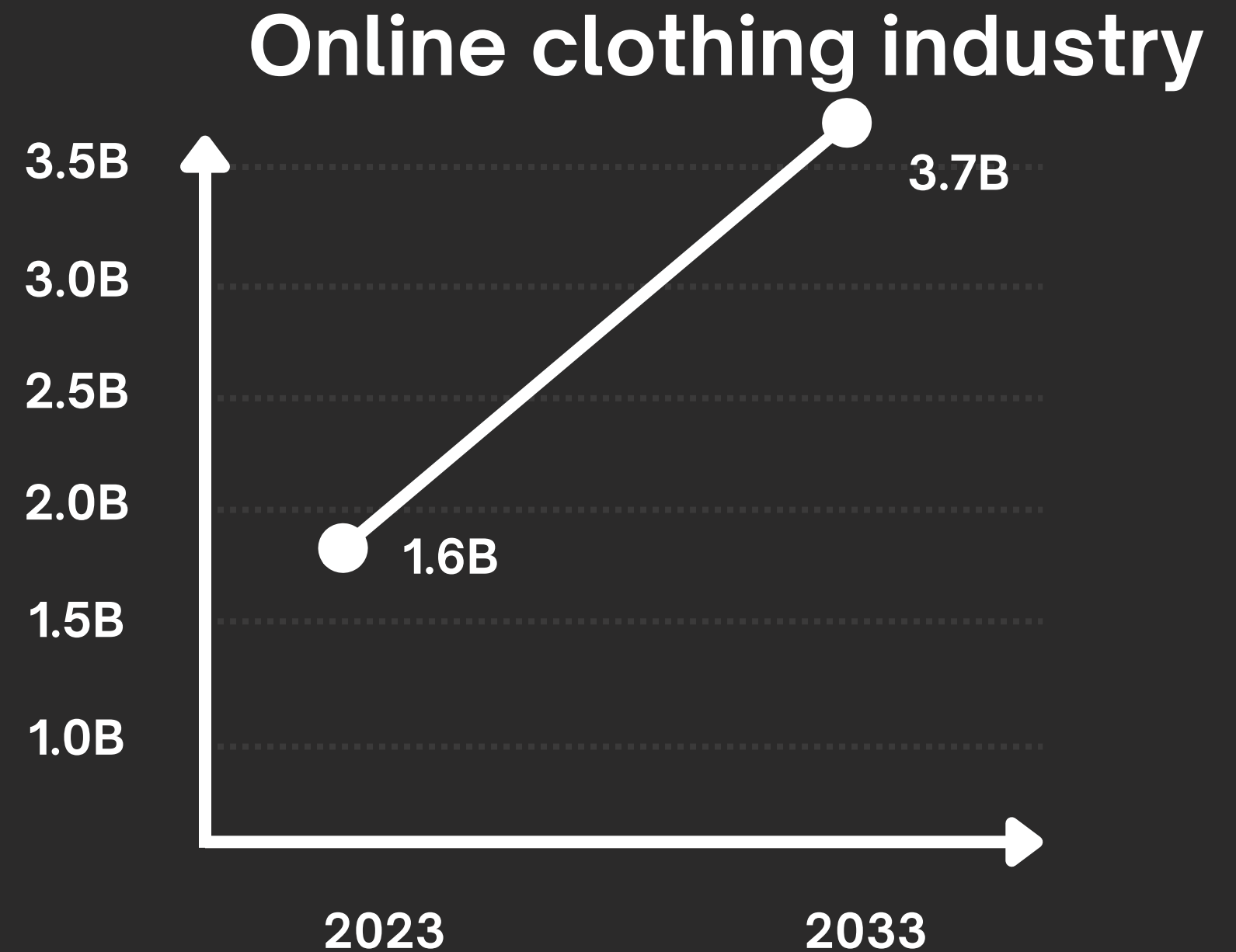
8. rentee will receive item back

9. rentee and renter have options to rate and review each other



# ONLINE RENTAL MARKET

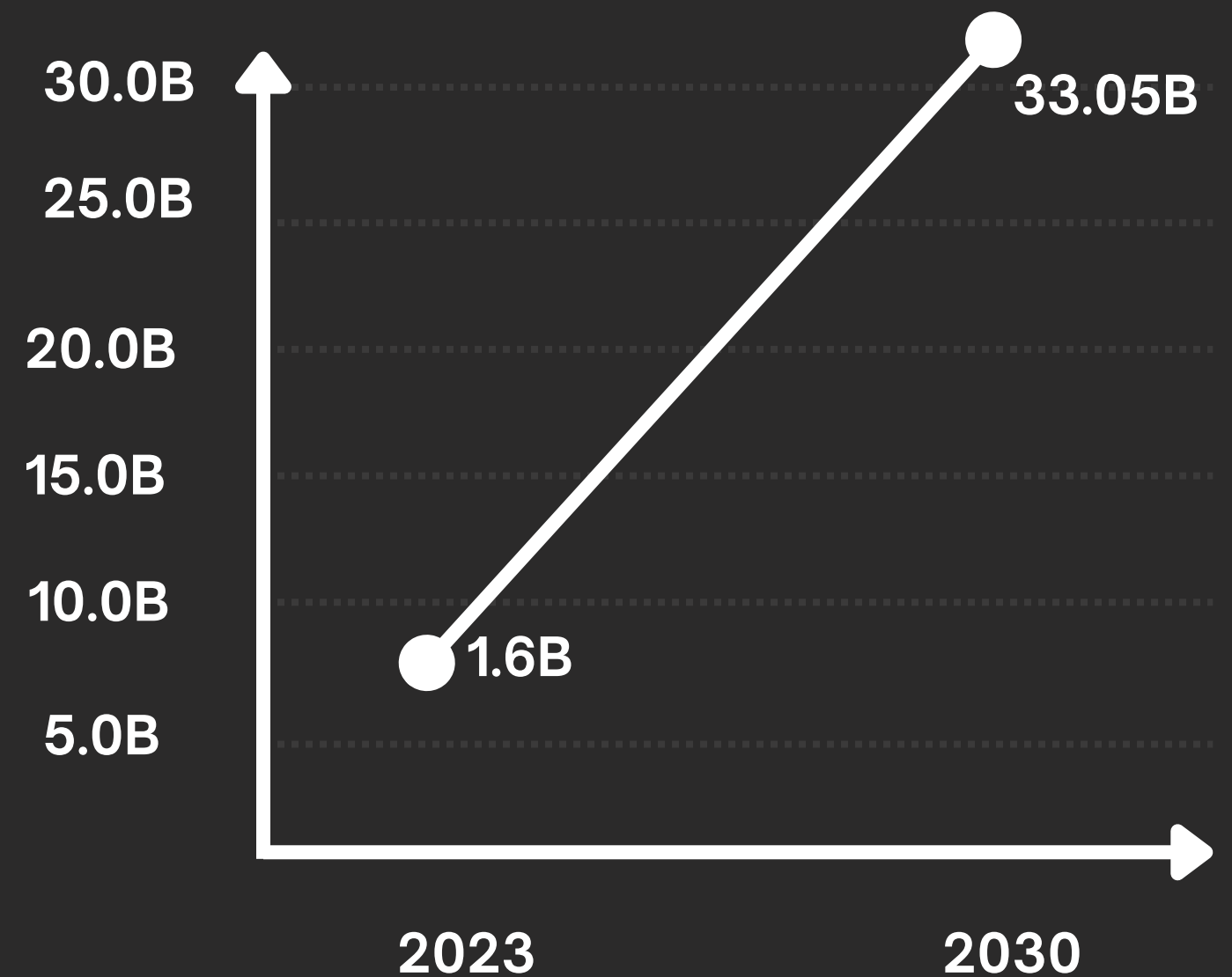
Online clothing rental industry was worth \$1.6 billion in 2023 Projected to be \$3.7 billion by 2033



# 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

Online subscription industry



# 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



# MEET MAYA

Age: 24

Location: New York, New York

Occupation: Recent college graduate working in an ad agency

Maya is always on top of the latest trends; she scrolls daily for outfit inspo and loves curating her personal style. Living in NYC, she thrives in a fast-paced environment and values convenience in every part of her life.

She cares about sustainability and often talks about reducing waste with her friends, but she's not willing to sacrifice her aesthetic or spend too much money.



# LOAN \*2\* OWN

The credit system makes Loan2Own more affordable than retail

Encourages a loyalty system, without tying her down to an expensive subscription, like competitors

**Making sustainability affordable, accessible, and stylish**

# PROFITABILITY

- Loan2Own purchases directly from manufacturers at wholesale.
- Every garment that is “loaned” contributes toward recouping the original wholesale cost of the garment.
- Loan2Own must ensure that the garment is loaned out multiple times, each time generating revenue beyond just the initial cost.
  - For example, if a jacket costs \$40 wholesale and is loaned at \$15 per use, profitability begins after the third rental.

# PROFITABILITY

- By optimizing the number of rentals per item, minimizing wear and tear through quality control, and eventually selling the gently used garments, Loan2Own can extend the lifecycle and revenue of each product.
- Incorporating tiered pricing for more expensive and high-demand pieces, we can further boost margins
  - Cost per rental is on sliding scale based on retail value of each garment.

# MARKETING

## Social Media Marketing Activations

Collaborate with mid-tier fashion influencers to increase brand visibility and connect directly with our target audience where they're most engaged — on social media.



## Campus Pop-up Activations

Reach our target audience in a highly concentrated setting while offering entry-level discounts and credits to entry. Naturally boosts visibility, all at a relatively low cost for a high potential reach.



# FINANCIALS



App Development: \$40,000

Legal Fees: \$5,000

Branding and Logos: \$3,000

Ads/Influencer outreach: \$5,000

Inventory Acquisition/Insurance: \$3,000

Processing Fees: \$5,000

Customer Support: \$10,000

Administrative: \$4,000

Shipping Integration: \$2,000

**Start up Cost:**

**~\$80,000**

# FINANCIALS



Users Goal: 25,000 (active) users by year one

Average Rentals per Month: 2

Legal Fees: \$5,000

Service Fee per Rental: \$3.00

**Projected Revenue : 25,000 users x 12 months x 2 rentals/month x \$3**

**~\$1.8M**

**JOIN US IS MAKING A  
SMARTER MORE  
EFFICIENT FASHION  
FUTURE.**

LOAN  
\* 2 \*  
OWN

Express Your Style

Rotate Your Wardrobe

Choose a Smarter &  
Efficient Way in Fashion

Fashion Doesn't Have to  
Be Wasteful



LOAN  
\*2\*  
OWN



**Our mission is to redefine how people engage with fashion, transforming mindsets and reducing waste, one garment at a time.**

**BE EFFICIENT!**

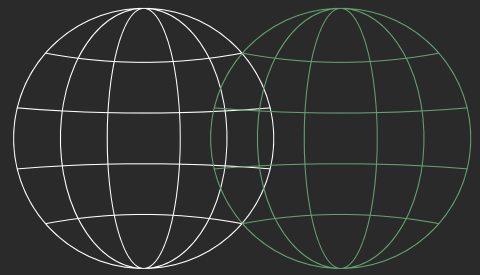
**BE EXPRESSIVE!**

**BE THE SOLUTION!**

**BE A PART OF THE FUTURE  
OF FASHION!**

# BE A PART OF THE FUTURE OF FASHION!

Only With Us



LOAN

\*2\*

OWN

