

Client: Singaporean

Project: Startup plan editing

2. Market Opportunity & Strategy: potentially large/fast growing market; niche identification; competitor and customer analysis; effective strategy

The advantages of the open-source collaboration and shared economy cannot be denied. All shared services have been growing at an incredible rate both economically and in popularity. Since the concept is not new, interested parties would have no difficulty understanding and using a similar service that aims to share [redacted] around the world. The market of renting and leasing [redacted] is basically under-recognized, because the large amount of [redacted] around the world has not been listed in a central database. A firm that could create a high-quality, attractive and intuitive platform that contains all these would have an enormous advantage. As an example [redacted]

3. Product & Services (Platform): clear product/service/platform description; product/service is superior to competitors; addresses actual customer needs

We propose to launch an online platform that functions similarly to [redacted] , the world's leading [redacted] service provider. The platform (Web site and application) would have a list of [redacted] from all around the world. People or companies that have available [redacted] would upload all necessary information, including [redacted] . Users could browse the [redacted] by narrowing their search to specific towns or countries, or, possibly, even dates. They could reserve the [redacted] they want with a few clicks right from the provider's page. Instant messaging would also be available to discuss all details. We believe that PayPal or a similar online payment system would be an adequate tool for handling monetary transactions. The success of such online platforms depends on people's trust in both the service and the other customers. Peer reviews would, therefore, be

encouraged after the visit took place. All in all, the whole [redacted] process would be simple, fast, effective, and transparent.

Currently, there are only two competitors on a global scale: