

A Work Project, presented as part of the requirements for the Award of a Master's degree in  
Management from the Nova School of Business and Economics.

# **The founding of a Peer-to-Peer Rental Marketplace**

## **– Marketing Strategy**

Benjamin Bakali

Work project carried out under the supervision of:

Professor António Nogueira Leite

Professor Euclides Ferreira Major

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## **Abstract**

This project illustrates the build-up of the start-up Rentya, a peer-to-peer renting platform for almost everything. This document is one of three individual contributions of the overall paper and follows the individual part “The founding of a Peer-to-Peer Rental Marketplace – Competitive Landscape and Operations”. This document describes the Marketing Strategy in detail. In the first section, relevant customer segments and personas are developed, and the different journeys one can have at <https://www.rentya.de/> are outlined. In the second part, key marketing and sales channels are identified, and the go-to-market strategy is developed.

## **Keywords**

Entrepreneurship, Start-up, Sharing Economy, Peer-to-Peer Platforms, Marketplace, Renting, Marketing Strategy, Go-To-Market Strategy

## **A. The Founding of a Peer-to-Peer Rental Marketplace (Group Part 1)**

This document consists of two parts, a group part, and the individual part of Luis Zwick. The individual parts of Benjamin Bakali and Andreas Scheffner have been submitted separately in order to fulfill the formal requirements of Nova SBE. However, all three documents build up on each other, which can be seen in the table of contents.

### **1. Organizational Challenge to Build a Start-up in the Sharing Economy**

Building up a business from scratch includes many challenges that must be faced and many things one has to consider. And although the process of building up a start-up became significantly cheaper because of open-source technology or low-cost base tools, the organizational part turns out to be more complex due to regulations and the increasing popularity of start-ups. Therefore, you must consider challenges like limited resources, an execution plan, finding the right idea, hiring and managing a team, attracting customers, and many more issues (Riani 2020). Consequently, we set up a plan for a start-up, which is called Rentya and operates a renting platform. With that example, we want to illustrate how to face all previously mentioned challenges by describing why we built up our start-up, how we did it, and explaining at which point we are right now as well as what our future rollout plan is. Hence, this work project captures the organizational challenges which were already faced during the first months on the one side. On the other side, it also describes at which state the company is currently operating and gives an overview and organizational plan for the future of the company. As the project and the company were created in real life it is important to differentiate between actions that were already taken and the plans that we have for the future. Therefore, we set the cut-off date for this work project to the 17th November 2021, meaning everything that happened afterward was not actualized.

## **2. Opportunity and Responsibility**

The idea of Rentya as a marketplace was a product that resulted from a responsibility we founders expect all humans to have nowadays and an opportunity we saw in the market. This responsibility includes economic, societal, and global aspects in times of global challenges and conflicts, such as climate change. Therefore, people, companies, and governments understand that sustainability is becoming crucial in all decisions and must be considered in our everyday lives and habits. Even customers want more sustainable products and are willing to pay more for an item or service from companies that behave more socially responsible and consider the sustainability aspect in their products and identity. Thus, we as Rentya believe that we enhance the megatrend and topic of sustainability with our purpose and product. By making sharing easy, we expect to save resources of production and decrease waste while maximizing the usage of things we tend to replace quickly (Krys 2021).

Secondly, each business idea must be reviewed from an economical point of view, which was another motivation to realize the idea of Rentya. After analyzing the market situation and the sharing economy megatrend, we realized there is an opportunity to not only create value by taking over responsibility but rather create economic value and a profitable business. Rentya's idea of a peer-to-peer renting platform is already a proven concept, which is being practiced successfully in several countries, such as the UK (Fat Llama), Switzerland (Sharely), and Austria (Shareonimo), for example. These examples give evidence that the general interest of people to rent and lend products through centralized platforms is existent, and the business case proves potential profitability. Further, we discovered that although companies like Grover or Miet24 do already provide a platform to rent certain things, they usually focus on specific niches. Additionally, they have no centralized customer-friendly system, which is built up

smartly to ensure a smooth and easy on demand-process, allowing everyone to rent and lend almost everything. Consequently, we decided to take over the responsibility while exploiting the opportunity to have a suitable market situation in Germany and created the centralized renting platform Rentya.

## **2.1 Problem**

Before thinking about a business that is supposed to create value to succeed, it is crucial to understand the problem your target customers or users are experiencing now. In our case, we have three target groups who all are stakeholders for Rentya and experience one or more problems we want to address. Firstly, we have individuals who own certain items and represent our potential lenders in the marketplace (=product owners). This target group usually owns products, which they do not regularly use, as it may be a very specific item or is only used occasionally by choice. This case can precisely be observed when taking the example of a drill. On average, a drill is used only several minutes in its lifetime (between 6-15 minutes according to different research papers and studies) while being estimated to have a capability of 2000 hours (Dettli, Preiss and Grütter 2014). The problem of owners is that they cannot temporarily earn money with their unused equipment without selling it. Further, the more time passes, the more economic value the item usually loses, which can be compared to the time value of money. So, if you do not invest your money which is being compared here to not lending your owned expensive equipment, it will be less worth tomorrow, and you do not get any compensation for it. The opportunity cost for money is the risk-free rate, while in our case, the opportunity cost is the price of the rent an owner could receive if he rented his item.

The second target group are shops, which we want to acquire as business partners. These shops have similar problems as potential lenders because they usually own very specific equipment, which is expensive and not used effectively throughout the time. Thus, they suffer from the

same economic loss of value or the previously mentioned opportunity costs. Additionally, small shops usually have improvable online visibility and low brand awareness, as their financial resources are limited, and not enough money can be spent to be assigned for the marketing budget.

The third target group are potential renters, who will later represent the marketplace's end customers. Potential renters are people who need specific items only occasionally or very seldomly and only for a short period. Thus, they have the problem of not wanting to purchase or not even being able to afford these items, as the full purchase price is an obstacle, which is too high. Or people are uncertain about a product, and they don't know if they really want to purchase it, so they seek an opportunity to test it for a brief time without having to be committed by paying the total price and owning the product. An excellent example for a potential renter could be a student who goes on a one-week surf trip and would like to have a GoPro to capture the moments on the waves.

## **2.2 Solution**

Our solution is aimed to solve the problems of these three target groups simultaneously by bringing the supply- (owners) and demand-side (potential renters) together on a centralized platform. The platform allows product owners and shops to insert items they are willing to lend to other people temporarily for a price they can set by themselves. At the same time, these offers are displayed for all potential renters and can be rented according to the renter's needs, such as a certain time or location. Thus, Rentya creates financial benefits for all three target groups, as owners are generating passive income, while renters save money as they do not have to purchase the products by paying the total price. Thus, for owners and small shops, the loss of economic value and potential opportunity costs is resolved, while renters do not have the obstacle of a high purchase price anymore. Besides the financial benefits, the platform fosters

sustainability by maximizing the efficiency of items and products. Hence, not 50 million people (amount of people owning a drill in Germany in 2020) own a drill, which is only used a few minutes in its lifetime, but a significantly lower number of drills is owned, and each drill is used by several people (Pawlik 2021). Eventually, this will lead to less demand, therefore less production and waste of products, saving emissions and protecting our environment.

After analyzing the opportunity, the problem, and our solution, it is important to explain why we succeed in the short term and our vision for Rentya in the long term. In the short term, three factors make us confident. Firstly, the outer circumstances are right, meaning the business model is already proven in different European markets (see more in section 5). Secondly, in each market there is only space for one company that will succeed. And since Germany does not yet have a central platform covering the possibility to rent and lend anything, we see our chance here. Thirdly, we believe our team is perfectly set up to use this opportunity, as we bring the necessary marketing experience to gain traction early on and the needed speed to accelerate our business and scale up our customer base. These three factors will decide on whether we will succeed by using the opportunity which is given by the German market.

The first step will be to focus on the German market, thus trying to gain as much market share so that Rentya becomes the renting market leader in Germany. Market leader means there is no competitor on the renting market covering a market share which is higher than Rentya's (in absolute terms measured by either revenue or Gross Merchandise Value). Currently, the global car-renting market, one of the major renting markets, is measured at 98 bn \$ in 2020, whereas Enterprise Rent-A-Car, The Hertz Corporation, and Sixt represent the major players (GVR 2021). While SIXT is still trying to gain market share in the US, being the fourth-biggest player with a 2% market share in the US, they already conquered the German market with an overall 17% market share, including franchisees (Steiner 2021). Rentya does not plan to overtake the Bavarian company in terms of more rented cars. Still, looking at the total renting market, we

expect to realize higher gross merchandise values than any competitor in any niche, such as the example of SIXT in the car renting market here. After positioning ourselves as the market leader in the home market in Germany, we want to accelerate our growth by partnering with businesses, which will represent the entry into the B2C market. This step is planned to be executed after building up the base and reliable experience in the renting market because it provides Rentya with the necessary money that has to be invested and gives confidence in the business, and all lessons learned can be leveraged in the very costly expansion. Precisely, we plan to build up a team and for Rentya, which is responsible for acquiring small shops, bigger companies and corporations. These business partners have specific specialized equipment in higher amounts which private individuals usually do not own. Consequently, this will lead to a more extensive offer not only in terms of quantity but rather in variety and quality too and will enhance more customers to rent items they did not find before. Examples of that could be more giant industrial machines or even minor, specialized equipment for chemical procedures used in schools. With the higher market power from both individuals and business partners, Rentya plans to expand in the DACH region, namely Switzerland and Austria. This is planned in the medium term to expand the business on the one hand and also to test an international expansion in these culturally and geographically closer countries on the other hand. This will give us evidence on how we should plan our further expansion and provide us with lessons we can implement.

With the power and influence we plan to gain in the first years, Rentya plans to disrupt the European sharing economy market and promote sustainability actively. Thinking about the long-term vision, Rentya plans to establish an own ecosystem, which provides on-demand access to any item in every bigger city in Europe. We want all people in Europe to understand that before buying something, they at least consider also renting it through Rentya if the individual knows he will not use an item efficiently or regularly. If we achieve that,



unimaginable amounts of materials for production, as well as transport and emissions, will be saved.

### **3. Product**

Our real contribution and product are included in the marketplace, which we created in the form of a website. In the following, first, the significant criteria for the marketplace choice are being explained, and then the major two pages, namely the Homepage and the All listings page, are described.

#### **3.1 Platform and Major Functionalities**

To build up our marketplace, we decided to work with Sharetribe, which is a marketplace developing software. It allows its customers to build a customized digital marketplace by using standardized key blocks without any coding know-how. The main advantage of Sharetribe is that it offers the following key features.

##### **All Essential Marketplace Features**

For Rentya, availability management, communication, and location are key features, as they enable a smooth rental process. Availability management in the form of a calendar is implemented, where potential renters can choose their renting period, and product owners can determine the available renting periods. Additionally, the platform enables interaction among the users in the form of messaging and reviews. Finally, the marketplace offers a Google Maps integration, which makes it easy for users to find items close to them.

##### **Safe online payments**

To ensure a smooth customer experience, it was a crucial precondition to have a direct integration to the major online payment providers. Sharetribe offers an integration to PayPal, Stripe and accepts Credit Cards as payment method.

## **ID check**

As the platform is meant to share personal belongings, it is essential to provide sufficient security to protect the owners and prevent any criminal action or fraud. Thus, besides their e-mail, name, and password, users are asked to upload a copy of their ID. This feature was incorporated separately through a custom code and is usually not part of the standardized sign-up process.

## **Safety**

Additionally to the ID check, Rentya is currently working on a collaboration with an insurance partner to develop a group insurance for all items which are being rented on Rentya. This not only protects the owner in case his stuff is being damaged but also secures the renter if he damages something by accident. Thus, both owner and renter have a backup security and can rent and lend without having concerns about the usage of the item.

## **3.2 Landing Page**

When someone enters <https://www.rentya.de>, he first arrives at our landing page, which is separated into six main sections. The first section contains our main slogan and a description of what we are offering (see Appendix, Exhibit 1). In this section, the user also has the possibility to search for items by name or location. The second section aims to motivate visitors to list their items and become a product owner at Rentya. It points out the three main advantages of listing their products at Rentya: listing items is completely free, it gives the possibility to earn money passively, and includes full safety through insurance. The next section aims to convert visitors to become a renter. Here, we are comminating three main advantages of becoming a renter: getting access to almost all products, save money and promote sustainability. In the fourth section of the landing page, visitors can select one of our main

categories and find all respective listings. In the fifth section, we are highlighting the three most relevant items. Currently, we are showing different ski equipment, as winter holidays are approaching. In the last section, the visitor has the choice to select one of our main cities (Berlin, Munich and Other) and find all listings within the corresponding area.

### **3.3 All Listings Page**

When signed up (for the registration process, see section D, Marketing Strategy), the user lands on the “All listings” page which shows all items listed at Rentya. Their sorting is chronological, meaning the newest inserted items appear at the top. Each offer is illustrated with a picture, the listing name, and the rental per day (see Appendix, Exhibit 2). Additionally, users have the choice to view the items in the form of a grid, a list or on a map.

### **3.4 Static content pages**

At Rentya, we implemented the following static content pages:

**About:** Here, we illustrate what Rentya does and our approach while presenting our team with pictures and names.

**How it works:** This page explains the rental process in detail from both the perspective of the owner and.

**Privacy Policy:** All relevant information regarding Rentya’s privacy policy is listed here.

**Terms of use:** The terms of use include 25 rules that users must agree on before using our service. All rules are legally binding.

### **3.5 Page header and footer**

Besides the static content pages the page header includes a “contact us” option, where one is given the opportunity to write a message in a dialogue box to the Rentya team. Further, the header also offers an option to invite other people under “Invite new members”.

The page footer provides links to the social media channels of Rentya and a link to the company blog site, where one can find content related to Rentya’s business.

#### **4. Market Overview: Sharing Economy**

During the last decades, the strong e-commerce growth has made digital channels an essential part of the company's distribution channels. Companies like Airbnb, Uber, or Lime are currently disrupting entire industries. Taking a closer look at these companies, one can see that they have one thing in common – they belong to the so-called "sharing economy".

##### **4.1 Definition Sharing Economy**

There is a broad scope of names for this "new economy", including sharing economy, circular economy, gig economy, or access economy. It is not easy to find a precise definition for these terms, as the individual descriptions are not entirely exchangeable. However, there is one characteristic that all words have in common: they have a digital platform in the center that enables individuals to exchange goods, assets, services, or know-how that were previously under-used. Supply and demand are matched on-demand, with speed, efficiency, and on a large scale (Basselier, Langenus, and Walravens 2018).

##### **4.2 Core Characteristics of Sharing Economy Business Models**

It is essential to understand the core characteristics to understand better what differentiates sharing economy business models from traditional ones. Based on PwC's "Sharing or paring?"

Growth of the sharing economy" report from 2015, there are five main characteristics of sharing economy companies:

### **Sharing Based**

As the name already implies, one of the main characteristics is sharing. Unlike platform companies like eBay, where users can sell their possessions to other users, participants of sharing economy platforms share products or services for the short or long term without giving up ownership.

### **Utilization of Unused Resources**

Another core characteristic is that sharing economy participants offer unused resources to other users who need them. For example, at Airbnb, users are offering their empty flats to other people.

### **On-Demand Access**

Demand and supply are dynamically matched on sharing economy platforms. Therefore, customer needs can directly be satisfied when they arise for a cost that reflects only the proportionate usage of the product or service, measured mainly by time. At Lime, for example, people can rent scooters when they need them and only get charged for the time, they use them.

### **Trust-Based**

When users participate on a sharing economy platform, they also become part of that community. Mutual trust is a crucial factor in sharing personal assets or services within the community. Therefore, platforms usually implement open review systems and offer additional security measures like insurance to their users.

## **Sustainability**

The sharing economy approach drives sustainability as a natural consequence as people buy fewer products and consume more efficiently. Through participating on sharing economy platforms, people save valuable resources, reduce the overall CO2 footprint, and increase the product lifecycle.

### **4.3 Main Drivers of the Sharing Economy**

Four main economic and social drivers contributed significantly to the rapid growth of the sharing economy (PwC 2015).

#### **Development of Digital Platforms**

As digital platforms are at the center of all sharing economy activities, their rapid and exponential growth has been one of the main drivers of the development of the sharing economy. Compared to traditional business models, digital platforms have three main advantages: they enable companies to make transactions on demand, activities can be precisely measured and scaled on a large scale, and they match supply and demand dynamically.

#### **Changing Consumer Needs**

Consumers are increasingly expecting an experience-driven consumption, emphasizing customer experience and personal interaction. Furthermore, consumers increasingly see ownership as a burden and prefer immediate access to goods and services instead. Another critical factor is the increasing desire of consumers to reduce their carbon footprint. Furthermore, they are expecting firms to follow and operate more sustainably.

## **Increasing Economic Rationality**

Another critical driver is the increasing economic rationality of consumers. There are many examples of where ownership ultimately results in unused products and assets. Whether it is the car that mainly stands still in the driveway or expensive tools that have been bought for the last renovation, people increasingly see those possessions as a burden. There are two economic reasons for people to participate in sharing economy activities: the first is that there is no need for expensive investments to get access to products, and second, people can make a secondary income with the products they already own.

## **Globalization and Urbanization**

A fourth driver of the sharing economy is globalization as well as urbanization. People from all over the world can participate in the sharing economy. This leads to an increased supply of all kinds of products that everyone can access. Therefore, people don't want to commit to long-term purchases and instead enjoy this demand-driven consumption. The increasing levels of urbanization lead to a facilitated sharing process, as potential renters and owners are becoming geographically closer to each other.

### **4.4 Market Potential**

The sharing economy's estimated global market size is expected to be 335 billion \$ by 2025 (PwC 2015). Compared to a market size of 15 billion \$ in 2013, this represents a growth opportunity with a 32,6% CAGR over 12 years.

### **4.5 Country Deep Dive**

Rentya's goal is to become the P2P rental market leader in the DACH region (Germany, Austria, and Switzerland). For this reason, we will look at these three markets in detail in the



following section. Data has been taken from the PwC's "Sharing or paring? Growth of the sharing economy" report from 2015.

### **Germany**

Germany's overall sharing economy Market size was around 22,9 billion € in 2017. During this time, 39% of the German population have used sharing economy offers at least once and expect to continue participating in the future. 21% of the Germans have provided a sharing economy offer which was expected to increase to 24% in 2017. The average user participated around 29 times per year and spent around 884€ in one year. The industries in Germany with the highest usage rates of sharing economy offers are Media and Entertainment (23%), retail and consumer goods (20%), and Hotels and Accommodations (17%).

### **Switzerland**

In 2017, Switzerland's overall sharing economy market size was around 3 billion €, making it the second most important market behind Germany. Almost every second Swiss person has used sharing economy offers during this time, while 19% of the Swiss population has provided a sharing economy offer. The average Swiss user participated around 31 times per year and spent around 939€ on sharing economy offers. The highest usage rates of sharing economy offers have been in the Automotive industry (26%), followed by Media and Entertainment (25%), and Hotel and Accommodation (23%).

### **Austria**

The sharing economy market size was only around 2 billion € in 2017 and was expected to decrease in the following years, making Austria the least important market for Rentya. During this time, 47% of the population have participated at least once in sharing economy activities, while 23% have provided a sharing economy offer. The average Austrian user participated around 31 times and spent a total of 574€ on sharing economy offers. The top three industries

by usage have been Media and Entertainment (28%), Hotels and Accommodation (20%), and Automotive (20%).

#### **4.6 Sharing Economy Industry Deep Dive**

As of 2017, the sharing economy market is represented in the following seven main industries and continues to grow its relevance within and outside these industries (PWC Deutschland 2017). However, as the Retail and Consumer Goods and the Machinery industries are represented within our main categories, we will focus on these two industries.

##### **Retail and Consumer Goods**

Around 19% of the retail and consumer goods industry customers have already used sharing economy offers, which represents the third-highest usage rate among all industries. Popular examples of sharing economy companies include Rent the Runway, Fat Llama, or Vinted. Especially in Germany and Switzerland, this industry promises high growth opportunities, as the user growth rate was expected to be 14% and 58% correspondingly. In Germany, users spent 25€ per usage and a total of 198€ per year, while in Switzerland, users spent 88€ per usage and 336€ per year. In Austria, the user growth rate was expected to stay constant with an average spent of 17€ per usage and 125€ per year. The main advantages users perceive of sharing economy offers in this industry are getting a better price, a more comprehensive range of choices, and more convenient customer access.

##### **Machinery**

Only 10% of the customers have used sharing economy offers within the machinery industry, representing the lowest usage rate among all sectors. However, machinery sharing in both the P2P and the B2C sector is currently in the early maturity stage, which means there is still high growth potential. The main advantages of using sharing economy offers are the cost savings of expensive, mostly underutilized machines. A popular company that addresses this advantage

is Mietbox24. Additional advantages that sharing economy users perceive in this industry are more convenient access to the machines and a higher customer benefit compared to the traditional machinery industry. The average spent per usage is 36€ in Germany, 91€ in Austria, and 150€ in Switzerland. Similarly, Germany has the lowest annual spending of 155€, followed by 188€ in Austria and 341€ in Switzerland.

### **Other Industries**

Within the Media and Entertainment industry, 28% of the customers have used sharing economy offers, representing the highest usage rate among all sectors. Popular examples for sharing economy companies include Spotify or Soundcloud. In the Hotel and Accommodation industry, 20% of the customers have used sharing economy offers, representing the second-highest usage rate among all sectors. The most popular company addressing this market is Airbnb, one of the global sharing economy market pioneers. Looking at the Automotive and Mobility industry, companies like Uber, Share Now, or Lime are some of the most important players. The sharing economy usage rate in this industry is around 19%. Within the Services industry, sharing economy offers have a usage rate of approximately 14%. Popular platforms here are Fiverr or FragNebenan. Finally, within the Finance industry, known sharing economy players are Auxmoney or Kickstarters. The sharing economy usage rate in this industry is around 11%.

### **B. The Founding of a Peer-to-Peer Rental Marketplace – Competitive Landscape and Operations [Individual Part Luis Zwick]**

This section was submitted by Luis Zwick (43881).

### **C. The Founding of a Peer-to-Peer Rental Marketplace – Marketing Strategy [Individual Part Benjamin Bakali]**

## **5. Marketing Strategy**

## **Customer Segmentation**

Rentya launched its MVP in September 2021 in Berlin and Munich with the initial plan to scale its operations in the German market. The mission is to become the P2P rental market leader in the DACH (Germany, Austria, and Switzerland) region. To achieve this mission and to accelerate growth, Rentya will enter strategic partnerships with businesses. We analyzed data from the German, Austrian, and Swiss Sharing Economy Market to define our most relevant customer segments. Furthermore, we support this information through primary data collected in a survey and traffic insights generated during the first weeks of the initial MVP launch. The combined data is then used to create personas for our three customer types: owners, potential renters, and business partners.

## **Geographic Segmentation**

The scope of the initial geographic segmentation is Germany, Austria, and Switzerland. For all countries, the most critical focus is urban areas and major cities with a high population density, as this is crucial for quick and smooth transfers of the items during the renting process. An overview of the most populated cities of each country can be found in Exhibit 3 of the Appendix. In 2017, within the three countries, Switzerland showed the highest average spending on sharing economy of 1,031€ with expected growth for the following year of 20%. German users spent on average 884€ with a 5% expected growth. In Austria, participants had an average spent of 754€ with no expected growth (PwC Deutschland 2017). These trends are backed up by the Timbro sharing economy index from 2018, where Switzerland ranked 35th, Germany ranked 77th, and Austria ranked 105th. The three leading countries have been Iceland, Turkey, and Malta (Timbro 2018).

## **Demographic Segmentation**

PwC's Share Economy Report 2017 points out that the participation of sharing economy users is almost equally distributed between men (51%) and women (49%). However, across the different industries

within the sharing economy, men tend to have a higher usage rate and spending than women. The average age of sharing economy participants is 41 years for Germany and Austria and 43,2 years for Switzerland. However, across all countries sharing economy participants younger than 40 years old contribute 64% to the overall spending. Another crucial factor is the level of education. Within the overall sharing economy market, 64% of the users have higher education and contribute 75% to the overall spending. In Austria, 62% of sharing economy participants have higher education, almost equal to their Expenditure share (64%). However, users with a higher education significantly spend more than their user share in Germany and Switzerland. In Germany, 59% of the sharing economy users have higher education and contribute 70% to the overall spending, while in Switzerland, every second participant has higher education and contributes to the overall expenditure of 66%. Hence, users with higher education are significantly more willing to pay than users without higher education.

### **Psychographic Segmentation**

Based on PwC's Share Economy Report 2017, the primary motivation of sharing economy participants is neither sustainable nor community-based. Instead, the main driver is the self-maximization of personal advantages. For example, 47% of sharing economy users believe that they get a better price for the same service/product, while only 23% believe they benefit from the providers' higher efforts towards environmental protection and sustainable use of resources. 19% see the benefit of sharing economy in being part of a community. However, overall, 75% still believe that sharing economy is generally good for the environment, as resources are used more efficiently and material waste is reduced. Especially in Germany, Austria, and Switzerland, users see a strong connection between sustainability and sharing economy compared to countries like the Netherlands, Belgium, or Turkey. From the non-participants of the sharing economy, almost half (42%) do not see any value in Sharing Economy and can be characterized as skeptical individuals that fear a personal disadvantage when using Shared Economy services.

## **Google Analytics Insights – MVP Testing Phase and Launch**

Since the initial testing phase in June 2021 and the official launch of the MVP in September 2021, Rentya generated traffic of 1070 users. 66% of the visitants used their mobile phone, while 34% used a desktop to visit our marketplace. This underlines the importance of optimizing our website for mobile traffic. Among all traffic, 20% of the users returned at least once more time to the website. A full and detailed analysis of the traffic can be found in Exhibit of the Appendix.

## **Survey Insights**

We performed a survey with a sample size of N=34 to understand better people's willingness to participate in a sharing economy platform. All participants have been between 21 and 35 years old. Of the participants, 82% have been male and 18% female. Overall, 82% of the participants would be willing to rent, while 68% would lend an item. Among the most important criteria to participate are price, reliability, safety, insurance, and ease of handling. The full survey results can be found in Exhibit 5 of the Appendix.

## **Customer Personas**

As Rentya targets three main types of customers (renters, owners, and businesses), we have used and combined the data and insights from above to develop three different personas (See Appendix, Exhibit 6).

### **5.1. Customer Journey**

Rentya aims to ensure a seamless and smooth user experience throughout the entire renting process.

There are different journeys that a user might face at [www.rentya.de](http://www.rentya.de) (See Appendix, Exhibit 7). The

first journey is the registration process which is the same for both owner and renter. After the registration is completed successfully, a user can proceed both as an owner and as a renter and choose to either list or rent different items. Both owners and renters can rate the counterparty after the renting process.

### **Registration Journey**

The registration process is straightforward and can be done within only a few clicks. When entering our website, a user can register at Rentya using the sign-up button at the page's header. The user then has the choice to either use one of our single sign-on options (Google, Facebook, or LinkedIn) or follow a manual sign-up process where he must enter a valid email address, his first and last name, and create a password. The user has to upload a photo of his ID at the end of both sign-up processes for safety reasons. All other profile settings, including location, payment details, or profile photo, can be done at a later stage. However, both owner and renter have to fill in their payment details before an item can be rented/borrowed. The whole registration journey is illustrated in Exhibit 7.1 of the Appendix.

### **Owner Journey – Listing an Item**

After the registration process is complete, the user can now list a product. From all sub-pages of our website, the user can click the list an item button in the header. In the first step, the user must choose a category from a predefined list. Currently, we have the following categories to choose from: Tools, Events, Technology, Sports, and Other. In the second step, the user must enter a listing title, price, and description. Furthermore, the user must select a city from a predefined list (Berlin, Munich, or other) and insert the item value, minimum rental days, and location. In the end, the user can submit up to three pictures of the item and can publish the item on the marketplace. The whole owner journey is illustrated in Exhibit 7.2 of the Appendix.

### **Renter Journey – Renting an Item**

When a user is looking for an item, he can either search for it directly in our header search field or navigate to the listings page, where he has three different ways to view the items: in a grid, in a list, or on a map. Furthermore, he can filter the items using the previously mentioned categories or cities, enter his location in the header search field, and look for items near him. After an item is chosen, the user must enter the desired renting period and click on rent to proceed. Days for which other users have already booked the item are greyed out in the calendar and cannot be selected. On the checkout page, the user sees a summary of the renting days and the price to be paid. Additionally, he can enter a message to the owner. The user needs to click on proceed to payment and complete the transaction to complete the rental request. The owner then has three days to confirm the request of the renter. If the owner accepts the request, Rentya will charge the total balance from the selected payment method. The whole renter journey is illustrated in Exhibit 7.3 of the Appendix.

### **Payment, Delivery, and Rating Process**

After requesting an item, the owner of this item receives a notification via email and has three days to accept the renting request. After the confirmation, Rentya charges the total price from the payment method that the renter selected. Rentya keeps a 20% commission for the service (additional commissions of the payment providers may also apply). After the successful payment transfer, the owner and renter agree on a meeting point and time. After the rental period, the renter returns the item to the owner. Afterward, both parties have the choice to rate each other on Rentya.

## **5.2. Marketing and Sales Channels**

The first-mover advantage in Germany enables Rentya to efficiently use and exploit growth opportunities and communicate directly with the target groups. Simultaneous traction building in



various marketing channels combined with targeted push and pull marketing initiatives enable Rentya to built-up substantial market share within the first five years of operation. In the following, the channel mix for Rentya is outlined:

### **Search Engine Marketing**

Search Engine Marketing (SEM) will be one of the most critical channels for Rentya, especially during the first months of traction. Through SEM, Rentya will raise awareness, bring relevant traffic to landing pages, and convert potential owners and renters. The main SEM channel for Rentya will be Google. However, we will also advertise on Bing, where keywords are generally cheaper. Rentya will set up the following campaigns:

**Brand Awareness Campaigns:** Includes all relevant brand keywords of Rentya, for example, *Rentya*, *Rentya Mietplattform*, *Rentya Code*, *Rentya Blog*, or *Rentya Gutschein*.

**Conversion Campaigns:** Each product category of the marketplace will have a unique conversion campaign. There are three main ad groups within each campaign: one generic, one focused on Berlin, and one focused on Munich. Based on our keyword research using Google Keyword Planner, we selected the most relevant keywords in terms of traffic and conversion and allocated them to our campaigns (see Appendix, Exhibit 8). A campaign set up for the category Tools can be found in Exhibit 13 of the Appendix. The entire conversion campaign setup, including all campaigns, ad groups, ad copies, and UTM parameters, can be found in the document *2021-22\_Spring\_43895\_Benjamin Bakali\_Part 2*. Furthermore, each ad group will have a dedicated landing page, fully optimized for conversion. An example of a landing page for the Tools campaign can be found in Exhibit 12 of the Appendix.

**Retargeting Campaigns:** We use different audiences like *all website visitors* or *product page visitors* for customized retargeting initiatives.

**Competitor Campaigns:** Campaigns targeting the brand keywords of the most relevant competitors will be launched to increase our market share further.

Rentya will continuously optimize all campaigns to achieve the lowest possible conversion cost. Based on our keyword and traffic research, we assume to reach an average cost per click (CPC) of 0,70€ and a conversion rate (CVR) of around 3%. During initial traction tests, we will continuously update these benchmarks. Within the first six months, Rentya plans to spend 16,000€ on SEM, generating traffic of around 22,857. With a conversion rate of 3%, 686 new customers are converted at a customer acquisition cost (CAC) of 23€ (see Exhibit 9 of the Appendix). We plan to scale the SEM budget with the necessary funding, making it one of the main customer acquisition channels within the first five years.

### **Content Marketing and Search Engine Optimization (SEO)**

Next to SEM, content marketing and SEO are key factors in the channel mix of Rentya as they are leading to organic growth and can be used to nurture and convert leads in the marketing funnel. Rentya's website incorporates the latest SEO strategies and trends to organically rank for the top search positions, which will increase brand awareness and organic leads. Our SEO strategy will focus on long-tail keywords as they have lower competition and higher conversion rates (Patel 2021). A major component of our SEO roadmap is content marketing, which includes our blog ([www.blog.rentya.de](http://www.blog.rentya.de)), case studies, review marketing, and social media:

**Blog:** We frequently publish articles about relevant industry updates in the sharing economy, case studies with our business partners, or the latest company news. However, we will also use it to answer frequently asked questions and point out the advantages of using Rentya. All articles will be fully optimized for the search engine and include relevant links between each other and our website.

**Case Studies:** Case studies will be particularly relevant for the B2C side of Rentya. The goal is to publish case studies with different partners from each product category to convince similar businesses to work with Rentya.

**Review Marketing:** Rentya will be present on all major review platforms (Trustpilot, Google Reviews, Yelp, G2, Capterra, and OMR Reviews). We will set up different review campaigns to generate new reviews on these platforms. For example, when either a renter or borrower leaves or receives a 5-Star review, we will automatically send him an email with the corresponding review campaign through our content management system (CMS).

**Social Media:** We will use our social media channels to address relevant topics in the sharing economy universe and stimulate engagement and actions through different challenges or lotteries. Furthermore, social media enables us to communicate directly and closely with our community, which is essential to building trust and loyalty. As of November 2021, our main channels have been LinkedIn with 120 followers and Instagram with 110 followers.

The main advantage of Content Marketing and SEO is that most of the content will be created by our team and is therefore completely free. Building up Content marketing and SEO is a long-term process. However, organic search drives qualified traffic with a high conversion intent (Sickler 2021). Therefore, we assume an organic CVR of 4%, slightly higher than our paid CVR. Within the first six months, we're planning to generate organic traffic of around 5000 users, from which 200 will convert as customers (See Appendix, Exhibit 12). However, as we are scaling our SEM channel, we will reach a point where network effects and word of mouth ultimately increase organic traffic. Therefore, we assume that our organic customers develop with the same growth rate as our paid traffic (20% in the first year and 30% onwards).

## **Social Media and Display Marketing**

Next to our SEM strategy, we will launch awareness, conversion, and retargeting campaigns on Facebook and Instagram. During the first six months, we expect to generate around 1600 customers through Facebook at a CAC of 21 and 138 Instagram customers at a CAC of 26€. A detailed six-months forecast of our social and display ads can be found in Exhibit 13 of the Appendix.

### **Billboards**

We will complement our awareness campaigns using billboards in key areas of Munich and Berlin, which will increase both the reach and effectiveness of the campaigns. In Berlin, we will advertise on billboards at Alexanderplatz, Friedrichstraße, and the Central Station, and in Munich, we use crowded hubs like Odeonsplatz, Karlsplatz, and the Central Station. Billboards can be a cost-effective marketing channel. For example, at the Berlin Alexanderplatz location, one billboard can generate around 120,000 views at the cost of 576€ (Plakat-verkauft.de 2021). A detailed plan for the first six months of this channel can be found in Exhibit 14 of the Appendix.

A five-year customer projection for all main marketing channels can be found in Exhibit 15 of the Appendix.

### **5.3. Launch of the Minimum Viable Product (MVP) and Go-To-Market (GTM) Strategy**

It is crucial to gain substantial traction early on to succeed and establish Rentya as the number one peer-to-peer rental marketplace in Germany. Therefore, we divided our focus into two main priorities: launching and developing our MVP and the go-to-market strategy, including different traction experiments.

### **MVP Launch and Development**

In June 2021, we started developing our MVP. After testing different SaaS marketplace platforms, we decided to build up our marketplace using Sharetribe. The main advantages of Sharetribe are that they include all relevant marketplace features (availability management, messaging & reviews, or Google Maps integration), safe online payment integrations (PayPal, Stripe & Credit Cards), and a simple and easy user interface that is customizable using a custom script. After defining and setting up the most important pages (landing pages, about us, how it works, privacy policy, and terms of use), we recruited the first users using our personal network. Within the first months, we have recruited 52 users who listed a total amount of 138 items. At first, we predefined an extensive list of categories to understand which items the users would submit. After seeing which items have been listed, we reduced the number of predefined categories to the four most relevant ones: *tools*, *event equipment*, *technology*, and *sports*, as it is much easier to increase supply in a few categories. However, we kept *other* as a fifth category for all items that don't match the four major categories.

### **GTM Strategy**

Our initial goal is to get enough traction to raise a pre-seed funding round or get accepted into an accelerator program. To achieve this goal, we divided our go-to-market strategy into three main steps:

**Increase Supply Side (B2C):** The first step is to increase our supply within the four categories through acquiring business partners and small shops who list their inventory on our platform. The main advantage of focusing on the B2C side first is that we can increase the number of listed items by a substantial amount with only a few acquired business partners and small shops. Our primary strategy for this channel will be cold calling small shops with a limited online presence and offering them different incentives (e.g., no subscription costs for the first 12 months) if they become one of our partners.

**Increase Supply Side (P2P):** As soon as the first businesses are acquired, we will continue to increase our supply-side from individuals. As they see that Rentya already has a substantial number of items

listed on the platform, it will be much easier for us to convince users to participate on our platform. We offer different initiatives to increase the likelihood of participating (e.g., upload three items and get a 10€ rental voucher) through targeted campaigns or pop-up banners on our website. An example of a pop-up banner can be found in Exhibit 16 of the Appendix.

**Increase Demand Side:** With enough supply generated, we can launch targeted push- and pull marketing initiatives to increase traffic and match the new supply with demand.

For our GTM strategy, we are applying the Bullseye Framework by Gabriel Weinberg and Justin Mares, which includes three main steps. The first one is brainstorming all possible traction channels for Rentya. The second step is to run cheap traction tests for these traction channels. In the last step, we analyze our traction experiments and scale the best-performing one extensively (Weinberg and Mares 2015).

### **Traction Experiments**

We have simultaneously started with the following three traction tests:

**Cold Calling Small Businesses and Shops:** We have created a list, which is continuously updated, of small shops from Berlin and Munich. We include shops that sell or rent items from one of our four main categories and have a limited online presence. For the calls, we are using a script, where we are communicating three main benefits of a partnership: First, Rentya is taking over the complete setup of the company account, including the listing of the items. Second, with access to our Rentya community, the shops will simultaneously increase their online presence, brand awareness and can use Rentya as an additional sales channel. Third, we are launching online marketing initiatives to connect the shops with customers from our community. After the first 20 calls, our central learning has been to include a security procedure to avoid embezzlement, which we have included in the form of an ID check in the

sign-up process. We will continue with this initiative until we have covered all relevant stores in the relevant geographic areas.

**Facebook Groups initiatives:** We created a list of all Facebook Groups in Munich and Berlin about tools, event equipment, technology, and sports (see Exhibit 17 of the Appendix). Additionally, we added university groups and groups about sharing economy. Our goal was to bring traffic to our landing pages and make people sign up on our platform. To achieve this goal, we created customized landing pages for the corresponding group category and posted either products from our platform or an initiative post, where people would receive a 10€ voucher if they signed up. After the first ten posts, our prior learning was that people would perceive our posts as an "ad" instead of relevant content. Some posts even got deleted by the group's admins, as they didn't allow advertisements. Afterward, we changed to posting more natively, but we did not receive any traffic, so we stopped the initiatives. However, we still see great potential with the Facebook Groups initiatives. With a higher customer base and more supply, we can increase the relevance of these initiatives and reevaluate the effectiveness of this channel.

**Content Marketing:** We launched a company blog at <https://www.blog.rentya.de/>, where we started to publish frequent blog articles. This initiative aims to increase brand awareness, our organic visibility and bring relevant traffic to our website. The first three blogs that we've shared on our LinkedIn company account received the following results: Blog 1: The potential of the sharing economy (19.10.2021): 468 organic impressions, seven reactions, 5,13% click-through rate, three shares, 24 clicks, and an engagement rate of 7,26%. Blog 2: How can we reduce our CO2 footprint (28.10.2021): 553 organic impressions, 12 reactions, 3,07% click-through rate, one share, 17 clicks, and an engagement rate of 5,42%. Blog 3: Why buy if you can rent? (05.11.2021): 344 organic impressions, 11 reactions, 3,49% click-through rate, 12 clicks, and an engagement rate of 6,69%.

As this initiative is part of our long-term SEO strategy, we will continue publishing blog articles on a regular basis.

**Future Initiatives:** Within the following weeks, we will perform more traction tests, covering the following channels: Search Engine Marketing, Social and Display Ads, and Targeting Blogs.

### **Traction Outlook**

Until the end of 2021, we expect to find our most promising traction channel, setting the base for the upcoming year. Crucial for this will be the ski- and winter holiday season, which we will incorporate thoroughly in our communication strategy. Higher traction will create synergies in our marketing initiatives, leading to network effects and a facilitated process of bringing new customers to the platform.

### **5.4. Tracking**

Tracking is a crucial part of all Marketing activities as it provides us with valuable data and insights which we use to make our decisions. The tracking tools used by Rentya can be found in Exhibit 18 of the Appendix.

### **5.5. Pricing**

For all rentals, we keep a commission of 20%. The commission is paid by the owner and is deducted automatically from the total rent. For our business partners, we will additionally charge a monthly subscription fee of 99,90€.

### **5.6. Marketing KPIs**

We are continuously monitoring our KPIs to evaluate the performance of our initiatives. Our key metrics are customer lifetime value, customer acquisition cost, retention rate, return frequency, average order value, and gross merchandise value.



## **D. The Founding of a Peer-to-Peer Rental Marketplace – Financials [Individual Part Andreas Scheffner]**

This section was submitted by Andreas Scheffner (46144).

## **E. The Founding of a Peer-to-Peer Rental Marketplace [Group Part 2]**

### **6. Rollout**

#### **6.1 Short-Term Goals (until June 2022)**

Since September 2021, we have been in the initial testing phase of both our platform and the business model. This initial testing phase will continue until January 2022 and has five main objectives.

The first objective is further to develop the platform in terms of security and usability. Since we currently work with the SaaS marketplace software Sharetribe, we only can add additional features by coding custom scripts. We already implemented additional features like the ID-Check as well as a category specifically for the B2C business, which we both got as feedback from our cold calling campaign. Until now, we have already tested the product within our network from which we drew initial feedback. In the next months, we want to test the platform usability by analyzing the user behavior using the tool Hotjar. Hotjar tracks the actions of each user by taking a video of their clicks on the website. Furthermore, we want to gain information from users about which features we need to add.

The second objective will be the proof of concept. This means we want to test the product in real life transactions to see how the market reacts to the Rentya business model. The main objective lies not only in the reaction of customers to our platform but especially in the functionality of all processes in the daily business. For instance, we want to test if the payment

processes as well as the Rentya Insurance work smoothly. Overall, we want to detect the most frequently occurring problems in daily business. In order to draw results from this analysis, we will implement traction KPIs that we will track weekly. Furthermore, we will perform another extended user survey comparable to the survey performed in May 2021 in order to check if our initial assumptions about the users are still valid.

The third and probably most challenging objective of the next six months is to gain initial traction. This is important for various topics like fundraising, the marketing strategy, and the proof of concept. Our approach is to test different marketing channels in order to see which works best for us. As described in the go-to-market strategy, the next six months are all about pushing the supply side. To achieve that, we will continue to cold call smaller shops in Berlin and Munich. Furthermore, we will continue to publish one blog post per week as part of our content marketing strategy. Another important campaign will be related to winter sports starting in November 2021.

The fourth objective has an operational scope. In order to kick start the business in 2022, we need a strong operational basis. Therefore, we scheduled a meeting with a notary in Munich for December 2021 to found the legal entity and sign the foundation documents. Furthermore, we will set up the legal and financial basis by creating company bank accounts as well as accounting processes until the end of 2021. The fifth objective is to strengthen our relationships with Business Angels and Venture Capital Funds until January 2021. We will achieve that by getting more feedback from experienced investors from our network. Simultaneously, we will apply for the accelerator program of Techstars as well as for founder's grants by the German government and the European Union. Beginning 2022, we want to approach different investors to raise seed funding. From then on, we will increase marketing activities to grow our business. These five objectives will lead to a projected number of customers of 3,900 in June 2022, from which 2,900 will be new customers, and 1,000 will be returning customers.

## **6.2 Medium-Term Goals (until December 2024)**

### **2nd 2022 – Launch and Adaption of Test Phase**

After achieving the first objectives in the testing phase, the responsible managers of the different teams will evaluate their current situation in order to see whether the initial plan is still on track or if the needs within the company have changed. According to that, the strategy and rollout will be adjusted. The scope of the next phase is to increase traction to build up a critical mass of users, which enables us to approach topics like insurance. As soon as this critical mass of users is reached, we will shift from Rentya Insurance to proper insurance by contacting insurance companies again. Further, we will use the money raised beginning 2022 to leverage our marketing campaigns. Due to the strong supply push in the 1st semester of 2022, we expect to reach a significant supply basis in the 2nd semester of 2022. According to our go-to-market strategy, we will strengthen our P2P market position by pushing the demand side while further extending our relationships with small business partners. When looking at the supply side, we want to shift our sales activities slowly from small shops to individuals who will distribute rentable items stronger in the cities we operate in. We expect the user base to grow up to 15,500 in December 2022. This growth allows us to increase our headcount to 15 by the end of 2022, generating more than 270,000 € in revenues.

### **1st 2023, 2nd 2023 – Organic Growth**

The year 2023 is all about scaling the P2P business and preparing the company to shift towards the B2C business. When talking about the B2C business, we mean partnering with large retail chains like hardware stores and sport equipment shops. To scale the P2P business, we want to use marketing channels like billboards and social media marketing in order to approach individuals. We gradually start building up the internal tech team by hiring a Front-end developer as well as one UX/UI Designer in the 1st and 2nd semesters of 2023. This measure

is taken according to our plan to launch our self-hosted and coded platform in 2024. We plan to reach a total user base of around 64,000 by the end of 2023.

### **1st 2024, 2nd 2024**

The year 2024 is all about two main objectives. Firstly, we want to enlarge the B2C business, which will enable higher traction in the long term. Secondly, we want to shift to our self-hosted and coded platform. We will enlarge the B2C business by hiring sales representatives whose salaries will be mainly incentive-based. The marketing campaigns and the gradual buildup of sales processes in the previous years will lead to high traction, allowing us to enter relationships with large business partners.

The self-hosted platform will be built and launched in 2024, which will give us more freedom in shaping the platform according to our personal wishes. Customer retention is another important topic to us that we want to tackle with our new platform. We want to increase customer retention by launching loyalty campaigns like renting vouchers or higher visibility for regular customers. All in all, we want to increase lock-in effects to keep customers as long as possible at Rentya. By the end of 2024, we plan to reach over 125,000 customers, enabling us to break even. Furthermore, we will have a headcount of 35.

### **6.4 Long-Term Goals (from 2025 onwards)**

From 2025 onwards, the focus of Rentya lays fully on the growth and scale of both the P2P and B2C businesses. Firstly, we want to extend the number of main categories actively shown on the platform. While further pushing our initial categories such as Technology Products and Tools, we will add categories like Camping Equipment, Furniture, Transport, Clothing, etc. To push the new categories, we will design and execute customized marketing campaigns for each of the categories. Before we launch these marketing campaigns, we will perform short

marketing experiments that will help us uncover the potential of each category to allocate the marketing budget effectively.

Secondly, we will fully reinvest the profits after we break even end of 2024. The reinvestment will mainly flow into platform development, sales, marketing, and customer service.

Thirdly, we will establish additional revenue streams to ensure constant and plannable revenues. Comparable to SEM, customers will have the opportunity to pay an additional fee in order to place their listings on the top of a specific category leading to higher visibility. Furthermore, we might adjust our business model by implementing a minimum transaction fee which is already successfully used by Fat Llama.

Fourthly, we want to continue establishing partnerships with large companies such as retail chains, which have the highest potential to increase traction in the long term. Additionally, this will lead in the long term to higher profitability due to larger transaction values coming from higher product values. Furthermore, these large, well-known companies will help us grow both trust and brand awareness in Germany and the surrounding markets.

Fifthly, we plan to launch an app that allows us to approach more customers, especially the younger generation. As we know from Sharely, an App will be highly adopted by the customers, which, in the best case, increases traction and transaction volume. Furthermore, an app will support our long-term vision of creating a renting ecosystem, allowing people to rent items at all times and on the run. An App will also increase the overall usability of the platform while building up additional trust and brand awareness.

Another long-term objective is to expand into Austria and Switzerland. However, considering the market development in the next years also other countries in Europe like Belgium and the Nordics have high potential considering the Ease of Doing Business Index (Worldbank, 2019) as well as the current and planned average Sharing Economy spending per user by country (PWC, 2017).

## **7. Lessons Learned**

### **7.1 Limitations**

Several limitations can be found when looking at the business model, the market, and our strategy. These limitations can be firstly classified into limitations we already faced in the past but which we could overcome. Secondly, in limitations which we are currently facing and which we are currently trying to solve. Thirdly, limitations we already see in the future which will eventually become an obstacle during our operation. We will begin by looking at the limitations we already overcame and the limitations we are currently working on.

At the beginning of the founding process, we already uncovered that the platform's safety was essential to both individual and business customers. The best solution to increase safety is to partner with a professional insurance company. However, after we pitched our business idea to the major insurance companies in central Europe, the insurance companies were unwilling to partner with us at the current stage of our business. We learned from the insurance firms that it was currently not profitable for them to work together with us. Even the insurance companies that are currently working together with competitors like Fat Llama, Sharely, and Shareonimo have rejected our request. AXA, the former insurance partner of Shareonimo, dissolved the partnership in the meantime due to a lack of profitability. Since we think that we can still partner with an insurance company as soon as we reach a particular transaction volume, we overcame this limitation by creating our own insurance. However, the Rentya insurance will only be active until a partnership with a professional insurance company is possible.

A second limitation that impacts our business significantly is the current SaaS software called sharetribe that we use to host and build our platform. Sharetribe has pre-defined features and designs that one can compile to create an own marketplace. However, this means that some

features, which are essential for a marketplace like Rentya, cannot be included in the platform. An example of that is safety features such as ID Checks or personal authentication, which are currently not part of the sharetribe feature offering. Another example of a missing feature is adaptive pricing. This means that customers cannot make use of decreasing prices depending on the length of the total rental period. Sharetribe gives the opportunity to code features yourself into the platform through custom scripts. However, only features that are supported by the sharetribe software can be coded with custom scripts. We overcame this limitation by hiring a freelancer who coded an ID-Check into our platform. Since this is not a perfect solution considering user experience and administration, we plan to shift to a wholly own coded platform in 2024.

A third limitation, which is currently affecting the progress of Rentya, is the marketing budget which particularly leads to our current limitation of generating traction. This current traction problem is nothing else than the famous 'the chicken or the egg' problem. We have to uncover how to push demand and supply simultaneously carefully. However, the biggest challenge is to find suitable marketing measures in order to generate enough traction. Both the Facebook group and cold calling campaigns did not lead to the desired traction. However, we still see high potential in both channels and will relaunch both campaigns in the following months. From the competitor analysis, we already know that most P2P rental platforms face the problem of traction generation in the first years of operation. There are various strategies that we will use to overcome this limitation. Firstly, we need to use our limited marketing budget as efficiently as possible. According to section C, we perform marketing experiments to uncover which channels work best for us. Additionally, we plan to raise money to overcome the marketing budget constraints.

While developing the business plan and the 5-year plan for Rentya, we uncovered several limitations which will challenge Rentya in the future. In order to prepare for these future challenges, we are already developing strategies to tackle these obstacles.

A future challenge Rentya is going to face is the saturation of the German market as well as limited possibilities of expanding into other countries. Even though Miet24 only has a small market presence, the total addressable market share (TAM) is limited. Due to our unique and modern business approach, we plan to gain valuable market share rapidly, but at some point, we will have to expand into other markets to grow our business further. However, when looking at section 5, one can see that many competitors are already operating in the central European markets. To overcome the limitation of the German market, we have to grow fast in order to save a substantial market share before other competitors enter the market. To overcome the limitation of a late expansion, we need to closely monitor the surrounding European markets considering launches of new platforms as well as the performance of already present companies. From time to time, we have to evaluate these markets to prepare for a potential expansion as early as possible. We know from the competitor analysis in section 5 that new P2P rental platforms take much time to build up their business. If we noticed the rise of a new P2P marketplace within a target market, we would have the strength in the future to react fast to build up our own platform more quickly.

Another limitation is the possibility of differentiation of the business model. The basic concept of the Rentya platform is quite simple since it tackles a major problem of resource allocation. The only possibility to differentiate the company from its competitors is to provide superior service. Rentya plans to overcome this limitation by building a modern-looking platform with all the essential features of a digital P2P rental platform. Furthermore, we plan to offer superior customer service as well as outstanding marketing campaigns.



## 7.2 Key Takeaways

Since the initial ideation phase of Rentya in May 2021, we faced several challenges, tackled them, and successfully solved them. From this experience, we can already draw some key takeaways. Firstly, both individuals and investors like the Rentya use case and the business model. From ongoing discussions with friends, family, colleagues, and strangers on LinkedIn, we got the feedback that the Rentya use case is very interesting. We were even asked more than once why there is currently no company like Rentya in the German market, reflecting our survey results in May 2021. However, also investors like the use case and the business case of Rentya. We know that through several contacts with VC funds and business angels with whom we already scheduled meetings with us to discuss further on Rentya. A second key takeaway is the fact that one can already build up a decent digital marketplace with a limited budget. We know that our current platform on sharetribe still lacks essential features that we will definitely need in the future. However, in terms of layout and external perception, the platform is sufficient. The third key takeaway is that proper organization and planning are essential. Especially if you have limited resources regarding money and time, it is crucial to plan. We all know that, for instance, budget planning is crucial. However, at least equally important is the efficient planning of time since, especially at the beginning of launching a start-up, many tasks rely on the termination of upstream tasks. As everybody can imagine, launching a start-up is heavily time-consuming. Therefore, a key takeaway is to find as many synergies as possible between the launch of your venture and projects around you. A fourth key takeaway is to find the right co-founders. It is no coincidence that VC funds have a strong focus on the founder's team when investing in a start-up. A team of founders cannot only combine different expertise and knowledge but also allow the distribution of tasks, making progress significantly easier. Trust and the right spirit within the founder's team is critical since you will work together with your co-founders all day long and discuss important questions regarding money and liability.

A fifth key takeaway is to get good mentors. The first time building up a start-up is challenging due to lacking knowledge ranging from creating the articles of association to approaching investors the right way. Therefore, people who have expertise in this field can be a great help. Especially the network of potential mentors is helpful when it comes to getting introductions to VC funds.

## **8. Conclusion**

During our discussions with industry specialists and former investors of Rentya's competitors, we often heard the same thing: 'The business model is difficult to start, but as soon as a certain threshold of traction is generated, it can be scaled easily. Also, we often heard that the business model has proven to be very hard in the last six years, which is exactly the time period in which most of our competitors were founded. However, these people also told us that they believe that the timing for the launch of Rentya is perfect at the moment considering the trends occurring in the sharing economy market, making owning no longer the preference. This, combined with the relatively low penetrated German market, gives us a unique opportunity to launch Rentya.

Considering this, our long-term vision is to shape the European Sharing Economy and promote sustainability. We will achieve that by becoming P2P market leader in the DACH region in the medium term while exploiting the enormous potential of the B2C market. We will work on two main objectives that will lead to this success. Firstly, pace in building up operations will ensure success before other competitors enter the market. Secondly, investing heavily in marketing initiatives enables us to build up brand awareness and convert new users to the platform.

We know that the goal of having over 370,000 customers on our platform by the end of 2026 is ambitious. But when looking at this report, one can clearly see the enormous potential of Rentya. In the end, it is all about execution, and together as a team, we are sure that we will succeed.

## F. Appendix

Exhibit 1: Homepage

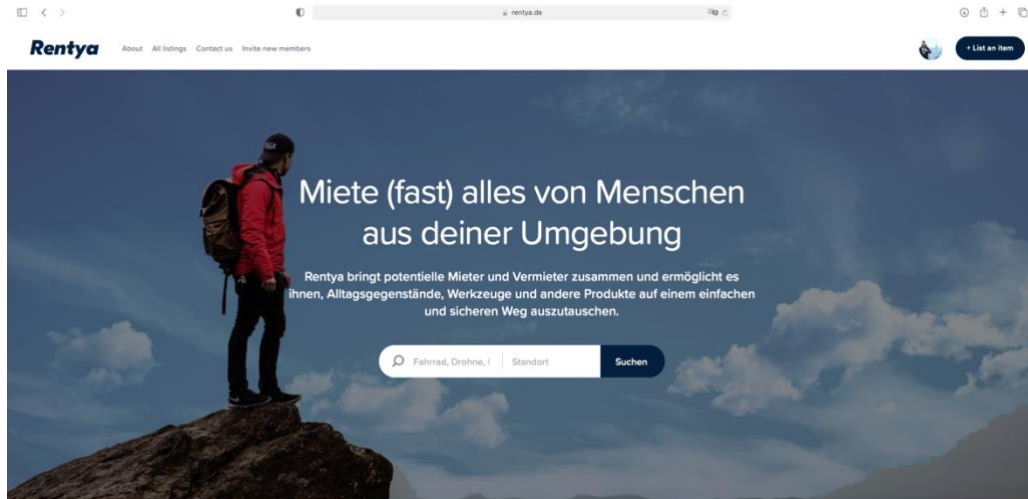


Exhibit 2: Item offer

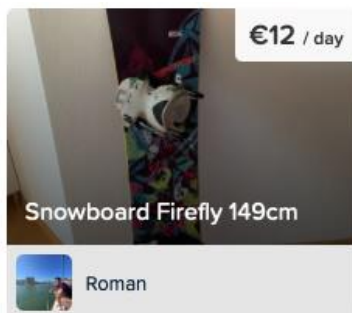


Exhibit 3: Most populated cities in Germany, Switzerland, and Austria

Germany		Switzerland		Austria	
City	Population	City	Population	City	Population
Berlin	3,426,354	Zurich	341,730	Vienna	1,691,468
Hamburg	1,739,117	Geneve	183,981	Graz	222,326
Munich	1,260,391	Basel	164,488	Linz	204,846
Cologne	963,395	Bern	121,631	Favoriten	201,882

Sources: ("Germany Population 2021" 2021), ("Austria Population 2021" 2021), ("Switzerland Population 2021" 2021)

*Exhibit 4: Google Analytics Insights – MVP Testing Phase and Launch*

<b>Returning users</b>	From the 1070 users, around 20% returned at least one more time to the website (See Appendix, Exhibit 4.1.).
<b>Language</b>	Around 50% of the users used German as their browser language, 40% used English, and 10% other languages (See Appendix, Exhibit 4.2.).
<b>Location</b>	Around 63% of the total traffic was generated in Germany. The most relevant cities have been Munich and Berlin, which made up around 43% of the traffic, followed by Frankfurt (5%) and Cologne (4,8%) (See Appendix, Exhibit 4.3. and 4.4.).
<b>Desktop vs. mobile</b>	Around 66% of the generated traffic used a mobile phone, and 34% used a desktop (See Appendix, Exhibit 4.5.).
<b>Mobile operating system</b>	79% of the mobile visitors used IOs as the operating system, and 21% used Android (See Appendix, Exhibit 4.6.).
<b>Operating System</b>	Around 64% of the desktop visitors used a Macintosh operating system, and about 36% used Windows (See Appendix, Exhibit 4.6.).

*Source: Google Analytics (data: 05.06.21 – 14.11.2021)*

*Exhibit 4.1: New vs. returning users*

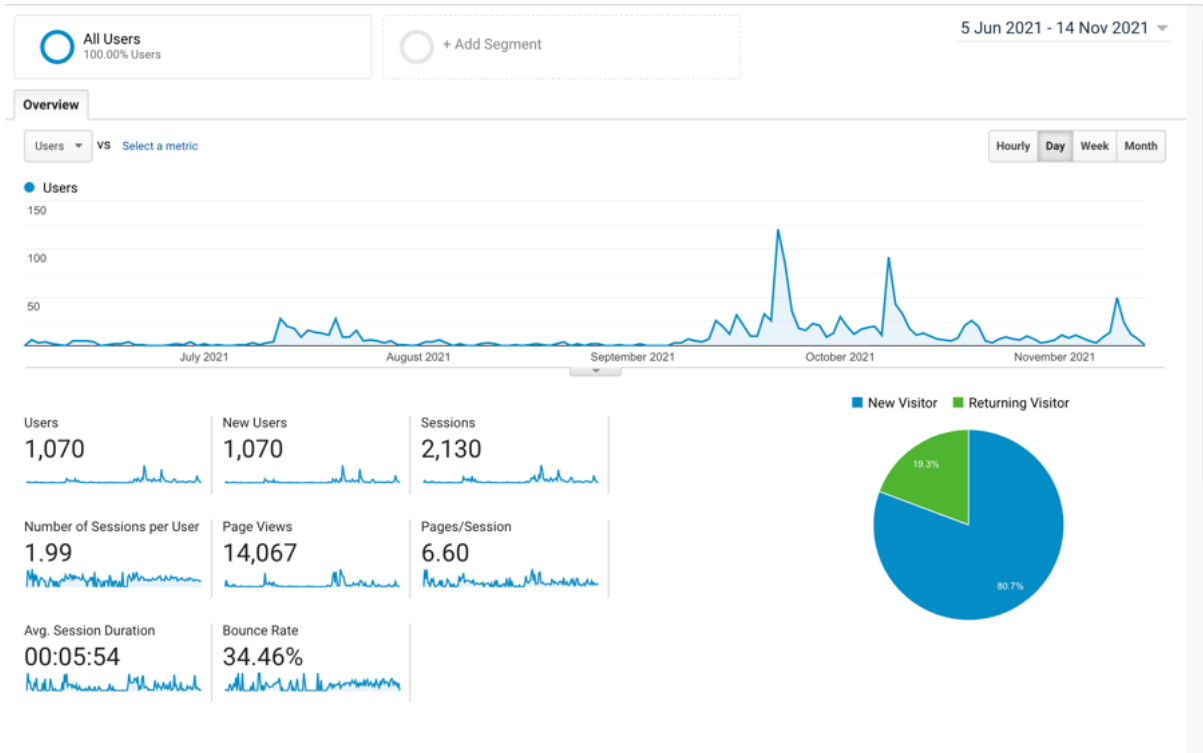


Exhibit 4.2: Language

Primary Dimension: Language

Plot Rows Secondary dimension Sort Type: Default

advanced

Language	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,070 % of Total: 100.00% (1,070)	1,071 % of Total: 100.09% (1,070)	2,130 % of Total: 100.00% (2,130)	34.46% Avg for View: 34.46% (0.00%)	6.60 Avg for View: 6.60 (0.00%)	00:05:54 Avg for View: 00:05:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	€0.00 % of Total: 0.00% (€0.00)
1. de-de	491 (45.67%)	489 (45.66%)	946 (44.41%)	36.79%	5.08	00:03:58	0.00%	0 (0.00%)	€0.00 (0.00%)
2. en-gb	318 (29.58%)	318 (29.69%)	816 (38.31%)	28.68%	9.42	00:09:05	0.00%	0 (0.00%)	€0.00 (0.00%)
3. en-us	125 (11.63%)	125 (11.67%)	198 (9.30%)	41.41%	4.63	00:05:14	0.00%	0 (0.00%)	€0.00 (0.00%)
4. de	60 (5.58%)	59 (5.51%)	76 (3.57%)	27.63%	5.13	00:03:16	0.00%	0 (0.00%)	€0.00 (0.00%)
5. es-es	10 (0.93%)	10 (0.93%)	11 (0.52%)	54.55%	2.18	00:02:20	0.00%	0 (0.00%)	€0.00 (0.00%)
6. en-de	7 (0.65%)	7 (0.65%)	7 (0.33%)	28.57%	3.86	00:00:40	0.00%	0 (0.00%)	€0.00 (0.00%)
7. ru-ru	7 (0.65%)	7 (0.65%)	9 (0.42%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
8. en-in	6 (0.56%)	6 (0.56%)	7 (0.33%)	57.14%	2.57	00:00:31	0.00%	0 (0.00%)	€0.00 (0.00%)
9. fr-fr	6 (0.56%)	5 (0.47%)	7 (0.33%)	42.86%	3.14	00:00:36	0.00%	0 (0.00%)	€0.00 (0.00%)
10. en	4 (0.37%)	4 (0.37%)	6 (0.28%)	16.67%	9.00	00:03:28	0.00%	0 (0.00%)	€0.00 (0.00%)

Show rows: 10 Go to: 1 1-10 of 38

This report was generated on 14/11/2021 at 13:06:30 - Refresh Report

Exhibit 4.3: Traffic by countries

Country	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,070 <small>% of Total: 100.00% (1,070)</small>	1,071 <small>% of Total: 100.09% (1,070)</small>	2,130 <small>% of Total: 100.00% (2,130)</small>	34.46% <small>Avg for View: 34.46% (0.00%)</small>	6.60 <small>Avg for View: 6.60 (0.00%)</small>	00:05:54 <small>Avg for View: 00:05:54 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. Germany	698 (62.77%)	678 (63.31%)	1,112 (52.21%)	34.62%	4.35	00:02:43	0.00%	0 (0.00%)	€0.00 (0.00%)
2. Portugal	194 (17.45%)	178 (16.62%)	722 (33.90%)	29.36%	11.12	00:11:33	0.00%	0 (0.00%)	€0.00 (0.00%)
3. United States	36 (3.24%)	35 (3.27%)	36 (1.69%)	75.00%	1.25	00:00:14	0.00%	0 (0.00%)	€0.00 (0.00%)
4. Spain	30 (2.70%)	30 (2.80%)	46 (2.16%)	36.96%	3.93	00:02:36	0.00%	0 (0.00%)	€0.00 (0.00%)
5. United Kingdom	28 (2.52%)	26 (2.43%)	70 (3.29%)	37.14%	7.04	00:12:29	0.00%	0 (0.00%)	€0.00 (0.00%)
6. Switzerland	19 (1.71%)	19 (1.77%)	24 (1.13%)	33.33%	5.29	00:02:48	0.00%	0 (0.00%)	€0.00 (0.00%)
7. Netherlands	17 (1.53%)	17 (1.59%)	19 (0.89%)	31.58%	3.47	00:01:05	0.00%	0 (0.00%)	€0.00 (0.00%)
8. Russia	10 (0.90%)	10 (0.93%)	12 (0.56%)	91.67%	1.08	00:01:30	0.00%	0 (0.00%)	€0.00 (0.00%)
9. France	9 (0.81%)	9 (0.84%)	12 (0.56%)	58.33%	1.58	00:00:08	0.00%	0 (0.00%)	€0.00 (0.00%)
10. Italy	9 (0.81%)	8 (0.75%)	9 (0.42%)	33.33%	4.22	00:01:50	0.00%	0 (0.00%)	€0.00 (0.00%)

Secondary dimension: [dropdown] Search: [input] advanced [grid] [refresh] [list] [filter] [table]

Show rows: 10 Go to: 1 1-10 of 41 [left] [right]

Exhibit 4.4: Traffic by cities (Germany)

City	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	698 <small>% of Total: 65.23% (1,070)</small>	678 <small>% of Total: 63.36% (1,070)</small>	1,112 <small>% of Total: 52.21% (2,130)</small>	34.62% <small>Avg for View: 34.46% (0.47%)</small>	4.35 <small>Avg for View: 6.60 (-34.16%)</small>	00:02:43 <small>Avg for View: 00:05:54 (-53.92%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. Munich	179 (22.72%)	164 (24.19%)	266 (23.92%)	30.08%	5.16	00:03:31	0.00%	0 (0.00%)	€0.00 (0.00%)
2. Berlin	158 (20.05%)	151 (22.27%)	224 (20.14%)	36.61%	4.26	00:02:43	0.00%	0 (0.00%)	€0.00 (0.00%)
3. Frankfurt	40 (5.08%)	36 (5.31%)	57 (5.13%)	17.54%	4.44	00:01:49	0.00%	0 (0.00%)	€0.00 (0.00%)
4. Cologne	38 (4.82%)	33 (4.87%)	45 (4.05%)	40.00%	3.09	00:01:57	0.00%	0 (0.00%)	€0.00 (0.00%)
5. Dortmund	27 (3.43%)	16 (2.36%)	40 (3.60%)	52.50%	2.65	00:02:32	0.00%	0 (0.00%)	€0.00 (0.00%)
6. Stuttgart	21 (2.66%)	13 (1.92%)	37 (3.33%)	48.65%	2.95	00:02:13	0.00%	0 (0.00%)	€0.00 (0.00%)
7. (not set)	14 (1.78%)	13 (1.92%)	19 (1.71%)	47.37%	2.26	00:00:26	0.00%	0 (0.00%)	€0.00 (0.00%)
8. Hamburg	13 (1.65%)	12 (1.77%)	14 (1.26%)	35.71%	3.57	00:01:15	0.00%	0 (0.00%)	€0.00 (0.00%)
9. Dusseldorf	13 (1.65%)	10 (1.47%)	19 (1.71%)	42.11%	3.16	00:01:26	0.00%	0 (0.00%)	€0.00 (0.00%)
10. Dillingen	13 (1.65%)	7 (1.03%)	16 (1.44%)	31.25%	2.69	00:00:47	0.00%	0 (0.00%)	€0.00 (0.00%)

Primary Dimension: Region City Other Secondary dimension: [dropdown] Search: [input] advanced [grid] [refresh] [list] [filter] [table]

Show rows: 10 Go to: 1 1-10 of 162 [left] [right]

Exhibit 4.5: Device Category

Primary Dimension: Device Category

Plot Rows: Secondary dimension Sort Type: Default

advanced

Device Category	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,070 % of Total: 100.00% (1,070)	1,071 % of Total: 100.09% (1,070)	2,130 % of Total: 100.00% (2,130)	34.46% Avg for View: 34.46% (0.00%)	6.60 Avg for View: 6.60 (0.00%)	00:05:54 Avg for View: 00:05:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	€0.00 % of Total: 0.00% (€0.00)
1. mobile	705 (65.89%)	706 (65.92%)	1,124 (52.77%)	38.70%	3.56	00:02:16	0.00%	0 (0.00%)	€0.00 (0.00%)
2. desktop	361 (33.74%)	361 (33.71%)	1,002 (47.04%)	29.64%	10.04	00:10:00	0.00%	0 (0.00%)	€0.00 (0.00%)
3. tablet	4 (0.37%)	4 (0.37%)	4 (0.19%)	50.00%	1.50	00:00:07	0.00%	0 (0.00%)	€0.00 (0.00%)

Show rows: 10 Go to: 1 1-3 of 3

This report was generated on 14/11/2021 at 13:24:16 - Refresh Report

Exhibit 4.6: Operating system

Operating System	Users	% Users
1. iOS	559	52.24%
2. Macintosh	221	20.65%
3. Android	150	14.02%
4. Windows	124	11.59%
5. (not set)	8	0.75%
6. Linux	8	0.75%

[view full report](#)

Exhibit 5: Survey Results

<b>Willingness to rent</b>	82% of the participants would be willing to rent a product for a short period (See Appendix, Exhibit 3.1.).
<b>Willingness to lend an item</b>	68% of the participants would be willing to offer a product for rent if it's fully insured, and they can determine the price (See Appendix, Exhibit 3.2.).
<b>Criteria to participate in a sharing economy</b>	The most important criteria are price, reliability, safety, insurance, ease of handling, fast availability, transparency, and good reviews (See Appendix, Exhibit 3.3.).

Exhibit 5.1: Willingness to rent



Assume: You're going on a 2 week holiday where you plan to do lots of outdoor sports like surfing, climbing or hiking. You want to capture the activities with some nice photos but you don't own a nice camera. If there's a convenient and cheap way of renting a camera / GoPro - would you rent it?

34 responses

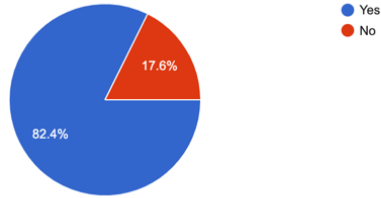


Exhibit 5.2: Willingness to offer a product for rent

Assume: You own a Camera / GoPro which you don't always need. If you have an offer to rent your camera for 1 or 2 weeks (fully secured by insurance) for a reasonable price that you can choose, would you do it?

34 responses

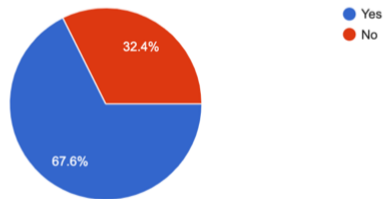


Exhibit 5.3: Most important renting criteria

What would be the most important criteria for you in order to rent something online?

31 responses



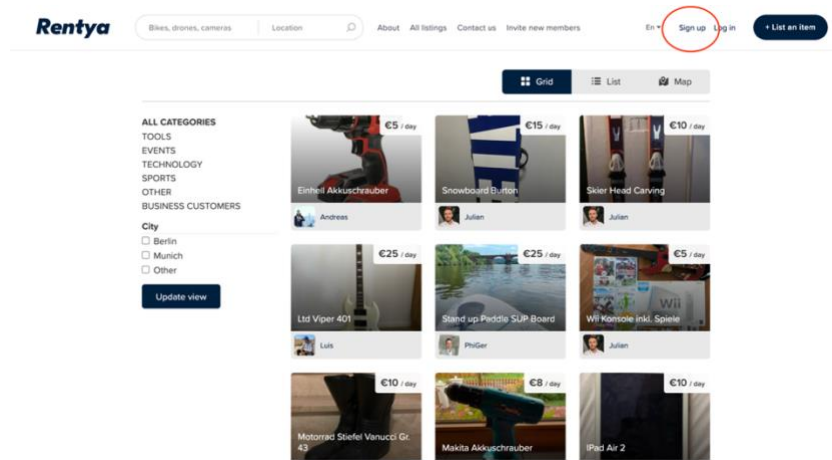
Exhibit 6: Customer Personas

Persona Type	Description
<b>Renter</b>	<p>Anna, between 29-34 years old, is a Marketing Manager and works in a Berlin-based tech start-up. Anna holds a bachelor's degree in international business and earns a yearly salary of around 55,000€. She's married but has no kids. Anna is passionate about sports and likes to spend money on outdoor activities in her free time. She usually goes on weekend trips with her husband or goes surfing or snowboarding during her vacations. Anna is a frequent user of sharing economy offers like Share-Now or Airbnb. She mainly uses these services because they are cheaper and easier to access than traditional offers. Anna usually uses her phone as a digital wallet. Additionally, she is concerned about the current environmental challenges and therefore wants to reduce her use of resources.</p>
<b>Owner</b>	<p>Max, between 34-39 years old, is a Graphic Designer from Munich. Max holds a master's degree in Visual Communication and earns a yearly salary of 60,000€. He is married and has two kids. His passion is photography, which he spends most of his time on. He owns several cameras and equipment and always wants to have the latest products for which he usually saves money. Max values all his possessions, as he associates them with the work that he created with them. Therefore, he does not want to sell his old cameras/equipment. Max is familiar with sharing economy offers and uses services like Uber frequently. He uses them because they are cheaper and more convenient for him. Max already thought about how he could make money with his cameras, but he has not found a way yet without selling them.</p>
<b>Business Partner</b>	<p>Nikolai, between 44-49 years old, is CEO of a company that either sells or rents technology products, event equipment, cameras, drones, tools, or sports equipment. His yearly salary is more than 100,000€, and his main passion is his company, in which he invests most of his time and money. His company has a solid customer base which generates a steady stream of income. However, the company is currently struggling to find new growth opportunities, as their digital presence is not developed, while the company has no digital expertise. Nikolai mainly cares about the return on investment and is willing to experiment with new channels to find new growth opportunities. He knows about sharing economy and is frequently participating.</p>

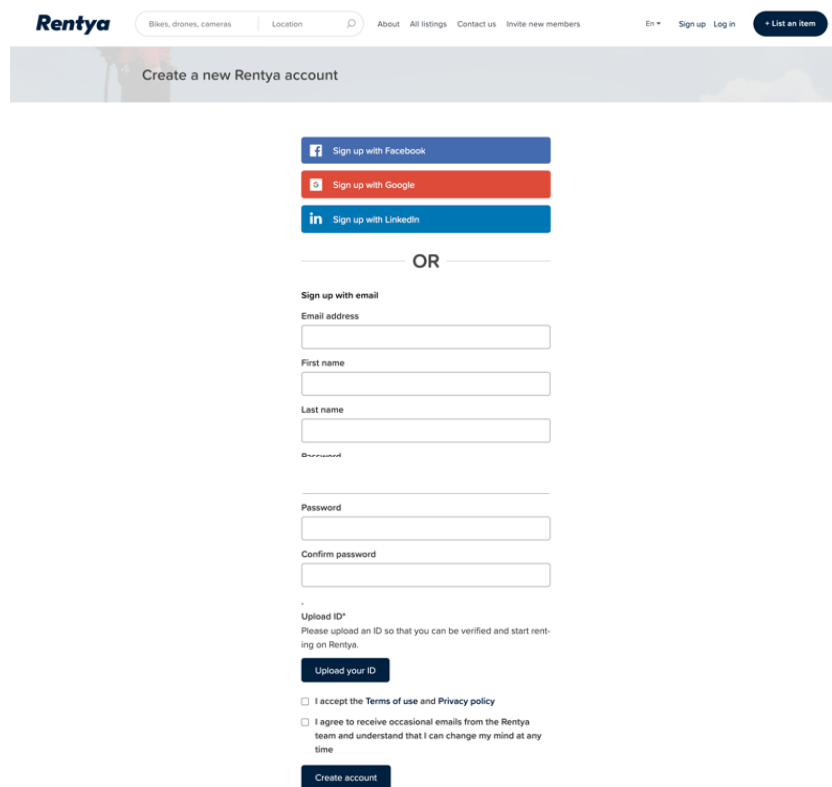
Exhibit 7

## Exhibit 7.1: Registration Journey

### Step 1: Click on Sign-up

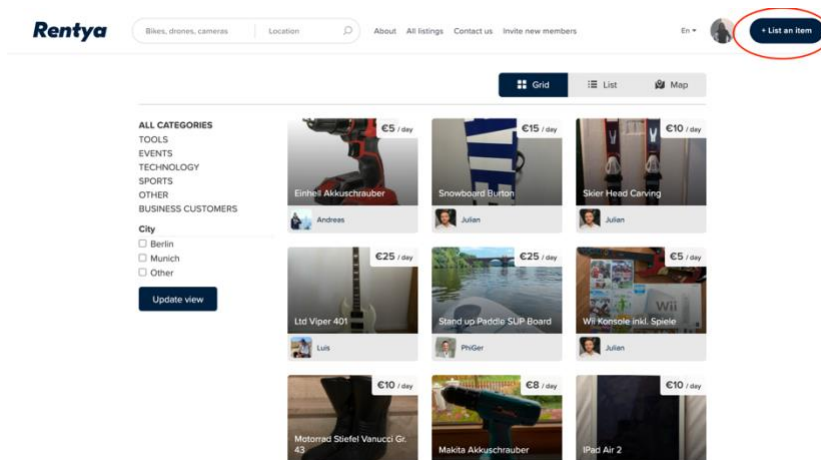


### Step 2: Complete Sign-up process

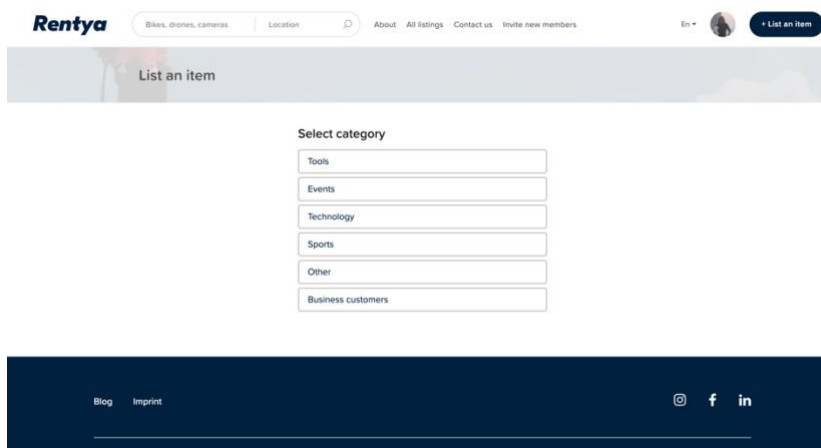


## Exhibit 7.2: Owner Journey – Listing an Item

### Step 1: Click list an item



### Step 2: Select category



### Step 3: Complete listing process

**Rentya** Bikes, drones, cameras Location About All listings Contact us Invite new members En [List an item](#)

List an item

Category: Sports

Listing title\*

Price  
0 € per day  
Once someone makes an order, you'll receive this amount minus Rentya fee and a payment processing fee

Detailed description  
You can format your description using Markdown. If your description contains YouTube links, the videos will be shown below the description.

City\*  
Select one...

Item value\*

Item value\*

Minimum rental days\*

Location\*  
The exact location will not be shown to other users.  
schieker straÙe 35 Berlin

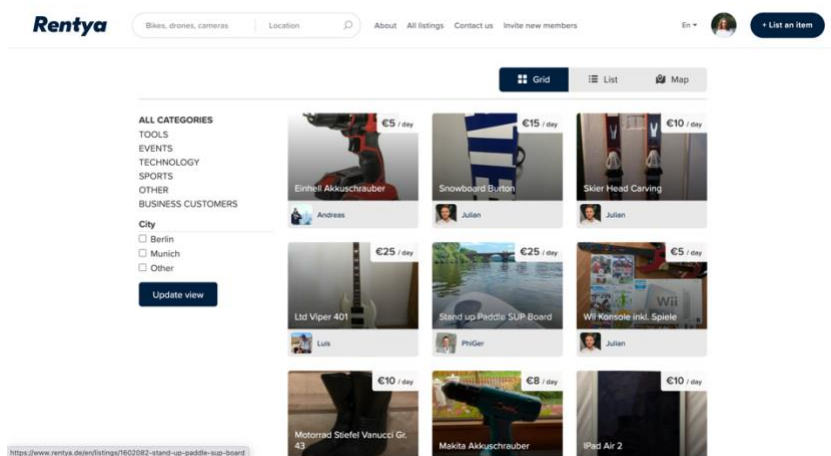
Image  
For best results, use JPG, GIF or PNG images that are 660x442 pixels

Select file Select file + Add more

[Post listing](#)

Exhibit 7.3: The Renter Journey – Renting an item


Step 1: Choose a product



Step 2: Select a renting period and click on rent

**Rentya** Bikes, drones, cameras Location About All listings Contact us Invite new members En [+ List an item](#)

Ltd Viper 401



€25 per day

From 10/26/2021 To 10/28/2021


**Rent**

VISA Powered by PayPal

**Luis**

★ 100% positive (1/1) Feedback

City: Munich  
Item value: 300.0



### Step 3: View summary and proceed to payment

**Rentya** Bikes, drones, cameras Location About All listings Contact us Invite new members En [+ List an item](#)

Rent Ltd Viper 401

**Details**

Ltd Viper 401 by Luis

Price per day:	€25
Booked days:	Tue, Oct 26, 2021 - Thu, Oct 28, 2021 (3 days)
Subtotal:	€75
<b>Total:</b>	<b>€75</b>

Optional message to Luis

**Proceed to payment**

You will be charged only if Luis accepts the transaction. Luis needs to accept the transaction within 3 days. If Luis declines or does not respond, no charge is made.

*Exhibit 8: Keyword Research*

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword	Campaign: tools	Campaign: events	Campaign: technology	Campaign: Sports	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	
2	gartengeräte mieten	x				EUR	5000	Medium	80	0,2	0,71	
3	geräte mieten	x				EUR	5000	Medium	96	0,3	7,13	
4	gartengeräte mieten	x				EUR	5000	High	88	0,16	0,52	
5	rasenwalze mieten	x				EUR	5000	High	100	0,2	0,39	
6	vertikulerer mieten	x				EUR	5000	High	100	0,21	0,49	
7	mauerriffse mieten	x				EUR	5000	High	100	0,2	0,47	
8	hombach geräte mieten	x				EUR	5000	Low	11	0,29	1,01	
9	kambcher mieten	x				EUR	5000	High	100	0,29	1,02	
10	fleischschneider mieten	x				EUR	5000	High	100	0,19	0,42	
11	werkzeug verleih	x				EUR	5000	Low	15	0,23	1,32	
12	gartengeräte mieten	x				EUR	5000	High	98	0,16	0,52	
13	bauzun mieten	x				EUR	5000	High	100	0,87	1,13	
14	veranstaltungs technik mieten		x			EUR	5000	Low	17	1,2	6,34	
15	veranstaltungs technik verleih		x			EUR	5000	Low	6	1,21	5,12	
16	showtechnik verleih		x			EUR	5000	Low	0			
17	ipad mieten			x		EUR	5000	High	100	1,71	7,04	
18	macbook mieten			x		EUR	5000	High	100	1,85	11,17	
19	kamera mieten			x		EUR	5000	Medium	60	0,28	52,94	
20	objektiv mieten			x		EUR	5000	Medium	54	0,33	17,56	
21	kamerverleih			x		EUR	5000	Medium	34	0,31	11,43	
22	mac book mieten			x		EUR	5000	High	100	1,65	11,17	
23	sup verleih				x	EUR	5000	Low	21	0,36	1,11	
24	ski verleih				x	EUR	5000	Low	8	0,43	1,27	
25	werkzeuge mieten	x				EUR	500	Medium	35	0,25	1,04	
26	bohrmaschine mieten	x				EUR	500	High	86	0,38	1,02	
27	bohrhammer mieten	x				EUR	500	High	100	0,22	0,72	
28	ketten säge mieten	x				EUR	500	High	100	0,21	0,53	
29	heckschere mieten	x				EUR	500	High	100	0,23	0,85	
30	vertikulerer ausleihen	x				EUR	500	High	100	0,2	0,65	
31	biergarnitur mieten		x			EUR	500	High	100	0,29	1,31	
32	stiefel mieten		x			EUR	500	High	100	0,37	1,28	
33	veranstaltungs technik ausleihen		x			EUR	500	Low	1	1,1	5,31	
34	bühnentechnik leihen		x			EUR	500	Low	7	0,81	2,53	
35	verleih eventtechnik		x			EUR	500	Low	2			
36	eventtechnik ausleihen		x			EUR	500	Low	0			
37	veranstaltungs technik leihen		x			EUR	500	Low	2	1,21	6,56	
38	lontechnik leihen		x			EUR	500	High	7	1,87	3,39	
39	eventtechnik mieten		x			EUR	500	Low	6	1,17	2,55	
40	eventtechnik verleih		x			EUR	500	Low	5	1,2	5,1	
41	testtechnik ausleihen		x			EUR	500	Low	5	0,95	2,62	

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword	Campaign: tools	Campaign: events	Campaign: technology	Campaign: Sports	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	
41	lontechnik ausleihen		x			EUR	500	Low	5	0,95	2,62	
42	bühnentechnik mieten		x			EUR	500	Low	16	1,01	3,65	
43	bühnentechnik ausleihen		x			EUR	500	Low	0			
44	veranstaltungs technik vermietung		x			EUR	500	Low	2	1,37	5,02	
45	verleih veranstaltungs technik		x			EUR	500	Low	2	1,03	5,11	
46	ps4 mieten			x		EUR	500	High	99	0,64	122,01	
47	glams mieten			x		EUR	500	High	77	0,33	8,75	
48	gopro mieten			x		EUR	500	High	82	0,32	27,63	
49	lautsprecher mieten			x		EUR	500	Medium	61	0,7	9,39	
50	tablet mieten			x		EUR	500	High	90	1,1	5,03	
51	lautsprecher ausleihen			x		EUR	500	Medium	40	0,66	4,56	
52	boxen mieten			x		EUR	500	Medium	64	0,64	5,15	
53	boxen verleih			x		EUR	500	Low	18	0,67	1,85	
54	kamera leihen			x		EUR	500	Medium	64	0,3	44,68	
55	objektiv verleih			x		EUR	500	Medium	37	0,45	10,15	
56	lautsprecher leihen			x		EUR	500	Medium	51	0,7	8,18	
57	kamera ausleihen			x		EUR	500	Medium	54	0,26	33,93	
58	objektiv leihen			x		EUR	500	Medium	47	0,26	14,51	
59	ps4 leihen			x		EUR	500	High	87	0,26	128	
60	ski mieten				x	EUR	500	Low	11	0,27	1,27	
61	stand up paddle mieten				x	EUR	500	High	97	0,34	1,22	
62	sup mieten				x	EUR	500	Medium	61	0,31	1,03	
63	langlaufski mieten				x	EUR	500	Low	7			
64	langlaufski ausleihen				x	EUR	500	Medium	33			
65	stand up paddle verleih				x	EUR	500	Medium	41	0,34	1,09	
66	tournerai ausleihen				x	EUR	500	Medium	41			
67	stand up paddle ausleihen				x	EUR	500	High	77	0,29	0,84	
68	ski ausleihen				x	EUR	500	Low	18	0,24	1,09	
69	sup ausleihen				x	EUR	500	High	97	0,27	0,86	
70	sup verleih in der nähe				x	EUR	500	Medium	98	0,38	1,02	
71	tournerai verleih				x	EUR	500	Low	14			
72	langlaufski leihen				x	EUR	500	Low	21			
73	sup leihen				x	EUR	500	High	87	0,29	1,02	

(Source: Google Keyword Planner)

Exhibit 9: Tools conversion campaign setup

Campaign	Campaign Type	Bidding Strategy	Ad group	Keywords	Keyword type
<b>Tools Conversion</b>	Search	Maximise Conversions	<b>Tools General</b>	gartengeräte mieten	Exact match & Phrase match
				geräte mieten	Exact match & Phrase match
				gartenfräse mieten	Exact match & Phrase match
				rasenwalze mieten	Exact match & Phrase match
				vertikutierer mieten	Exact match & Phrase match
				mauernutfräse mieten	Exact match & Phrase match
				hornbach geräte mieten	Exact match & Phrase match
				kernbohrer mieten	Exact match & Phrase match
				fliesenschneider mieten	Exact match & Phrase match
				werkzeug verleih	Exact match & Phrase match
				gartenfräsen mieten	Exact match & Phrase match
				werkzeuge mieten	Exact match & Phrase match
				bohrmaschine mieten	Exact match & Phrase match
				bohrhammer mieten	Exact match & Phrase match
				kettensäge mieten	Exact match & Phrase match
				heckenschere mieten	Exact match & Phrase match
				vertikutierer ausleihen	Exact match & Phrase match
			<b>Tools Berlin</b>	gartengeräte mieten Berlin	Exact match & Phrase match
				geräte mieten Berlin	Exact match & Phrase match
				gartenfräse mieten Berlin	Exact match & Phrase match
				rasenwalze mieten Berlin	Exact match & Phrase match
				vertikutierer mieten Berlin	Exact match & Phrase match
				mauernutfräse mieten Berlin	Exact match & Phrase match
				hornbach geräte mieten Berlin	Exact match & Phrase match
				kernbohrer mieten Berlin	Exact match & Phrase match
				fliesenschneider mieten Berlin	Exact match & Phrase match
				werkzeug verleih Berlin	Exact match & Phrase match
				gartenfräsen mieten Berlin	Exact match & Phrase match
				werkzeuge mieten Berlin	Exact match & Phrase match
				bohrmaschine mieten Berlin	Exact match & Phrase match
				bohrhammer mieten Berlin	Exact match & Phrase match
				kettensäge mieten Berlin	Exact match & Phrase match
				heckenschere mieten Berlin	Exact match & Phrase match
				vertikutierer ausleihen Berlin	Exact match & Phrase match
			<b>Tools München</b>	gartengeräte mieten München	Exact match & Phrase match
				geräte mieten München	Exact match & Phrase match
				gartenfräse mieten München	Exact match & Phrase match
				rasenwalze mieten München	Exact match & Phrase match
				vertikutierer mieten München	Exact match & Phrase match
				mauernutfräse mieten München	Exact match & Phrase match
				hornbach geräte mieten München	Exact match & Phrase match
				kernbohrer mieten München	Exact match & Phrase match
				fliesenschneider mieten München	Exact match & Phrase match
				werkzeug verleih München	Exact match & Phrase match
				gartenfräsen mieten München	Exact match & Phrase match
				werkzeuge mieten München	Exact match & Phrase match
				bohrmaschine mieten München	Exact match & Phrase match
				bohrhammer mieten München	Exact match & Phrase match
				kettensäge mieten München	Exact match & Phrase match
				heckenschere mieten München	Exact match & Phrase match
				vertikutierer ausleihen München	Exact match & Phrase match

Exhibit 10: Tools landing page



Rentya

[Alle Angebote](#) [Über uns](#) [Kostenlos registrieren](#)

## Miete Werkzeuge von Menschen aus deiner Umgebung

Rentya verbindet potentielle Mieter und Vermieter und ermöglicht es ihnen, einfach und sicher Werkzeuge und andere Produkte zu mieten und zu vermieten.

[Alle Werkzeuge entdecken](#)

[Werkzeuge anbieten](#)



## Werde Vermieter auf Rentya



Rentya ist gratis

Füge deine Werkzeuge kostenlos hinzu und vermiete sie an andere Mitglieder der Rentya-Community.



Verdiene Geld mit deinen Werkzeugen

Du hast Werkzeuge zu Hause rumliegen? Verdiene dir mit ungenutzten Produkten ganz einfach Geld dazu und vermiete sie an Menschen aus deiner Umgebung.



Voller Versicherungsschutz

Über Rentya vermietete Gegenstände sind automatisch versichert - so kann ganz bequem und ohne Sorgen gemietet und vermietet werden.

[Jetzt kostenlos anmelden](#)

## Werde Mieter auf Rentya



Erhalte Zugang zu fast allen Werkzeugen

Unbegrenzter Zugang zu fast allen Produkten direkt in deiner Nachbarschaft. Miete ganz einfach die Werkzeuge die du benötigst für einen Bruchteil der Kosten.



Spare Geld

Kaufe weniger. Miete stattdessen ganz flexibel für einen Bruchteil der Kosten.



Hilf dem Planeten

Lebe leichter und konsumiere effizienter. Nutze Produkte nachhaltig und reduziere so dabei deinen CO2-Fußabdruck.

[Mehr Erfahren](#)

## Top Angebote



[Alle Werkzeuge entdecken](#)

## Miete Werkzeuge direkt in deiner Umgebung



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Remarks	Dates	01/2022	03/2022	02/2022	04/2022	05/2022	06/2022	Total 6 months
<b>1. SEA</b>								
	Budget	1.000 €	1.000 €	2.000 €	2.000 €	5.000 €	5.000 €	16.000 €
	Paid traffic (clicks)	1.429	1.429	2.857	2.857	7.143	7.143	22.857
1)	CPC	0,70	0,70	0,70	0,70	0,70	0,70	0,70
2)	Paid CVR	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%
	<b>SEA customers</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>86</b>	<b>214</b>	<b>214</b>	<b>686</b>
	<b>SEA CAC</b>	<b>23 €</b>	<b>23 €</b>	<b>23 €</b>	<b>23 €</b>	<b>23 €</b>	<b>23 €</b>	<b>23 €</b>

Exhibit 12: SEO

<b>2. SEO</b>								
	Organic traffic	500	500	800	800	1200	1200	5000
4)	Organic CVR	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%
	<b>Organic Customers</b>	<b>20</b>	<b>20</b>	<b>32</b>	<b>32</b>	<b>48</b>	<b>48</b>	<b>200</b>

Exhibit 13: Social and Display-Ads

<b>4. Social Media</b>								
<b>4.1 Instagram</b>								
	Follower accumulated	100	200	300	500	700	1000	1000
	new follower generated		100	100	200	200	300	900
9)	CVR (posts)	1,85%	1,85%	1,85%	1,85%	1,85%	1,85%	1,85%
	Instagram organic customers	2	2	6	4	4	6	22
	budget instagram paid	500 €	500 €	500 €	500 €	500 €	500 €	3.000 €
	Paid traffic (clicks)	625	625	625	625	625	625	3.750
10)	CPC	0,8 €	0,8 €	0,8 €	0,8 €	0,8 €	0,8 €	1 €
11)	CVR	3,10%	3,10%	3,10%	3,10%	3,10%	3,10%	3,10%
	instagram paid customers	19	19	19	19	19	19	116
	<b>Instagram customers combined</b>	<b>21</b>	<b>21</b>	<b>25</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>138</b>
	<b>Instagram CAC (paid)</b>	<b>26 €</b>	<b>26 €</b>	<b>26 €</b>	<b>26 €</b>	<b>26 €</b>	<b>26 €</b>	<b>26 €</b>
<b>4.2 Facebook</b>								
	Follower accumulated	0	50	200	300	400	500	500
	new follower generated		50	150	100	100	100	500
12)	CVR (posts)	1,08%	1,08%	1,08%	1,08%	1,08%	1,08%	1,08%
	new customers organic	0	1	2	1	1	1	5
	budget initiatives	500 €	500 €	1.000 €	2.000 €	2.000 €	5.000 €	11.000 €
	average number of members approached in gr	4.255	4.255	8.511	17.021	17.021	42.553	93.617
13)	CVR group posts	1,18%	1,18%	1,18%	1,18%	1,18%	1,18%	1,18%
	new customers facebook group initiatives	50	50	100	200	200	500	1.100
	Budget facebook paid ads	500 €	500 €	1.000 €	2.000 €	2.000 €	5.000 €	11.000 €
	Paid clicks	500	500	1.000	2.000	2.000	5.000	11.000
14)	CPC	1 €	1 €	1 €	1 €	1 €	1 €	1 €
15)	CVR	4,70%	4,70%	4,70%	4,70%	4,70%	4,70%	4,70%
	facebook paid customers	24	24	47	94	94	235	517
	<b>Facebook customers</b>	<b>74</b>	<b>74</b>	<b>149</b>	<b>295</b>	<b>295</b>	<b>736</b>	<b>1.622</b>
	<b>Facebook CAC (paid)</b>	<b>21 €</b>	<b>21 €</b>	<b>21 €</b>	<b>21 €</b>	<b>21 €</b>	<b>21 €</b>	<b>21 €</b>
<b>4.3 LinkedIn</b>								
	Follower accumulated	150	200	300	400	500	600	600
	new follower generated		50	100	100	100	100	450
17)	CVR (posts)	0,80%	0,80%	0,80%	0,80%	0,80%	0,80%	0,80%
	new customers organic	1	2	2	3	4	5	17
	<b>LinkedIn customers</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>17</b>
	<b>New Social Media customers per month</b>	<b>96</b>	<b>97</b>	<b>176</b>	<b>321</b>	<b>322</b>	<b>766</b>	<b>1.778</b>
<i>check</i>								
	<i>total new customers</i>	158,78 €	318,42 €	452,35 €	756,46 €	901,83 €	1.345,48 €	3.933,32 €

Exhibit 14: Billboards

3. Billboards							
23)	<b>Berlin</b>						
	Subway Alexanderplatz views	360.000	360.000	360.000	360.000	360.000	2.160.000
	Subway Alexanderplatz cost	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	9.000 €
	Subway Alexanderplatz CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
	Subway Friedrichstraße views	240.000	240.000	240.000	240.000	240.000	1.440.000
	Subway Friedrichstraße costs	1.800 €	1.800 €	1.800 €	1.800 €	1.800 €	10.800 €
	Subway Friedrichstraße CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
	Berlin Central Station views	210.000	210.000	210.000	210.000	210.000	1.260.000
	Berlin Central Station costs	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	9.000 €
	Berlin Central Station CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
	<b>Munich</b>						
20)	Subway Odeonsplatz views	200.000	200.000	200.000	200.000	200.000	1.200.000
	Subway Odeonsplatz cost	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	7.200 €
	Subway Odeonsplatz CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
	Digital Billboard MUC downtown views	300.000	300.000	300.000	300.000	300.000	1.800.000
29)	Digital Billboard MUC downtown cost (per elec	4.050 €	4.050 €	4.050 €	4.050 €	4.050 €	24.300 €
5)	Digital Billboard MUC downtown CVR	0,18%	0,18%	0,18%	0,18%	0,18%	0,18%
20)	Subway Central Station views	400.000	400.000	400.000	400.000	400.000	2.400.000
	Subway Central Station cost	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	7.200 €
	Subway Central Station CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
20)	Karlsplatz views	150.000	150.000	150.000	150.000	150.000	900.000
	Karlsplatz cost	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	6.000 €
	Karlsplatz CVR	0,09%	0,09%	0,09%	0,09%	0,09%	0,09%
	<b>Potential Billboard customers</b>	<b>1.944</b>	<b>1.944</b>	<b>1.944</b>	<b>1.944</b>	<b>1.944</b>	<b>11.664</b>
	<b>Potential Billboard costs</b>	<b>12.250 €</b>	<b>12.250 €</b>	<b>12.250 €</b>	<b>12.250 €</b>	<b>12.250 €</b>	<b>73.500 €</b>
7)	Billboard costs to be spent	0 €	1.000 €	1.000 €	2.000 €	2.000 €	8.000 €
	<b>Billboard CAC</b>	<b>6,30 €</b>	<b>6,30 €</b>	<b>6,30 €</b>	<b>6,30 €</b>	<b>6,30 €</b>	<b>6,30 €</b>
	<b>Billboard customers</b>	<b>0</b>	<b>159</b>	<b>159</b>	<b>317</b>	<b>317</b>	<b>1270</b>

Exhibit 15: Five-year marketing channel projection

Remarks	Dates	01/2022	07/2022	01/2023	07/2023	01/2024	07/2024	01/2025	07/2025	01/2026	07/2026
	SEA budget	16.000 €	31.104 €	62.208 €	103.680 €	155.520 €	259.200 €	259.200 €	518.400 €	518.400 €	777.600 €
	SEA customers	686	1.333	2.666	4.443	6.665	11.109	11.109	22.217	22.217	33.326
	SEA CAC	23 €	23 €	23 €	23 €	23 €	23 €	23 €	23 €	23 €	23 €
16)	SEO customers	200	267	800	1.333	2.000	3.333	3.333	6.665	6.665	9.998
	Billboard budget	8.000 €	51.840 €	77.760 €	103.680 €	103.680 €	207.360 €	207.360 €	518.400 €	590.000 €	730.000 €
	<b>Billboard customers</b>	<b>1.270</b>	<b>8.227</b>	<b>12.340</b>	<b>16.453</b>	<b>16.453</b>	<b>32.907</b>	<b>32.907</b>	<b>82.267</b>	<b>93.629</b>	<b>115.847</b>
	Billboard CAC	6 €	6 €	6 €	6 €	6 €	6 €	6 €	6 €	6 €	6 €
	Instagram organic traffic	22	40	161	804	804	1.205	1.607	2.411	4.018	4.650
	Instagram ads budget	3.000 €	5.184 €	10.368 €	51.840 €	51.840 €	77.760 €	103.680 €	155.520 €	259.200 €	300.000 €
	Instagram ads customers	116	201	402	2.009	2.009	3.013	4.018	6.026	10.044	11.625
	Instagram ads CAC	26 €	26 €	26 €	26 €	26 €	26 €	26 €	26 €	26 €	26 €
	Facebook customers organic	5	292	975	1.462	2.924	4.873	4.873	7.309	9.814	13.160
	Initiatives budget	11.000 €	3.629 €	3.629 €	3.629 €	3.629 €	3.629 €	3.629 €	3.629 €	3.629 €	3.629 €
	Initiatives customers	1.100	363	363	363	363	363	363	363	363	363
	Initiatives CAC	10 €	10 €	10 €	10 €	10 €	10 €	10 €	10 €	10 €	10 €
	Facebook ads budget	11.000 €	31.104 €	51.840 €	77.760 €	155.520 €	259.200 €	259.200 €	388.800 €	522.000 €	700.000 €
	Facebook ads customers	517	1.462	2.436	3.655	7.309	12.182	12.182	18.274	24.534	32.900
	Facebook ads CAC	21 €	21 €	21 €	21 €	21 €	21 €	21 €	21 €	21 €	21 €
	LinkedIn organic customers	17	17	75	151	241	334	535	738	1269	2140
	<b>Total costs</b>	<b>49.000 €</b>	<b>122.861 €</b>	<b>205.805 €</b>	<b>340.589 €</b>	<b>470.189 €</b>	<b>807.149 €</b>	<b>833.069 €</b>	<b>1.584.749 €</b>	<b>1.893.229 €</b>	<b>2.511.229 €</b>
	<b>Total customers</b>	<b>3.933</b>	<b>12.202</b>	<b>20.218</b>	<b>30.673</b>	<b>38.768</b>	<b>69.318</b>	<b>70.926</b>	<b>146.270</b>	<b>172.553</b>	<b>224.008</b>
	CAC	12 €	10 €	10 €	11 €	12 €	12 €	12 €	11 €	11 €	11 €
18)	CAC adjusted	12 €	10 €	10 €	11 €	11 €	10 €	10 €	9 €	9 €	9 €
	<b>Total costs incl. Improvement</b>	<b>49.000 €</b>	<b>122.861 €</b>	<b>195.515 €</b>	<b>323.559 €</b>	<b>423.170 €</b>	<b>726.434 €</b>	<b>708.108 €</b>	<b>1.347.036 €</b>	<b>1.514.583 €</b>	<b>2.008.983 €</b>

Exhibit 16: Pop-up banner



Exhibit 17: Facebook Groups

Facebook Groups				
Link	Description	Category	Members	City
<a href="https://www.facebook.com/groups/505732909614904">https://www.facebook.com/groups/505732909614904</a>	Tipps und Tricks von Handwerkern für Heimwerker	Tools	218000	DE
<a href="https://www.facebook.com/groups/1439354269628284">https://www.facebook.com/groups/1439354269628284</a>	Event Equipment	Event Equipment	29000	DE
<a href="https://www.facebook.com/groups/469991793109504">https://www.facebook.com/groups/469991793109504</a>	Event Equipment	Event Equipment	24000	DE
<a href="https://www.facebook.com/groups/unikoeln/">https://www.facebook.com/groups/unikoeln/</a>	Universität zu Köln	Students	24000	Köln
<a href="https://www.facebook.com/groups/557998288100493/">https://www.facebook.com/groups/557998288100493/</a>	Sharing is Caring – Berlin 2	Sharing	14000	Berlin
<a href="https://www.facebook.com/groups/340325639344049">https://www.facebook.com/groups/340325639344049</a>	Music Equipment	Music Equipment	22000	DE
<a href="https://www.facebook.com/groups/meingartenflohmarkt">https://www.facebook.com/groups/meingartenflohmarkt</a>	Garten	Tools	21000	DE
<a href="https://www.facebook.com/groups/385963428172838">https://www.facebook.com/groups/385963428172838</a>	Motorsägen, Gartengeräte	Tools	18000	DE
<a href="https://www.facebook.com/groups/friendsinberlin/">https://www.facebook.com/groups/friendsinberlin/</a>	International Friends in Berlin	Students	17000	Berlin
<a href="https://www.facebook.com/groups/35617479561/">https://www.facebook.com/groups/35617479561/</a>	Studentsstadt Munich	Students	17000	Munich
<a href="https://www.facebook.com/groups/munichtrade">https://www.facebook.com/groups/munichtrade</a>	Munich Kleinanzeigen - English Buy/Sell/Trade	Sharing	11500	Munich
<a href="https://www.facebook.com/groups/411450262756240/">https://www.facebook.com/groups/411450262756240/</a>	Sharing is Caring Berlin	Sharing	9000	Berlin
<a href="https://www.facebook.com/groups/404940019543626">https://www.facebook.com/groups/404940019543626</a>	Event Equipment	Event Equipment	12000	DE
<a href="https://www.facebook.com/groups/fub.berlin/">https://www.facebook.com/groups/fub.berlin/</a>	Freie Universität Berlin	Students	12000	Berlin
<a href="https://www.facebook.com/groups/454368841356597/">https://www.facebook.com/groups/454368841356597/</a>	ELEKTRIKER/HANDWERKER/SCHRAUBER usw.	Tools	11000	DE
<a href="https://www.facebook.com/groups/djavihofmarkt">https://www.facebook.com/groups/djavihofmarkt</a>	Event Equipment	Event Equipment	9000	DE
<a href="https://www.facebook.com/groups/berlintrades/">https://www.facebook.com/groups/berlintrades/</a>	Trade, Swap & Share Your Stuff Berlin	Sharing	4000	Berlin
<a href="https://www.facebook.com/groups/807107786317310">https://www.facebook.com/groups/807107786317310</a>	Werkzeuge, Bau- und Gartengeräte	Tools	7500	DE
<a href="https://www.facebook.com/groups/138835756220859/">https://www.facebook.com/groups/138835756220859/</a>	International Students @ MI - TU München	Students	6000	Munich
<a href="https://www.facebook.com/groups/FU.Berlin.Students/">https://www.facebook.com/groups/FU.Berlin.Students/</a>	UNI BERLIN - TU Berlin - FU Berlin - HTW Berlin - UdK Berlin!	Students	5000	Berlin
<a href="https://www.facebook.com/groups/106298713513613/">https://www.facebook.com/groups/106298713513613/</a>	TU München 2021	Students	5000	Munich
<a href="https://www.facebook.com/groups/wiwiwis.fuberlin/">https://www.facebook.com/groups/wiwiwis.fuberlin/</a>	BWL / VWL Wiwis Freie Universität Berlin (FU-Berlin)	Students	4000	Berlin
<a href="https://www.facebook.com/groups/1304605862884794/">https://www.facebook.com/groups/1304605862884794/</a>	Share & Care Technische Universität München (TUM)	Sharing	1200	Munich
<a href="https://www.facebook.com/groups/40118656006853/">https://www.facebook.com/groups/40118656006853/</a>	München Sport	Sport	3000	Munich
<a href="https://www.facebook.com/groups/studens.berlin/">https://www.facebook.com/groups/studens.berlin/</a>	Berlin Students	Students	3000	Berlin
<a href="https://www.facebook.com/groups/Handwerkerfinder/">https://www.facebook.com/groups/Handwerkerfinder/</a>	Handwerker Gesucht & Gefunden	Tools	2500	DE
<a href="https://www.facebook.com/groups/1054722394590029/">https://www.facebook.com/groups/1054722394590029/</a>	Jobs für Students München	Students	2000	Munich
<a href="https://www.facebook.com/groups/165632507397146">https://www.facebook.com/groups/165632507397146</a>	Werkzeug-Börse	Tools	1600	DE
<a href="https://www.facebook.com/groups/42432324393121/">https://www.facebook.com/groups/42432324393121/</a>	Suche Handwerker Biete Handwerk	Tools	1600	DE
<a href="https://www.facebook.com/groups/138518683513443/">https://www.facebook.com/groups/138518683513443/</a>	Freie Universität (FU) Berlin	Students	1500	Berlin
<a href="https://www.facebook.com/groups/ouisharemunich/">https://www.facebook.com/groups/ouisharemunich/</a>	OuiShare München – Sharing Economy	Sharing	400	Munich
<a href="https://www.facebook.com/groups/157874673223455/">https://www.facebook.com/groups/157874673223455/</a>	Sharing is Caring - München	Sharing	28	Munich
<a href="https://www.facebook.com/groups/carsharingberlin">https://www.facebook.com/groups/carsharingberlin</a>	Car Sharing Berlin - Gemeinsam Sparen	Sharing	26	Berlin
<a href="https://www.facebook.com/groups/1469581166705399">https://www.facebook.com/groups/1469581166705399</a>	PS4 games sharing and buying Berlin	Sharing	18	Berlin
<a href="https://www.facebook.com/groups/2348993755152145/">https://www.facebook.com/groups/2348993755152145/</a>	Circular Economy Rhein Main group	Sharing	18	Frankfurt
<a href="https://www.facebook.com/groups/1848928842064806/">https://www.facebook.com/groups/1848928842064806/</a>	Sharing is Caring – Technical University of Berlin (TU Berlin)	Sharing	7	Berlin
<a href="https://www.facebook.com/groups/skiingbuddiesmunich">https://www.facebook.com/groups/skiingbuddiesmunich</a>	Skiing Buddies Munich	Sport	400	Munich

*Exhibit 18: Tracking tools*

<b>Tool</b>	<b>Description</b>
<b>Google Analytics</b>	Rentya uses Google Analytics to analyze the website and landing page traffic.
<b>UTM Parameters</b>	Rentya uses UTM parameters to track the effectiveness of all paid and organic marketing campaigns
<b>Hotjar</b>	Rentya uses Hotjar to complement the Google Analytics data with session recordings and heatmaps.
<b>Google Remarketing Tag / Facebook Pixel</b>	Rentya uses the Google Remarketing Tag and the Facebook Pixel to create audiences. These audiences can be targeted with different remarketing campaigns.

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## D. List of Abbreviations

AOV	Average Order Value
B2B	Business-to-Business
B2C	Business-to-Consumer
CAC	Customer acquisition cost
CAGR	Compound Annual Growth Rate
CEO	Chief Executive Officer
CFO	Chief Finance Officer
CLV	Customer Lifetime Value
COO	Chief Operating Officer
CPC	Cost per click
CRM	Customer-Relationship-Management
CTA	Call-to-action
CTO	Chief Technology Officer
CVR	Conversion rate
DACH	Deutschland, Austria, Switzerland
e.g.	Exempli gratia (latin: for example)
GMV	Gross Merchandise Value
GTM	Go-to-market
HR	Human Resources
IT	Information Technology
KPIs	Key Performance Indicators
MVP	Minimum Viable Product
P2P	Peer-to-peer
PR	Public Relations
SEA	Search Engine Advertising
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SoS	Semester over Semester
TAM	Total Available Market
UI	User Interface
UK	United Kingdom
UX	User Experience
VC	Venture Capital
YoY	Year over Year