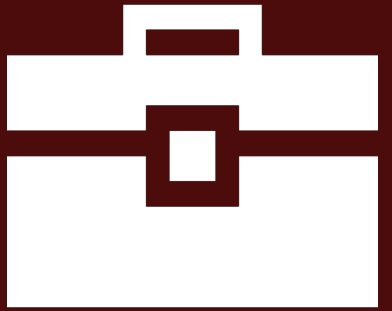
toolbox
Your 24 hour toolbox

PROBLEM

APARTMENT DWELLERS HAVE LIMITED SPACE

TOOLS ARE EXPENSIVE



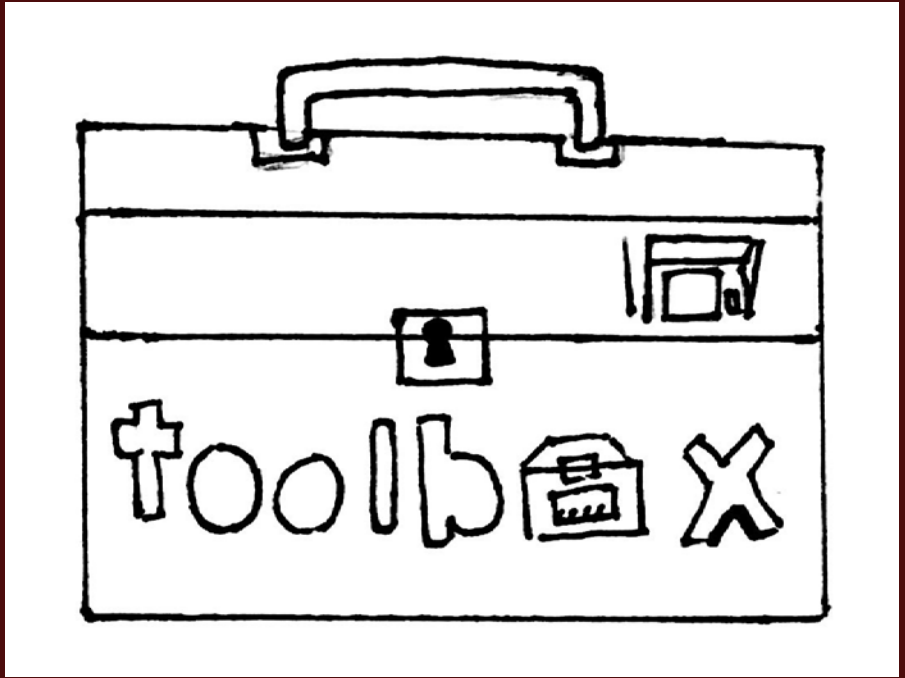
DIFFICULT TO FIND

PROBLEM

ONE TIME USE

SOLUTION

- Rental kiosk of common and specialty tools

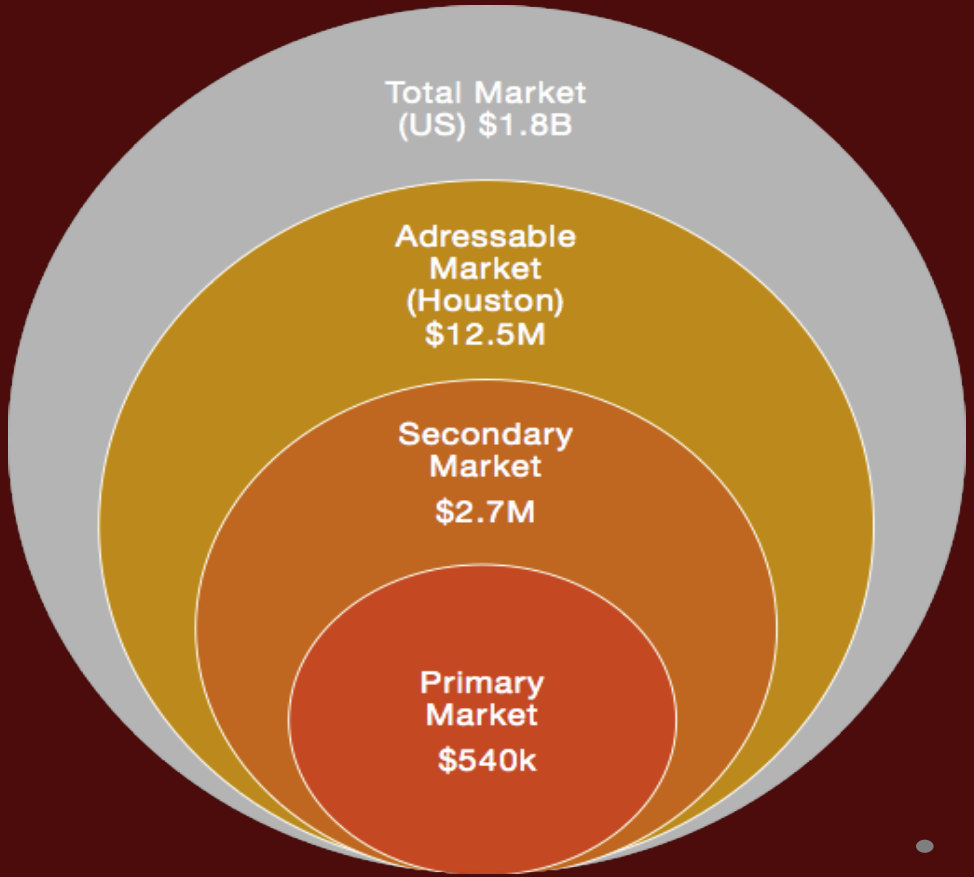


VALUE PROPOSITION

- Save storage space
- Save money

MARKET SIZE

- ToolBox is for:
  - 25-35 year old males
  - Apartment dwellers
  - Occasional tool user



GO TO MARKET STRATEGY

- Create MVP and launch
- High density multifamily housing
- Underserved areas of hardware stores

BUSINESS MODEL

Revenue Stream:

- Rental fees
- Digital advertising (Kiosk screen and digital receipt)
- Sponsorships

Cost Structure:

- Primarily variable
- Gross margin 80%

Common Activities	Specialty Activities
Wall Repair	Buff Headlights
Fill Wall Holes	Woodworking (Dremel)
Hang Tv	Refinish Furniture
Ikea Kit	Jump-start Car
Hang Frame	Multimeter

WHY BUY WHEN YOU CAN RENT