

Spotify for products

What problem are you trying to solve?

Most products people buy spent the majority of their time in some shelf or basement. This motivates people to buy cheap quality products. This is not sustainable. There are some alternatives but they all focus on rental which is too expensive and inconvenient for those product you regularly use e.g. a lawnmower, a kitchen matching, a camera.

There is no real alternative to buy those products, what we need is a concept that gives you access to these products whenever you need them without needing to pay 1/6 of the product price every time.

How do you plan to solve the problem?

We will build a subscription service for anything. Subscribe to a kitchenmaching, a lawnmower, a drone for a monthly fee. Book and pick it up at your local sharing box whenever you need it. Several people will subscribe to the same product which makes it cheap e.g. 25kr/month for access to a sewingmachine, 75kr for access to 5 premium kitchen machines.

How do you plan to make this solution a reality? Do you have an action plan?

We will firstly pilot the innovation with a small amount of subscription sharing boxes in some neighborhoods. We already have spoken to Familjebostäder that is happy to host the boxes for free, we are talking to Clas Ohlson and Husqvarna to provide the products and they are interested too.

After the initial pilot with 3 boxes, we will be able to finetune the concept and box design and scale to several other locations.

Democratized system: The decision where to put up the first product and what products to put in it will be decided by the users themselves. They will sign-up to the products they want and we will supply the products with enough interest. We have piloted this system already and got over 100 replies within one day of posting in one Facebook neighbourhood group.

The technology: We have already build a signup form and will integrate a booking calendar to book the tools. We will also integrate the locks into the booking system. This is not a high development challenge and definitely achievable.

The box: We will start with 6feet containers that will attractively be decorated to fit into the neighborhoods. In the video you can see some renderings we did. We spoke to a supplier and we can rent containers for the pilot. Why container? They are very easy to deploy and give a high security for the products. They are also weather resistant.

We are planning to launch the first sharing- box by January.

The future:

The above-mentioned go to market plan is proof of concept for this new idea. Once it has proven successful we will provide many more boxes in neighborhoods with many more product categories. Even mobility is an interesting topic with the potential to provide mobility hubs.

To keep the scalability high we will use super-users that will take over the maintenance of boxes and products and potentially even find a franchising model for big boxes. Also we will develop a logistic behind this that enables products to be transferred from box to box wherever they are needed.

This is a scalable concept and we want to get the Spotify for product into every neighborhood, no matter if its central Stockholm for business sharing or a small village in the north of Sweden that shares gardening tools.

Why is your solution innovative?

This concept is the first real alternative to buying products you regularly use. There are no scalable models out there for products such as kitchen tools, gardening tools, home appliances, the sporting gear you regularly use. We will bring a new distribution model to the market that is a WIN WIN WIN WIN:

- Retailers get a new distribution model that enables the aimed product as a service
- Customers get easy access to quality products without needing to buy them
- Communities will be engaged into the sharing
- The climate will benefit from many less products being produced

There are some concepts that can at the first glance be seen as similar:

- Rental services: Rental services and even boxes are getting more popular. However, they are not a real alternative for the products you regularly use. It is too expensive and the locations are limited. That is because rental attracts a different behavior, people that need the product for a big project or similar and then at the end the products need to be cleaned and maintained. Sharing is different.
- P2P rental: Also a growing concept, however sadly research shows that 80% of people are not willing to rent out their belongings which means that p2p rental is also limited by high prices and supply issues.
- Sharing libraries: There are several sharing libraries and initiatives in the world. Those are very good community-driven concepts but not made to scale. The pas shows that these concepts are relying on volunteers and public money. A scalable solution needs to be business viable to really scale.

How scalable is your solution?

The scalability of this concept is enormous. The market for sharable items is very big as many products are suitable to be shared (e.g. Gardening tools 75 billion, watersport 45 billion, phot equipment 30 billion, sharable household goods 250 billion). And the retail industry is looking for new concepts and many brands are wondering how to get into this sharing. We will be able to attract many partnerships which will help the reach.

This concept will not only scale in several product categories but also in locations. Every neighborhood has the potential to share something: low income can share kids toys and kitchen machines, middle income will share leisure equipment and premium gardening tools and upper income will share expensive toys and accessories.

We will make the concept scalable with a freelancing and franchising concept to not be limited by the need of maintenance.

How does your solution make an impact?

We have calculated that in Sweden we would only need 23% of the gardening tools that are currently out there to keep a very comfortable access for everyone.

So the first impact is sustainability: Sharing will enable people to have to consume fewer products, that results into fewer products produced. Further, by sharing people can be motivated to go for high-quality products that are lasting longer. Also manufacturers will be motivated to provide longer-lasting products as they will own the products over their life-cycle.

Another impact sharing has is a social impact: Lower-income households will be able to afford access to the newest kids toys, the best gardening equipment and many more products they could never afford themselves. Also, the sharing is creating communities as shown by many successful initiatives.

Is your solution built on prototype or is it a conceptual solution?

Prototype

Link to your pitch video (on Youtube, Google Drive or Vimeo)

<https://drive.google.com/file/d/1gjVwlbBHaf0OQRkILfszrEVX6WYDuyRS/view?usp=sharing>