



# Tot**Swap**

An app dedicated to lending, borrowing, and selling children's toys, clothes, and gear

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Final Presentation



Tot**Swap**

“This is my biggest struggle because I look around our house and I feel like it's **just overtaken with stuff.**”

- Cara, toddler mom



## Audience

Parents and soon-to-be parents of children under six years old



## Problem

Parents are burdened with many transitional baby and toddler items that are challenging to store



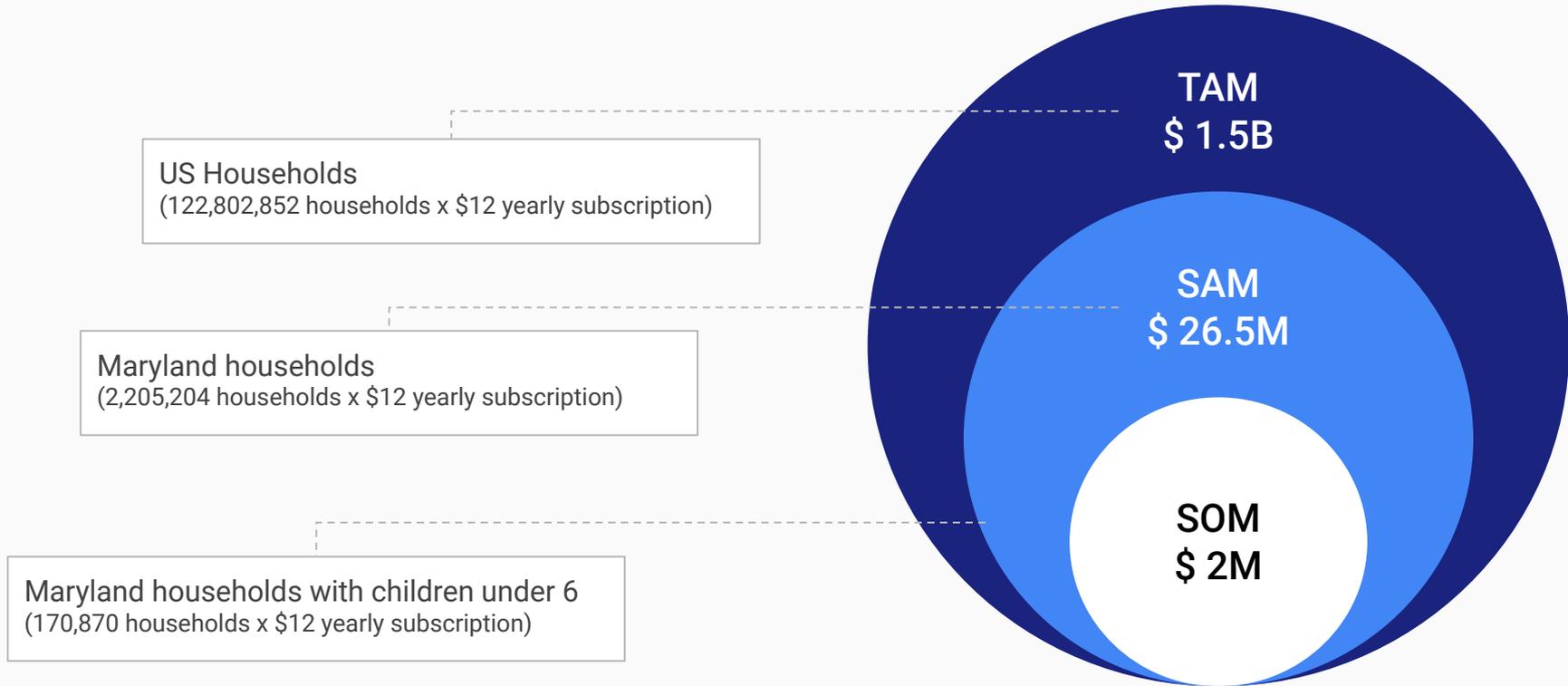
## Insights

- Parents would like to be matched with others that either have the gear they need or would be interested in the gear they're willing to part with
- Parents need more advice on which items are worth the cost
- Parents want a way to try out items for their kids without buying something completely new



## Deliver

Create a simple-to-use database for parents to catalogue their items that they'd be interested in swapping or sharing



# TotSwap | Competitor Matrix

	TotSwap	Craigslist	Facebook Marketplace	Freecycle	Once Upon a Child	Thrift Stores
Ability to loan/borrow items	✓					
Ability to sell items	✓	✓	✓		✓	
Ability to give away items	✓	✓	✓	✓		✓
Ability to buy items	✓	✓	✓		✓	✓
Ability to browse tagged items online	✓	✓	✓			
Ability to tag condition of items	✓	✓	✓	✓		
Ability to see product reviews of item	✓					

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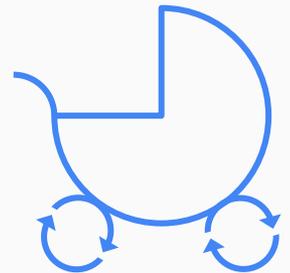
## Problem Statement

I need a way to keep track my loaned out baby items, because I want to make sure they are returned in good shape with enough time to prepare for my next kid.



## Hypothesis

I believe that by creating an app with a “loan” feature which allows users to track their items and send reminders to the borrowers to return items then users would save time and stress tracking down items they’ve lent to family, friends, or neighbors.

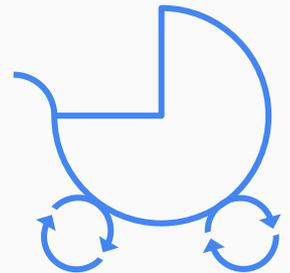


## ✦ Generate enough interest in beta release to justify subscriptions after year one

- 100 households sign up for the app by Q3 2022
- Households engage with the app an average of 10 times per month
- Households add an average of 5 items into the app for loaning

## ✦ Create high-quality product that users recommend to others

- Users take advantage of referral discount an average of 3 times in first year
- Users rate the app with at least 4-stars on Google Play Store





## Borrowing and Lending

- Set desired return date for items that trigger push notifications to remind borrowers to return items
- Send quick messages prompts to express interest in borrowing an item
- Message others through the platform to inquire about different items



## Cataloguing Items

- Create, modify, or delete entries
- Seeing a full list of entries
- Standard dropdowns for noting item condition, quantity, and manufacturer year
- Adding item descriptions
- Ability to upload photos to entry



## Account Management

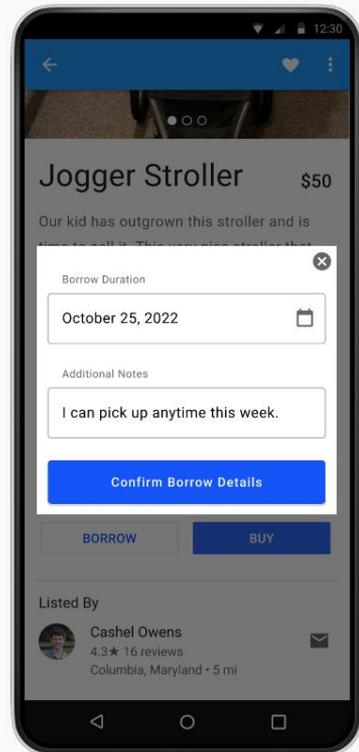
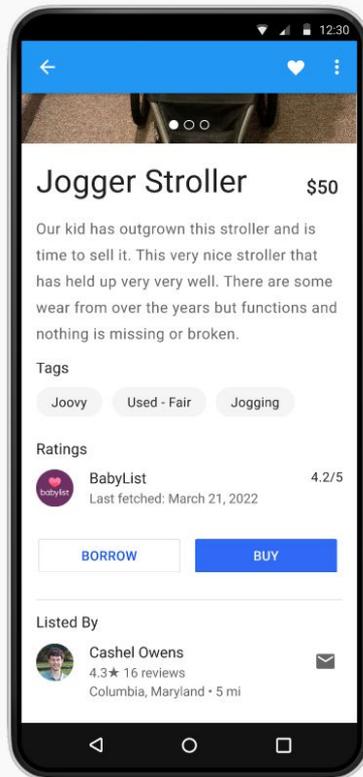
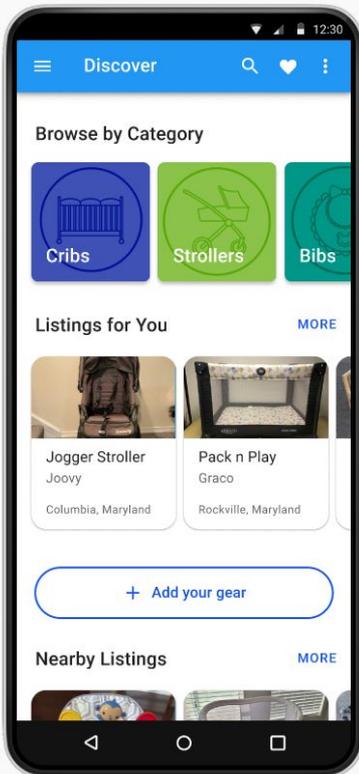
- Email authentication
- Ability to locate friend or family profiles with email address or phone number
- Report inappropriate messages and block users



TotSwap

# Demo

v.5 Mockups & prototype of locating and requesting item to borrow



## Pear up with households that have the items you need

- Match an expecting family with one looking to hand-me-down items from their two year old
- Empty nesters looking to sell off furniture to a recent college graduate

## Lend out tools from your garage for a project

- Weekend warrior needs to borrow a ladder to clean out their gutters
- Aspiring home decorator needs a tile cutter to lay their backsplash and is willing to replace the blades

## List your items as a lot for easy buying and selling

- Retiring teacher wants to sell classroom materials to pay for a retirement cruise
- New home based daycare provider looking for gently used items