



## STOREMATES LTD

### One line pitch:

Storemates is the AirBnB of storage, offering the cheapest self-storage available by utilising existing space in people's homes, earning them money!

### Market Analysis:

The Problem - People lack space, cannot upgrade & have too many seasonal items. "69% of fully occupied homes said there was not enough storage for their possessions" RIBA, 2011 - Existing self storage is too expensive - not local or green. "55% find self storage too expensive + 31% don't know the price", ?STORAGE: IT'S A BIG MARKET.... - Booming UK Self Storage industry worth £402m (Self Storage Association) - 830 UK storage warehouses - 250,000 people use storage - 14% annual growth (SSA) - Growth of storage: currently 1 in 30 people store in UK; (1 in 7 in US) - 8% of households/2 million have space they can offer for storage rental (RIBA)

### Value proposition:

WE ARE THE BEST OPTION... - Best budget low cost option: 12,000+ registered users & 2,000 storage spaces - Self storage warehouses are under occupied by 30% which can be rented at a discount. Sharing Economy worth £9bn and to grow to £230bn by 2025 (PwC) Storemates will be the UK's market place for discounted storage. Our digital platform will deliver a more convenient, greener, cheaper alternative to self storage.

### Business Model:

• We take 14% of all weekly payments (just implemented) • Freemium – users can pay to upgrade to premium account • Upsell related products. Packaging, van hire, removals Commercial Storage (discounted) Membership scheme • Future products potential, e.g. Left Luggage • Future franchise opportunities

### IP and Regulatory situation:

We have trademarked the name and logo, and own the domains.



### COMPANY PROFILE

- **Website:**  
www.storemates.co.uk
- **Field:**
- **Contact:**  
BEN Rogers  
info@storemates.co.uk
- **Location:**  
120 Avenue Road  
W3 8QG London  
United Kingdom
- **Founded in:** //2013
- **Employees:** 3
- **Financial information (€):**
  - **Company stage:**  
Scalability phase
  - **Capital raised to date:**  
190,181
  - **Monthly burn rate:**  
3000
  - **Capital seeking and date:**  
100,000 - April 17
- **Investors:**  
Seedrs crowdfunding (3 rounds) own 28%