

yo∞dlize

be good to your **wallet**, **neighbor** and **planet**

consumer behavior is changing



Old/Shifting Paradigm

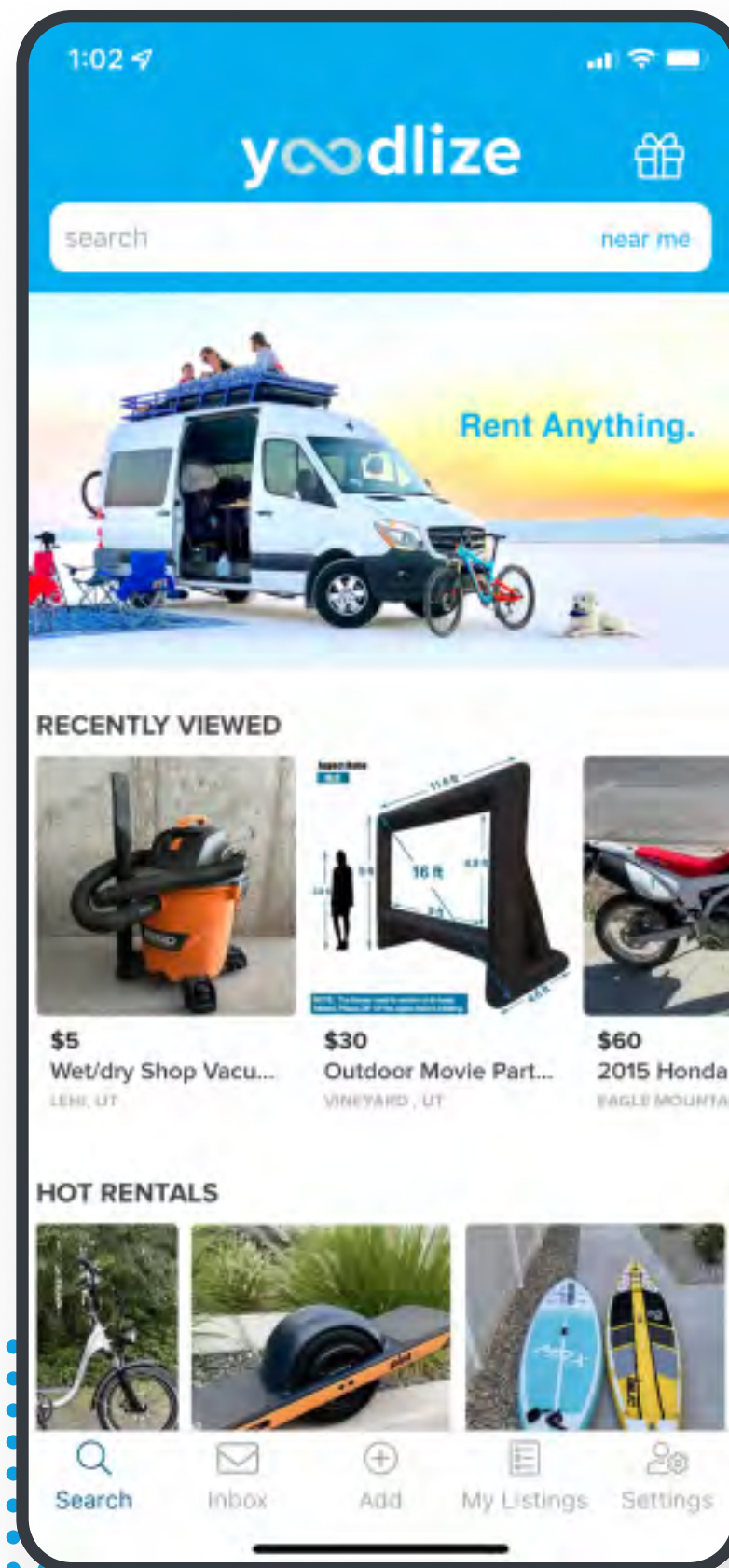
We had a love affair with our stuff. Our identity was intertwined to our possessions. Owning stuff was a status signal. Your success was tied to what you own. When items are needed to accomplish your task, there were few alternatives to buying. Our economy is structured to **optimize consumption**.



New Paradigm

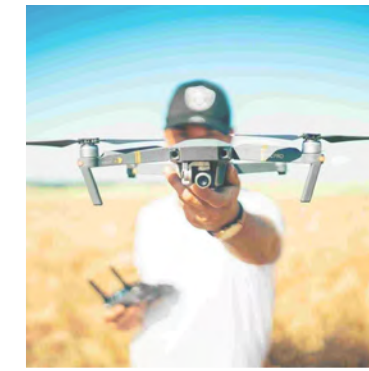
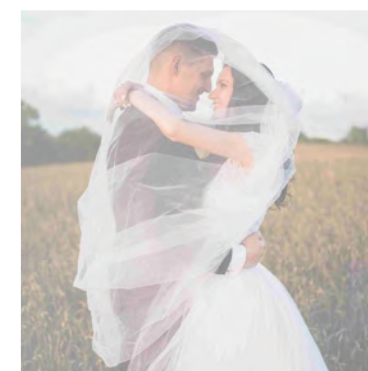
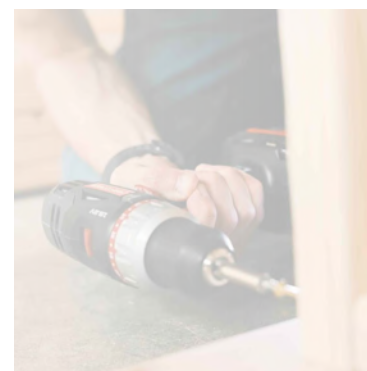
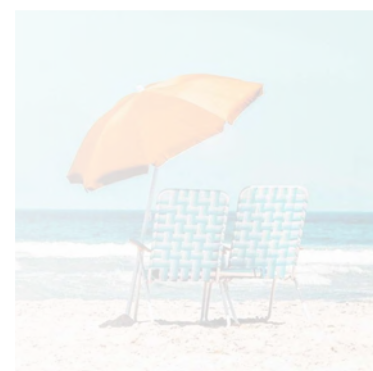
Our values are shifting to prioritize experiences over owning. We want to be good to our environment, we are cognitive of our overconsumption and the role that it plays in global warming. Individual owning is not an efficient use of our shared resources, monetarily or environmentally. We want to remodel our kitchen, not own \$2000 worth of tools. We want **alternatives to purchasing**.

experience more, own less



yoodlize is a peer-to-peer rental marketplace.

Like  **airbnb** and  — except instead of renting a room or car, you rent your stuff.



the problem we are solving

ACTIVATE

Latent Supply

all around us

- **80%** of household items are used **less than once per month**
- **57%** of two-car garages **can't fit both cars** — 25% can't fit any!
- Significant portion of earnings are tied up in **unused assets**

REPLACE

Poor Alternatives

to buying

- Rental shops are **expensive** and **inconvenient**
- **Limited variety** of items available for rent
- No one wants to **mooch** or be mooched

PREVENT

Massive Waste

for individuals & environment

- Projects, experiences, hobbies require **high upfront cost**, even to try
- **Inefficient use of resources** takes a toll on our environment

traction — Utah pilot

20K

downloads

8.7K

accounts

2.5K

transactions

2.7K

listings

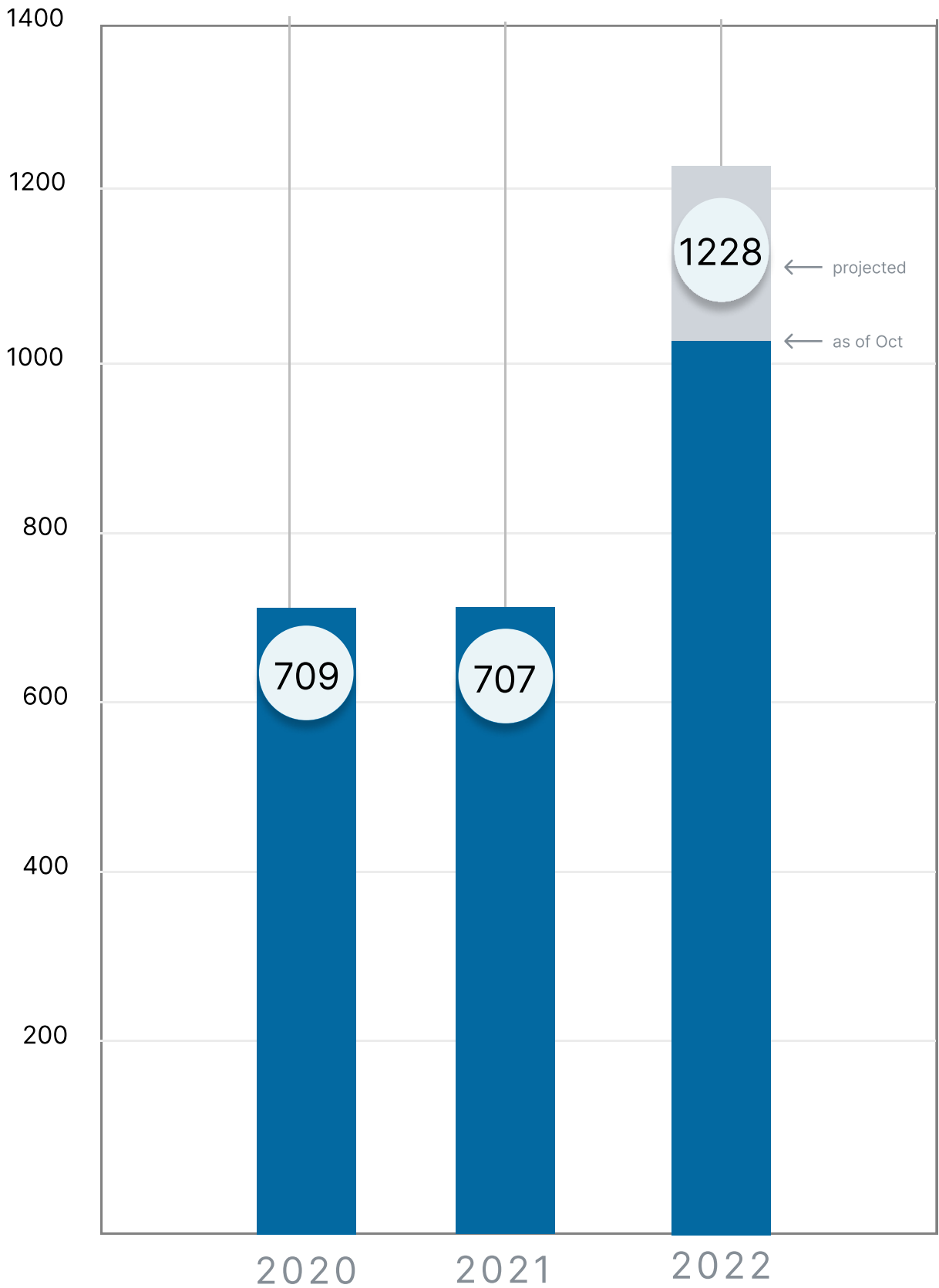
\$30K

2022 revenue

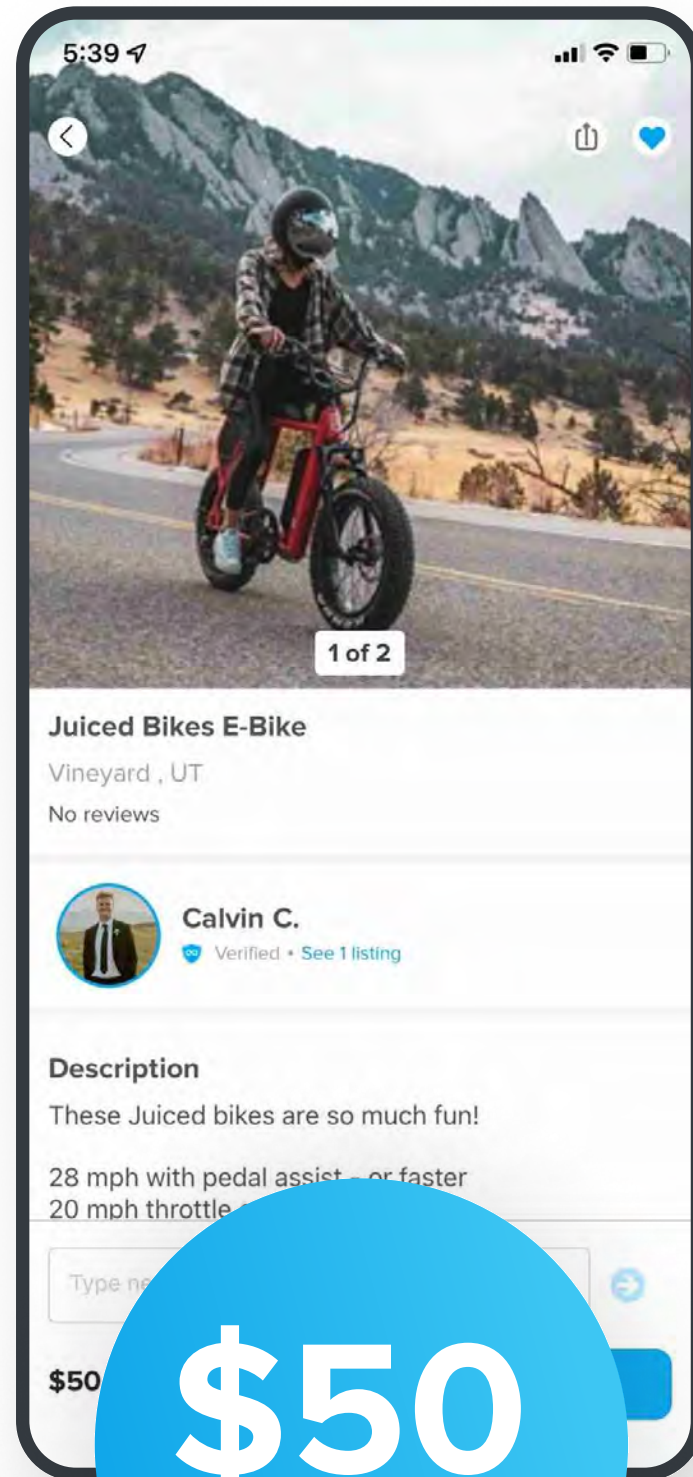
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insurance claims

Yearly Total Rentals



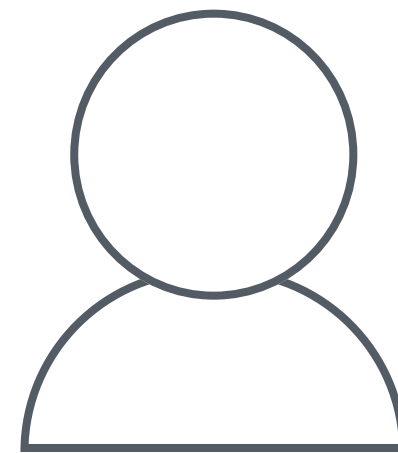
revenue model



20%

transaction fee

10% renter + 10% owner



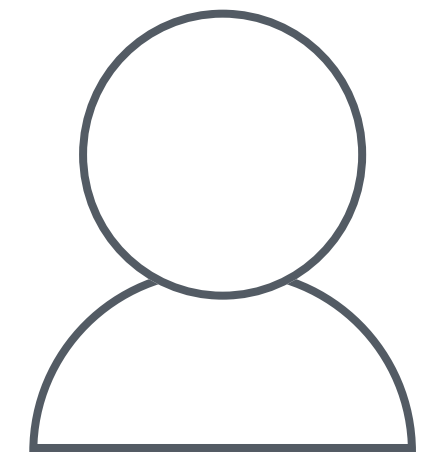
renter pays

\$55



Yoodlize keeps

\$10



owner earns

\$45

future revenue opportunities



Insurance



Credit card processing



Delivery



Warehousing



Subscription models



product-market fit signals



Decreasing CAC

cost per download has gone down 37% in 2022



Conversion

43% of people who download the app create an account



Network effects

25% of accounts created this summer came from user shares



People get it

they quickly understand and think of ways to use yoodlize



Owners earning money

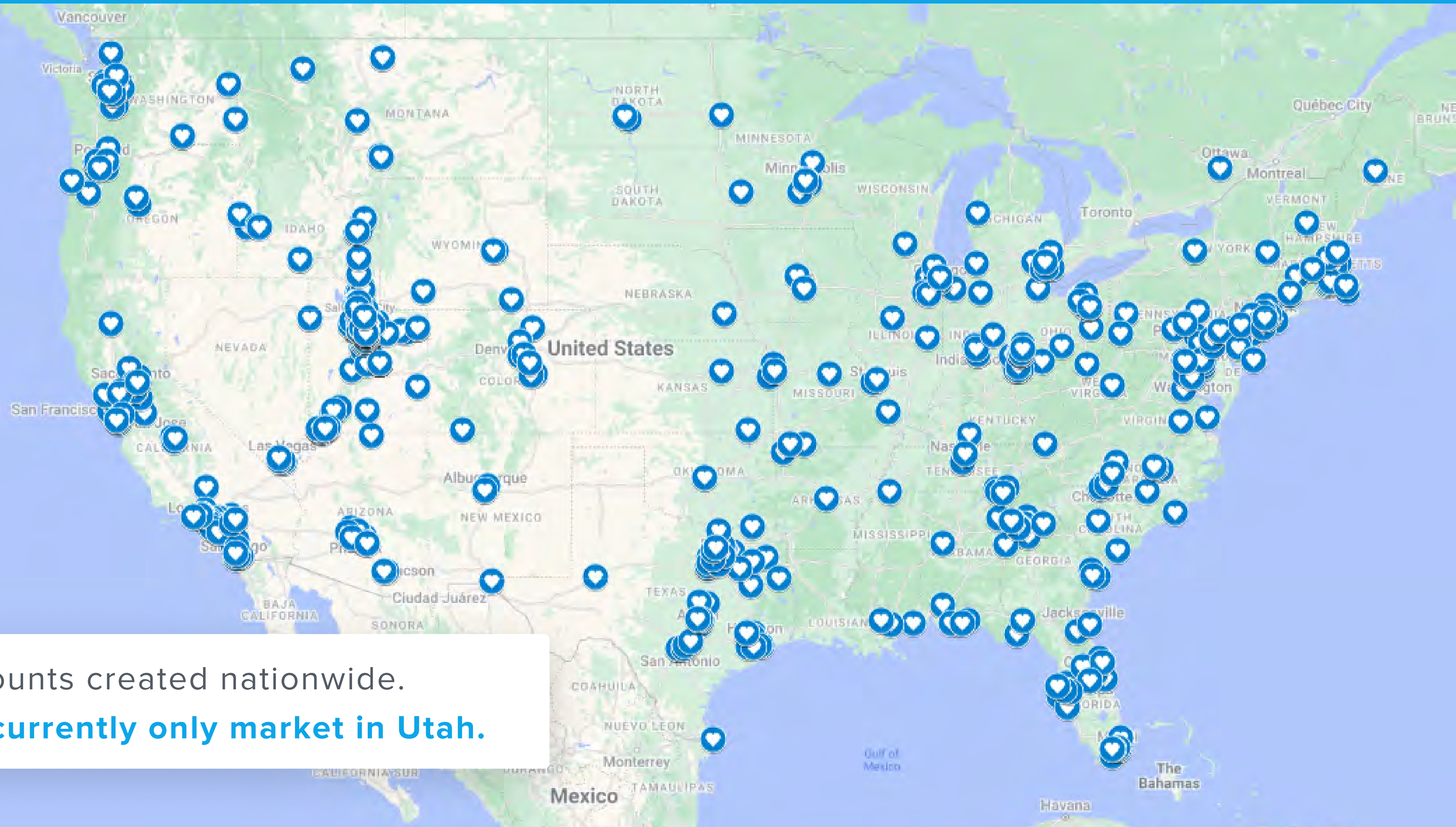
top users have earned thousands of dollars



Users have invested

dozens of our users invested in our crowdfund campaign

more signals



accounts created nationwide.
we currently only market in Utah.

even more signals

People putting their money where their mouth is — including current users.

 **\$223K**
crowdfunding

 **171**
users/investors

This is a concept I have long thought about and hoped would be developed. I'm glad to see the Yoodlize team is making this happen. I will definitely use the platform!

-David J Geaney, investor **\$500**

Love the concept and hope this start up will take off.

-Lance Pickett, investor **\$100**

I believe in this service and hope to be able to utilize it myself anywhere and everywhere in the world.

-Barel Raporport, investor **\$150**

I have had my wedding rental items on Yoodlize almost from day one! I think this app is brilliant!

-Justeen Young, **user**/investor **\$100**

I think it's a great idea and platform. I hope it continues to grow and succeed.

-Deven Skidmore, **user**/investor **\$100**

I love this concept, it's super convenient and the app is easy to use.

-Eliza Marvell, **user**/investor **\$100**

I think this will go like crazy.

-Kent Smith, investor **\$1,000**

Love the concept.

--June Cook, **user**/investor **\$200**

I am wired to always look for new opportunities. One of which was "how do I rent out the things I have to make some extra money when I'm not using them.." To the point that I was looking up costs of App development, etc. Then I found Yoodlize, who is clearly set up for some exponential growth- If you can't beat them, join them! I'm extremely excited to see this company take off and will eagerly pioneer the growth in my own market when it makes it to Dayton Ohio.

-Andrew Banks, investor **\$2,200**

Because Jason is a smart, capable guy, taking a steady approach. I think he's got a winner

-Austin Craig, **user**/investor **\$100**

Because I believe you've got what it takes to power this through and it's a great business idea!

-Holly Wolsey, investor **\$500**

Because it's a dope idea and its going to do great!

-Jamie Okey, **user**/investor **\$500**

I started renting my outdoor gear on Yoodlize last year and see a lot of growth potential in it!

-Nathan Allhborn, **user**/investor **\$300**

I've used the app, it works, it's a game changer.

-Nichole Sorenson, **user**/investor **\$100**

I envisioned this very business/ platform a few years ago. What you've created seems perfect and is the way of the present and future. I want to regularly contribute its growth and success.

-Brandon Caplin, investor **\$300**

It's funny, right now I need a chain saw for a quick project. Many times I've had needs like that. Yoodlize is something people can use regularly.

-Darrell Porter, investor **\$100**

It's such a great idea in that single moms like me can make some \$ lending out our children's outgrown gear to other moms and we help make the environment a less cluttered place for our children's future. I'm so excited.

-Maritza Benitez, investor **\$100**

Strong team, great product, nice traction. Keep up the great work guys!

-D. William Zero, investor **\$1,000**

Yoodlize is so smart.

-Sonny Pope, **user**/investor **\$1,000**

I believe in what you're doing. Let's make a cleaner earth.

-Peter Oduor, investor **\$100**

Yoodlize is a recession **GROWTH** company



hyper inflation with pending recession



environmental awareness is increasing.
see the rise of tesla, beyond meat, etc.



side hustles on the rise — 45% of people
report having one



experiences are becoming more
valuable than ownership



pump is primed by other rental apps:
airbnb, turo, neighbor, swimply

what sets us apart

Several competitors are trying to build similar platforms –
Few have made it as far as we have.



experienced

founders have built businesses together that are still in operation



product-market fit

users are listing items and making transactions daily



100% committed

no salaries – all employees work for equity, making them our earliest investors



shoestring budget

most users acquired by word of mouth.
marketing spend has been very low

team



Jason Fairbourne

FOUNDER | CEO

Jason ran a consulting firm that started over businesses in 15 countries. He was a highly published faculty member at BYU's Marriott School of Business.

He founded Bamba Water and Bestway Supermarkets in Kenya. In Mombasa, 10% of it's population is buying Bamba Water daily.

He earned a Masters from the London School of Economics.

As a leader, Jason can see the forest through the trees and considers the job of the CEO as the Chief-editing-officer.



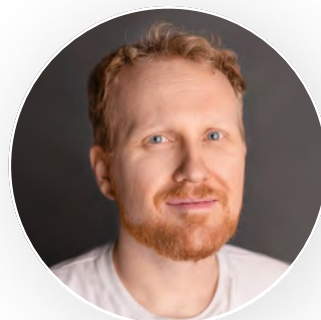
Natalie Fairbourne

CO-FOUNDER | CPO

Natalie co-founded Bamba Water and Bestway with Jason in Kenya. She headed the 1.5 mil budget and created an inventory management system for loss prevention.

In 2018 she started a new food services business, Bee's Kitchen, which had over \$300k in revenue in the first year.

Natalie is an excellent problem solver. She leads the team through the forest, strategizing and executing the plans to overcome obstacles.



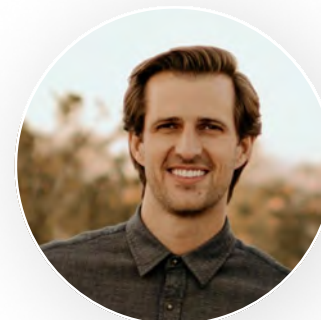
Jeremy Robertson

CO-FOUNDER | CTO

Jeremy was a director at DevMountain before he exited to build Yoodlize from scratch. Jeremy has worked as a key senior developer in many Silicon Slope businesses, including Jane.com.

Using Node, PostgreSQL, React, and React-native, Jeremy has written nearly all the code to launch the app and website.

Because of his teaching background, he is excellent at quickly advancing the skills of the developers that work under him.



Preston Jackson

HEAD OF GROWTH

Preston has been part of many startups, including an IoT startup that was accepted to the 500 Startups accelerator. He received his MBA from BYU's Marriott School of Business. He has worked in various product roles at BambooHR, Podium, and BloomCU.

After completing his MBA, he went searching for the right startup to join and found Yoodlize.

He is currently eating, sleeping, and dreaming about user optimization and growth hacking.



Westin Dangerfield

HEAD OF MARKETING

Westin has a decade of experience in marketing, design, product development and content creation.

Westin has launched multiple products that have achieved \$1M+ within the first year. He has experience in product development, digital marketing, video marketing, connected devices, healthcare, product design and engineering, and augmented reality.

He plays a convincing dad in Yoodlize's side hustle commercials.



Emily Haleck

PR DIRECTOR

Emily has over 20 years of experience in agency, corporate and private-practice PR. She has had clients in a broad range of industries from tech to tourism. Emily was the Public Relations Manager to a major Utah bank, and over saw their rebranding.

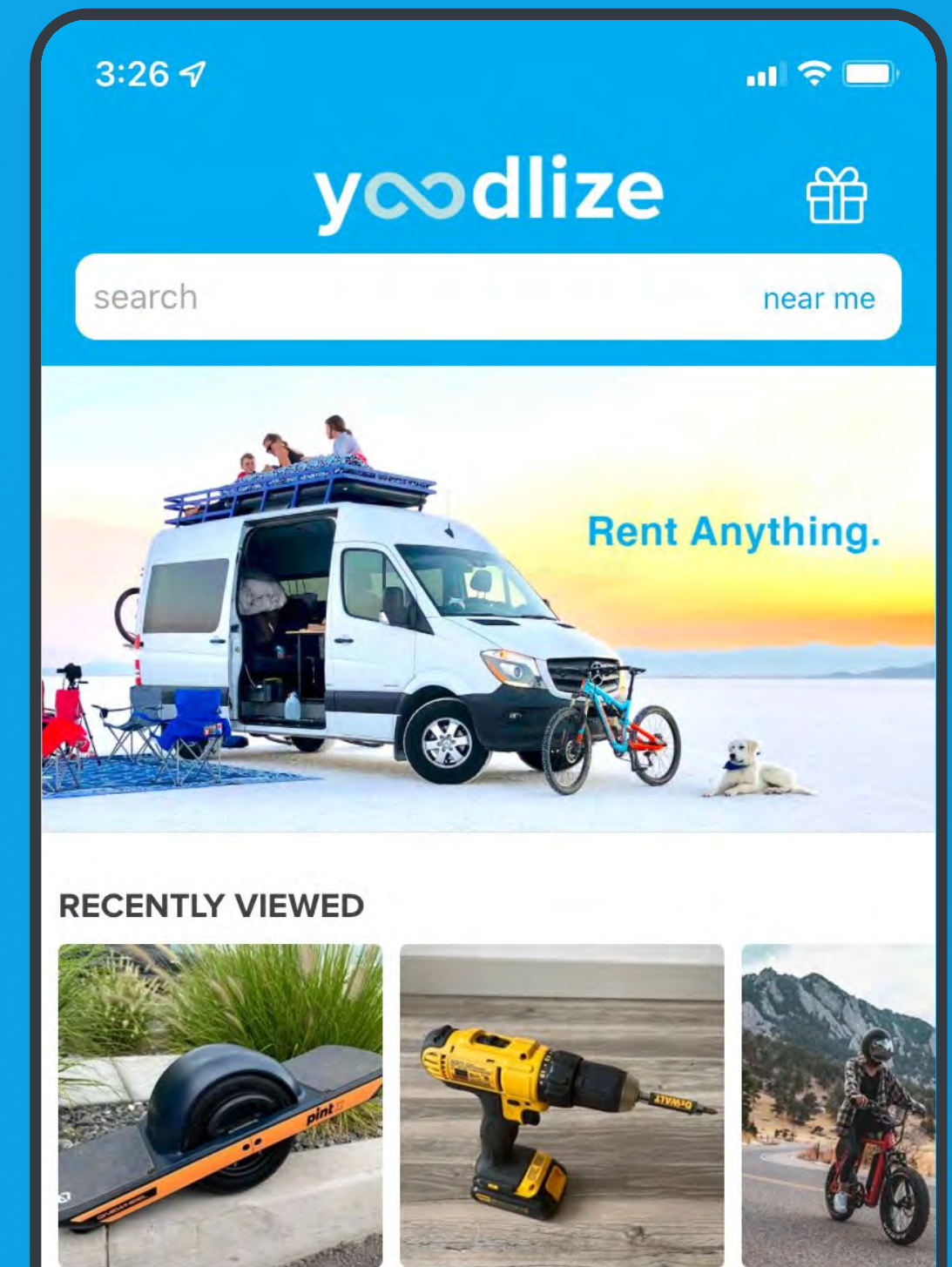
Emily also worked as adjunct professor at Brigham Young University. She has a MBA with an emphasis on marketing from The University of Utah.

For Emily, anything that happens at Yoodlize can be told as a story.

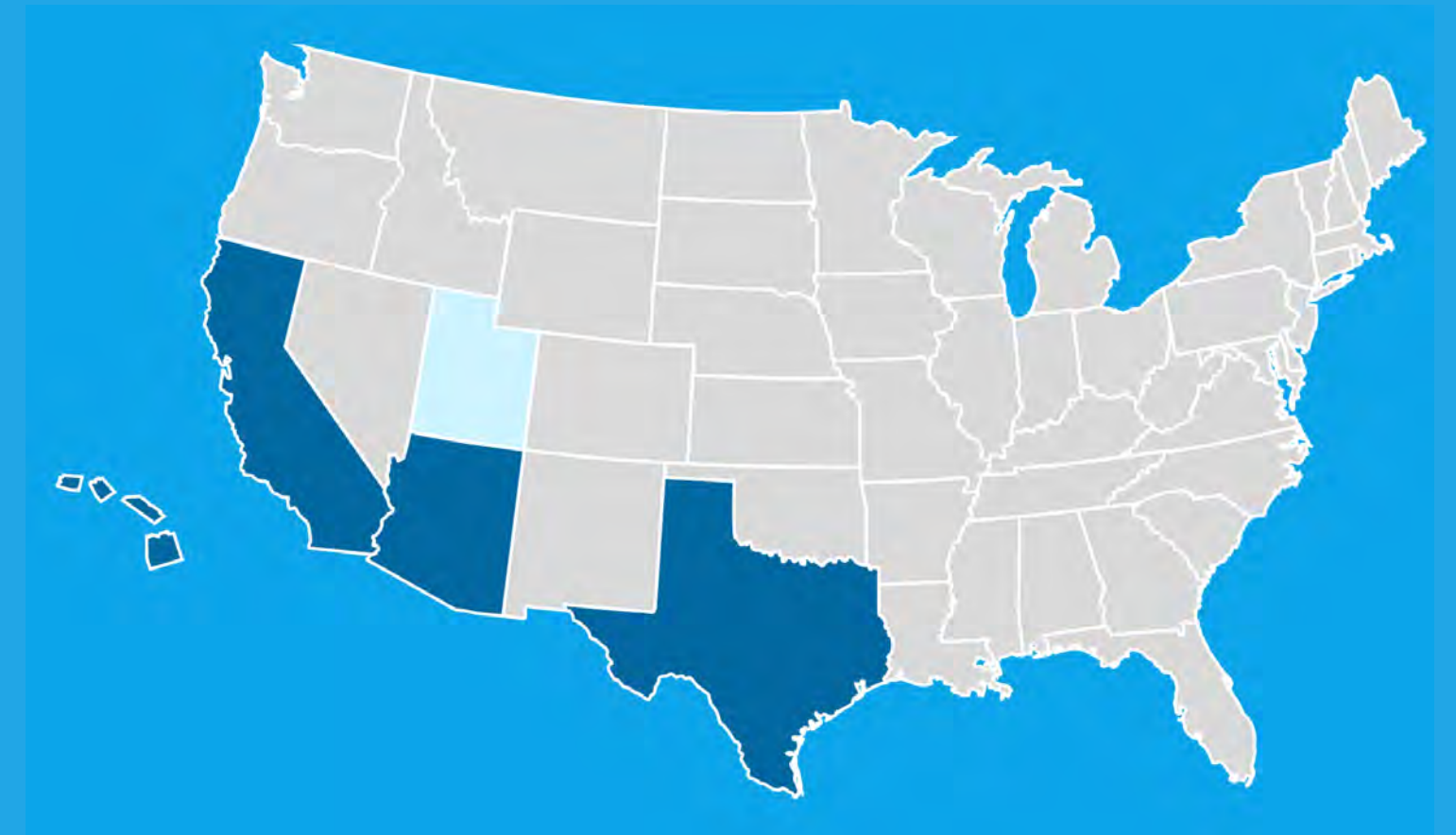
what if...

Yoodlize has the potential to change the way people consume.

Our goal is to change consumption behaviors to a rent-first mindset.



we are raising capital to open 3
new states and create 100K
accounts in the next 18 months.



raised

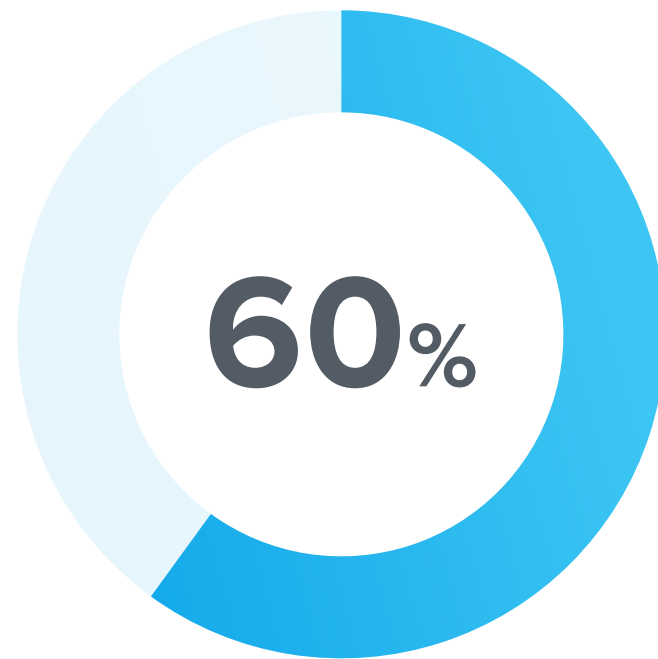
\$420K

\$100k safe	4m cap, 2019
\$100k safe	5m cap, 2020
\$220k safe	6m cap, 2021

raising

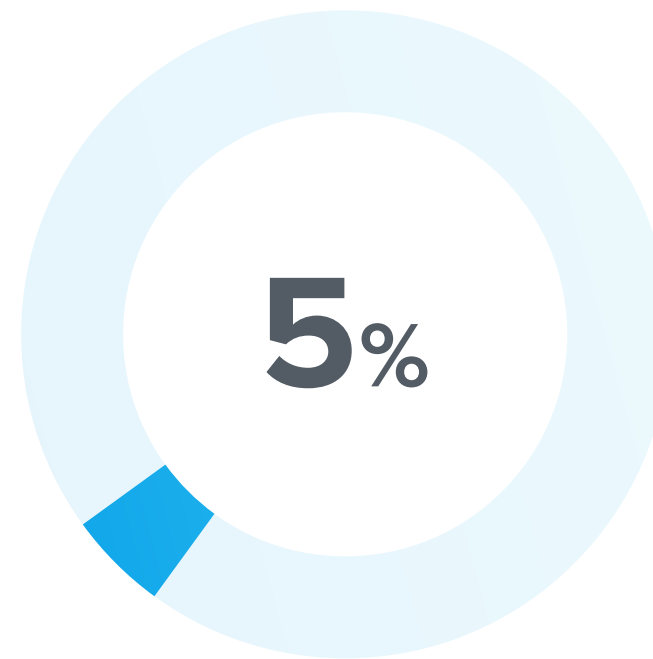
\$3M

capital spend



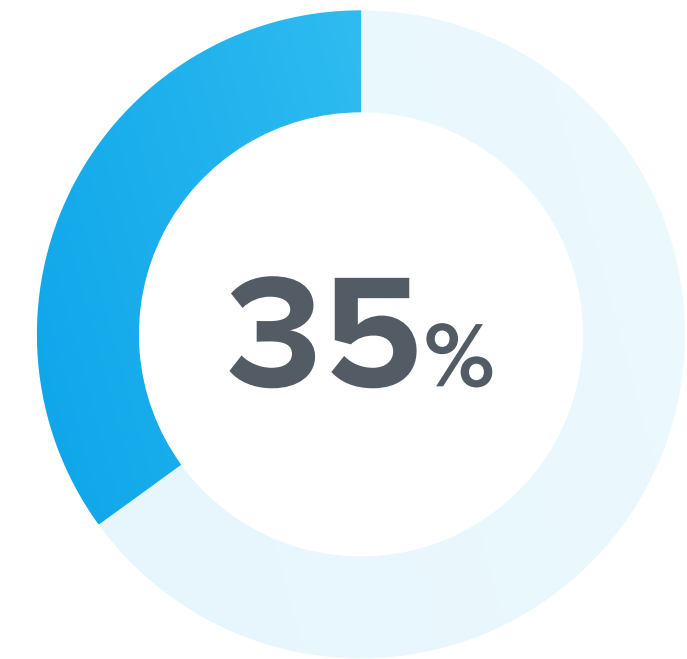
Marketing

Google Adwords
Social media
Billboards
PR
Events



Operations

Office rent
Supplies
Database
Software
Insurance



Salaries

Marketing team
Developer
Designer
Current team

THANK YOU

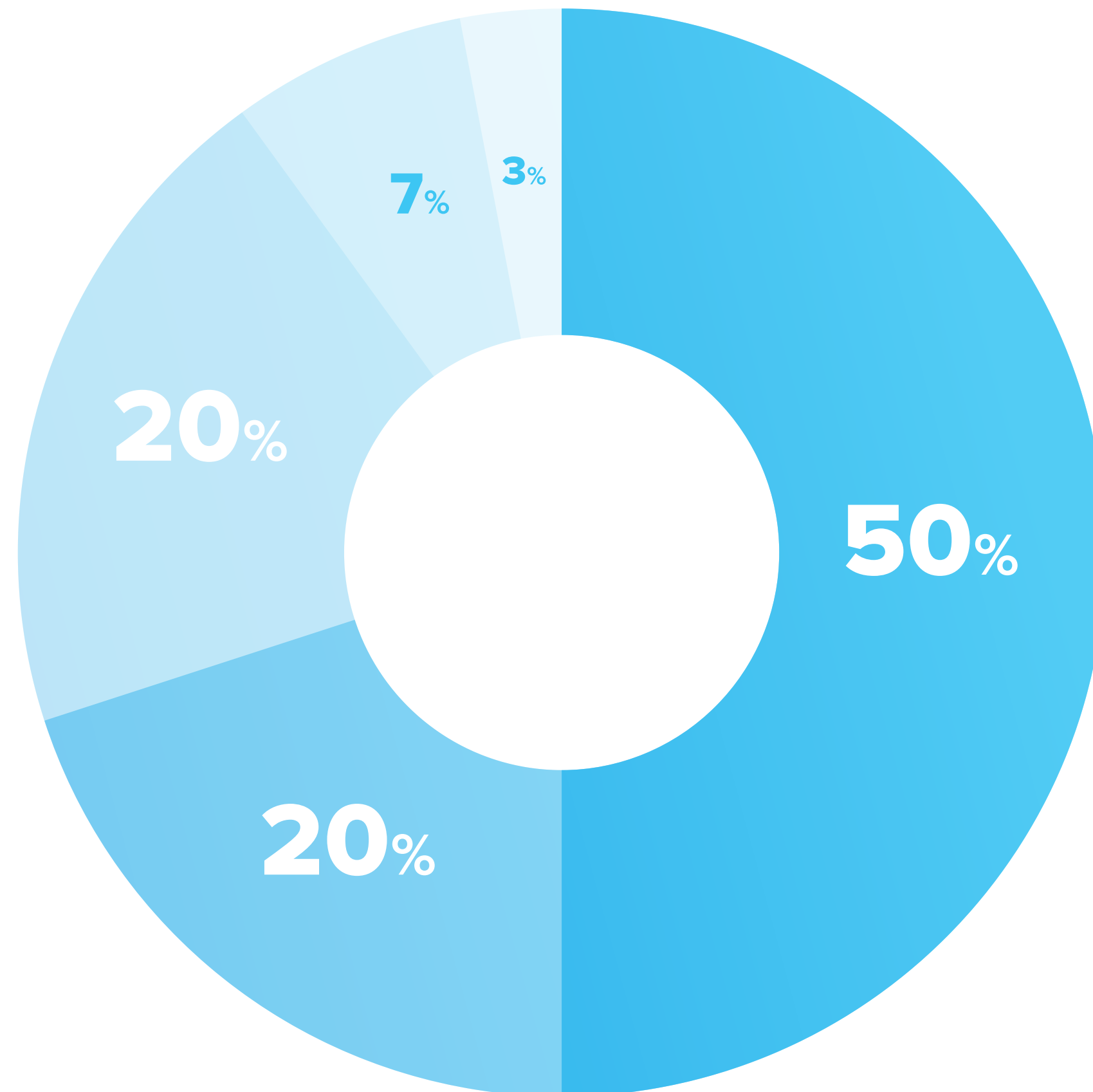
Jason Fairbourne

jason@yoodlize.com



appendix

cap table



founders

- 50%** Jason Fairbourne
- 20%** Jeremy Robertson
- 20%** Natalie Fairbourne

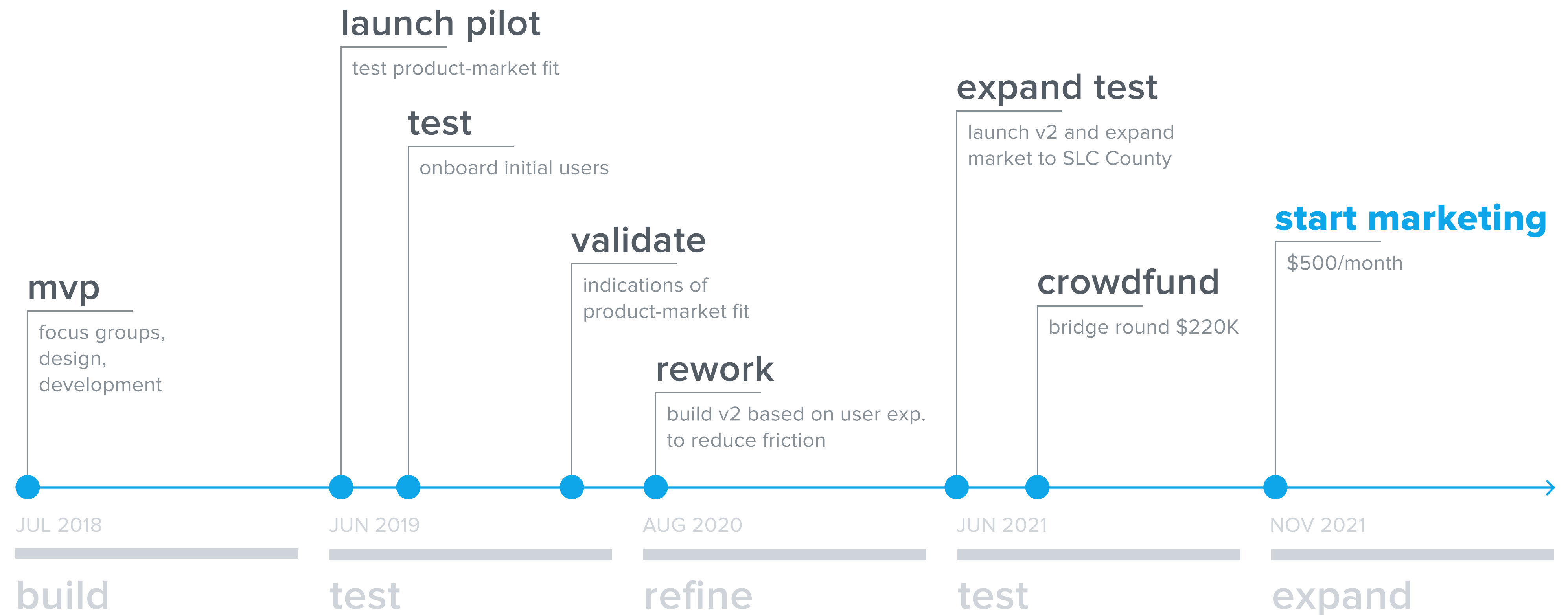
team

- 7%** team, advisory team

on-boarding

- 3%** set aside for future hires

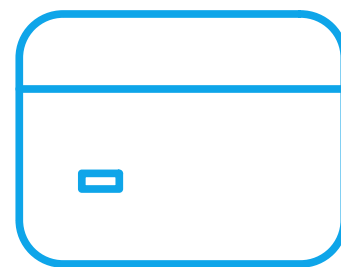
timeline





verified users

- phone and email
- government ID
- reviews



in-app payment

- pay by credit card
- secure billing platform



insurance

- current coverage: \$2K
- plans to increase

300K

ITEMS

There are 300,000 items in the average American home (LA Times).

3x

HOME SIZE

The average size of the American home has nearly tripled in size over the past 50 years (NPR)

1 in 10

AMERICANS

1 in 10 Americans rent offsite storage — the fastest growing segment of the commercial real estate industry over the past four decades (New York Times Magazine).

57%

OF GARAGES

25% of people with two-car garages don't have room to park cars inside them and 32% only have room for one vehicle (US Department of Energy).

50K

FACILITIES

The United States has upward of 50,000 storage facilities, more than five times the number of Starbucks. Currently, there is 7.3 square feet of self-storage space for every man, woman, and child in the nation. Thus, it is physically possible that every American could stand—all at the same time—under the total canopy of self storage roofing (SSA).

u·ti·lize

/ˈyoʊdɪˌīz/

verb to make practical and effective use of.

rent stuff,
own experiences
