



**STOW** **HERE!** **.COM**

“airbnb” for vehicles, boats, rvs

# The Origin and Purpose

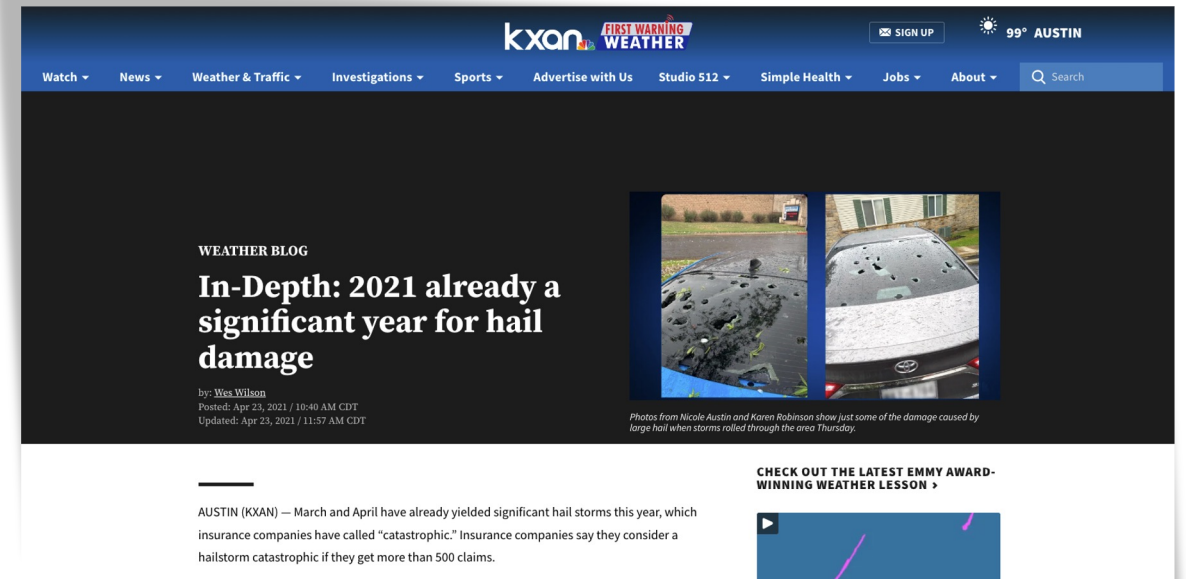
Origin of the Idea | a Texas hailstorm

Demand | Needs for Storage:

- Need for low cost highly flexible storage needs of vehicles, RV, boat, trailer, & motorcycle owners

Supply | Abundance of Storage:

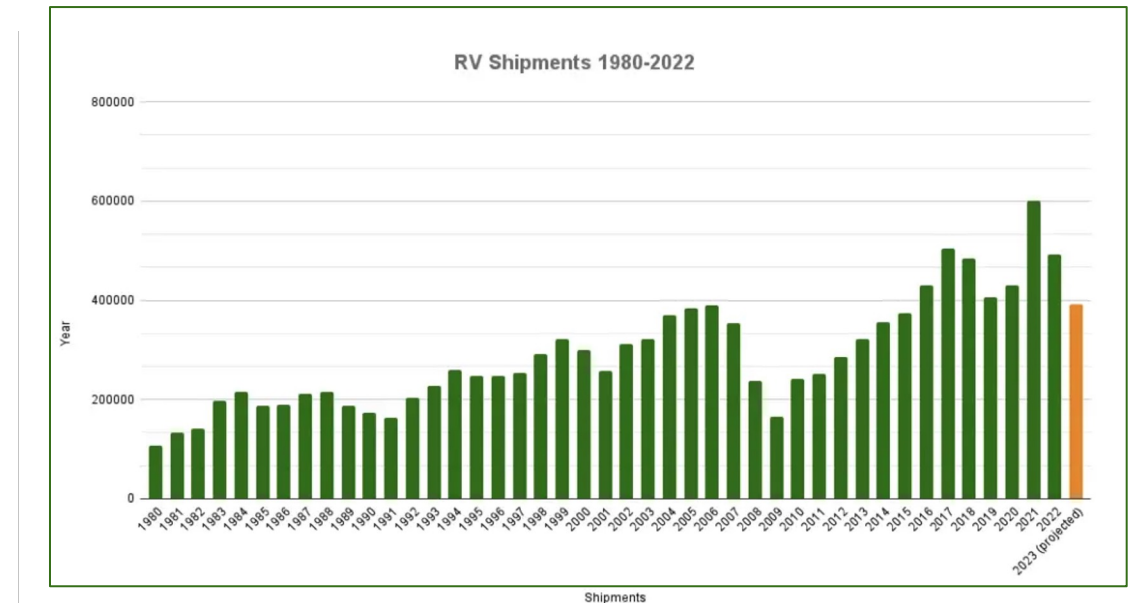
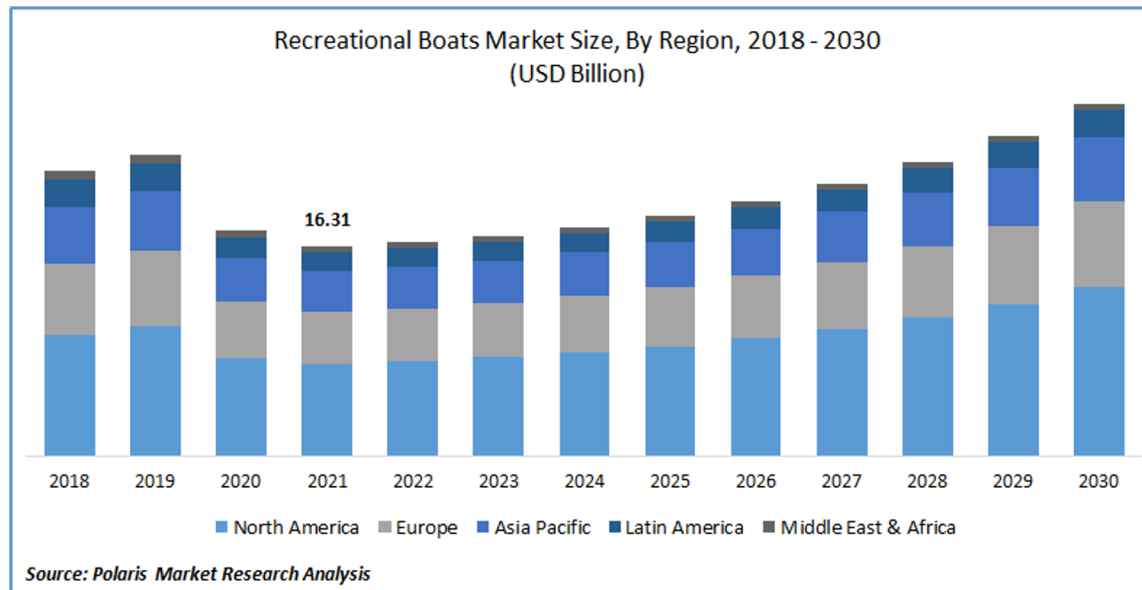
- Need to monetize the significant/underutilized/unconsidered supply of garages, carports, boat docks, and open land for landowners





# Why Now - Demand

- Large vehicle ownership is increasing
- Airbnb-type marketplaces normalized for mainstream America



# Why Now - Supply

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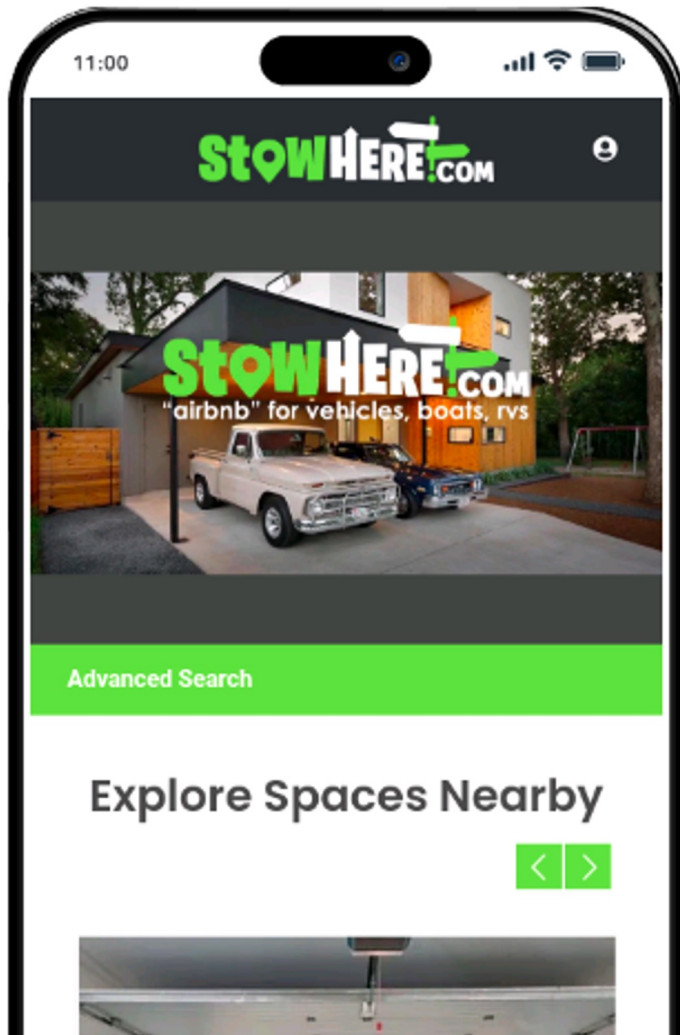
Number of sharing economy users in the United States  
*(in millions)*



- Inflation, real estate price increases, and recession fears are generating income pressure
- Airbnb gig economy normalized for mainstream America

# A New Approach to Self-Storage

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Agile technology serves the demand of low cost, highly flexible short & long-term storage

- Quick/same day, no contract, storage reservations
- Storage can be rented daily, monthly, and annually
- Differentiated by live/domestic customer service
- Terms & conditions are purpose built
- Focused GTM strategy
- Profitable and scalable



# Meet the Team

Clay Simmons



**Founder/CEO**

- 20 Years Tech/SaaS
- Nokia, Dell, Cognizant
- eMBA UTSA Honors Graduate

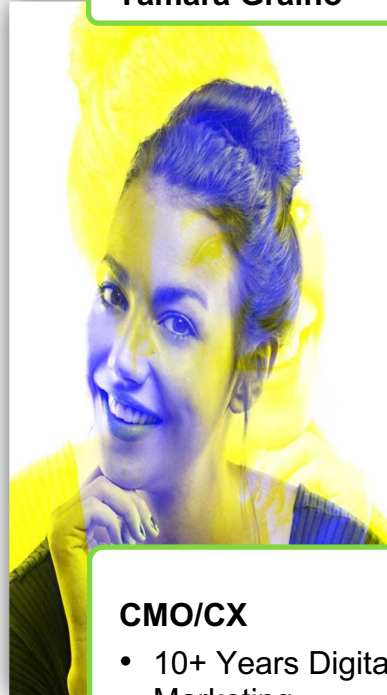
Andy Hung



**COO/CSO**

- 20 Years Growth Leader
- Uber, Workrise
- Yale University, Kellogg School of Management

Tamara Graino



**CMO/CX**

- 10+ Years Digital Marketing
- Product Launch & Scalability
- UX Strengths in SaaS Tech, HC, and EdTech

Vu Nguyen



**CTO/Dev**

- 10+ Years Digital Mobile/Web Dev
- Primary Architect since initial design
- CS Degree from Vietnam-Korea University Danang

Patrick Perkins



**Counsel**

- 10+ Yrs Startups
- Jones Day, Alston & Bird, Pearson Butler
- Professor of Entrepreneurship Law

# Our Business Model

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## Current

- Tap into an existing and proven sharing economy business model
- Revenue streams from both sides of the marketplace
  - Service charge from Renter
  - Commission from Owner

## •Accolades



A “most promising tech company”  
According to AustinInno

## Future

### New Capabilities

- Surge Pricing
- Concierge
- Insurance Sales
- Cashless Deposits

### New Use Cases

- Long-Term Parking (airport, event, etc.)
- Companies with excess space and complementary offerings
- Airbnb Owners
- University Housing

# Market GTM Playbook

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## Demand

- Robotic Process Automation (RPA) of FB and CL Marketplaces
- Dark Social of FB Neighborhood Groups and HoAs
- RV, Boat, and Car Dealers Networks
- Car, Boat and RV clubs
- Customer Service to Assist with Storage Searches

## Supply

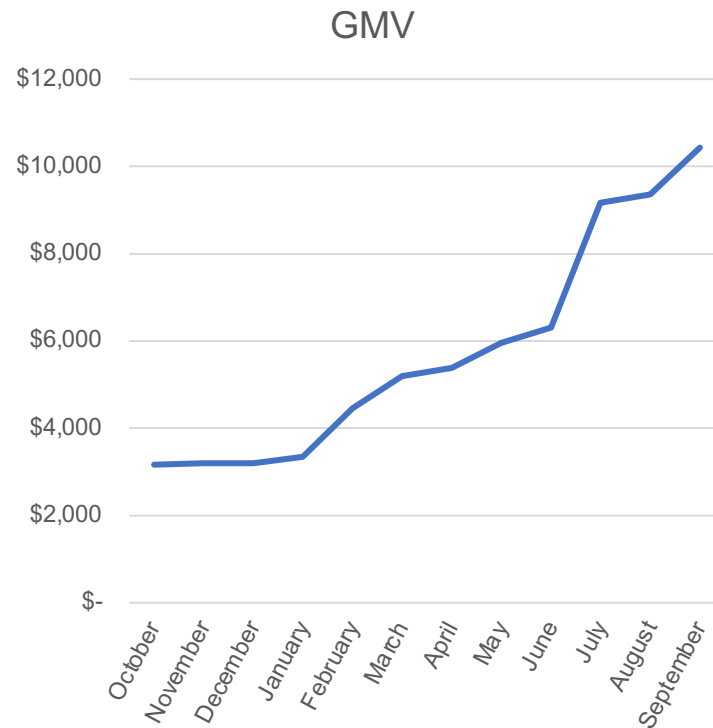
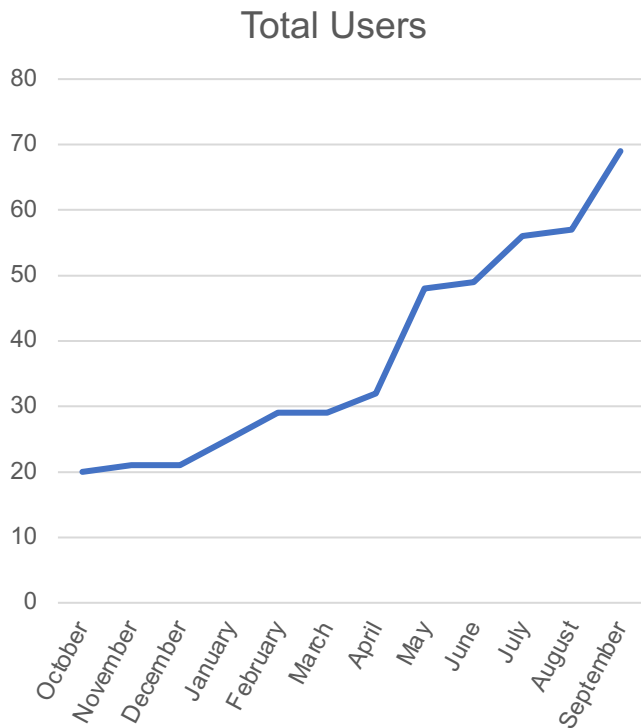
- Robotic Process Automation (RPA) of FB and CL Marketplaces
- Dark Social of FB Neighborhood Groups and HoAs
- Data Lake Insights (County Appraisal Districts and Intelligent Mapping)
- Online Training to Understand the Simplicity of Listing Creation and Value proposition
- Partnerships with Commercial Warehouse and Existing Storage Space, RV Parks & Marketplaces





# Our Initial Traction

StowHere! is already 40% of the way toward catching Neighbor's market penetration in Austin **without any outside funding** in the first 12 months\*



\*Neighbor 200 vs. StowHere! 82

## What Customers are Saying:

*"...I had a great experience with my first booking. My space was perfect for the RV booked. The StoweHere system is easy to navigate in. I am able to track availability and communication with the customer. I am glad to be part of this amazing platform meeting these unique needs!"*

*Valerie E. (Del Valle, Texas)*

## What Others are Saying:

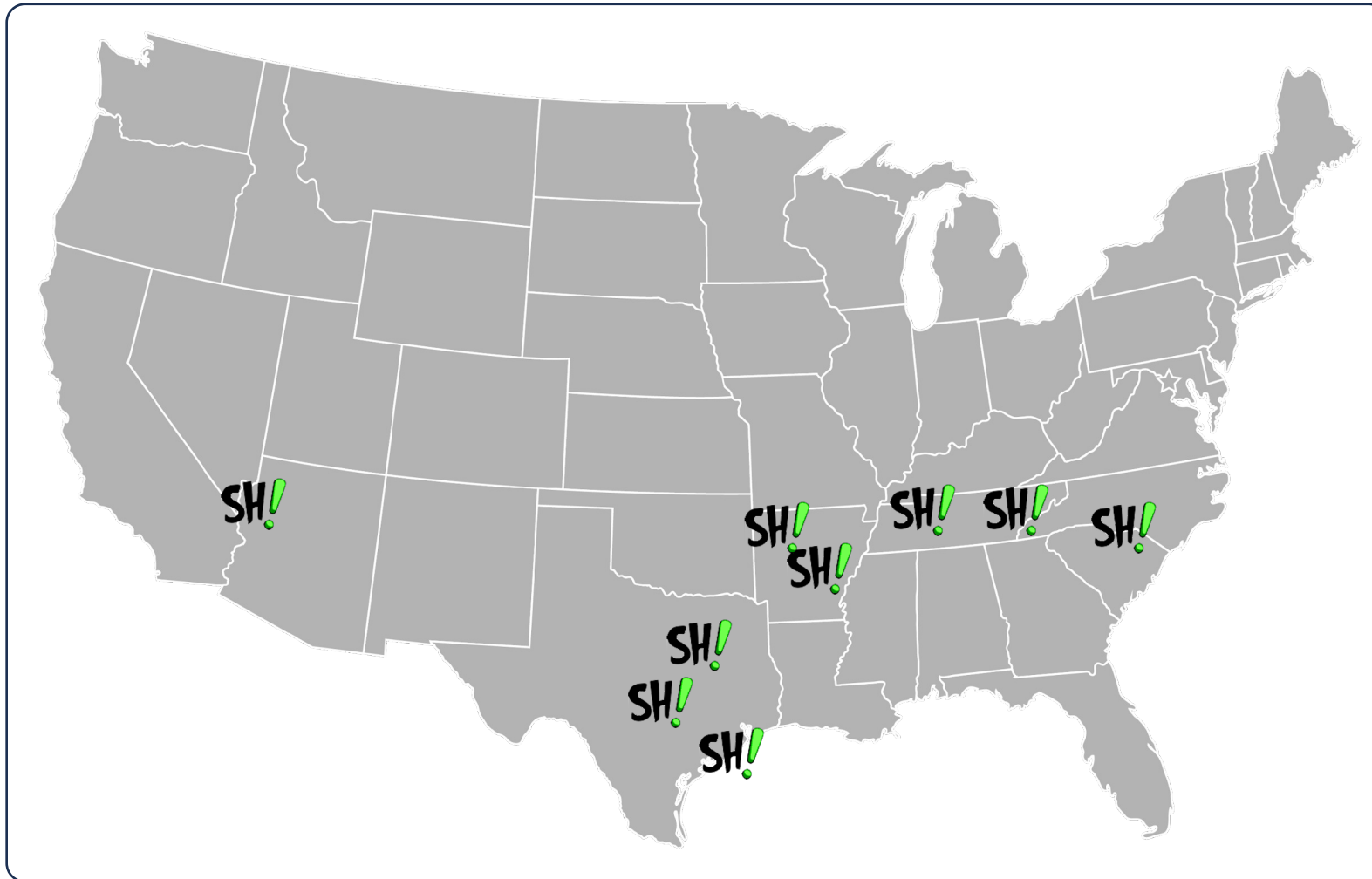


a "most promising tech company" ~AustinInno



# Our Market Growth Strategy

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## Market Prioritization

- Excess Storage with Excess Need
- Lake, Boat, & RV Friendly
- Known for Early Adopters

## Market Expectations

- \$70,000 GMV
  - 425 Reservations
  - \$160 per Reservation
  - 400 Demand Users
  - 300 New Unique Listings
    - 250 Supply Users

# Fundraising Plan

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## Seed I

Raise \$750k

(\$4.5m cap/  
\$5.25 post money)

Objectives

- 2 Markets 12 Months
- GMV of \$650k
- Gross Revenue \$142k
- 100k in traffic
- 750 listings

## Seed II

Raise \$2.5m

Objectives

- +6 Markets 24 Months
- GMV of \$4m
- Gross Revenue \$900k
- 10m in traffic
- 3,700 listings

### Total Addressable Market

- Demand: 280M vehicles, 10M RVs
- Supply: 140M houses x 2 car garage = 280M garage spaces

### P2P storage market will align to P2P hospitality market

- Supply
  - Austin, Texas currently at 14K Airbnb listings
- Demand
  - Increase in boat, RV, car, trailer and motorcycle market
  - Combined parking and storage markets \$118B\*

\* <https://www.thebusinessresearchcompany.com/report/parking-lots-and-garages-global-market-report>  
<https://www.grandviewresearch.com/industry-analysis/garage-organization-storage-market-report>

Open Discussion

Q&A

Portfolio Fit & Next Steps

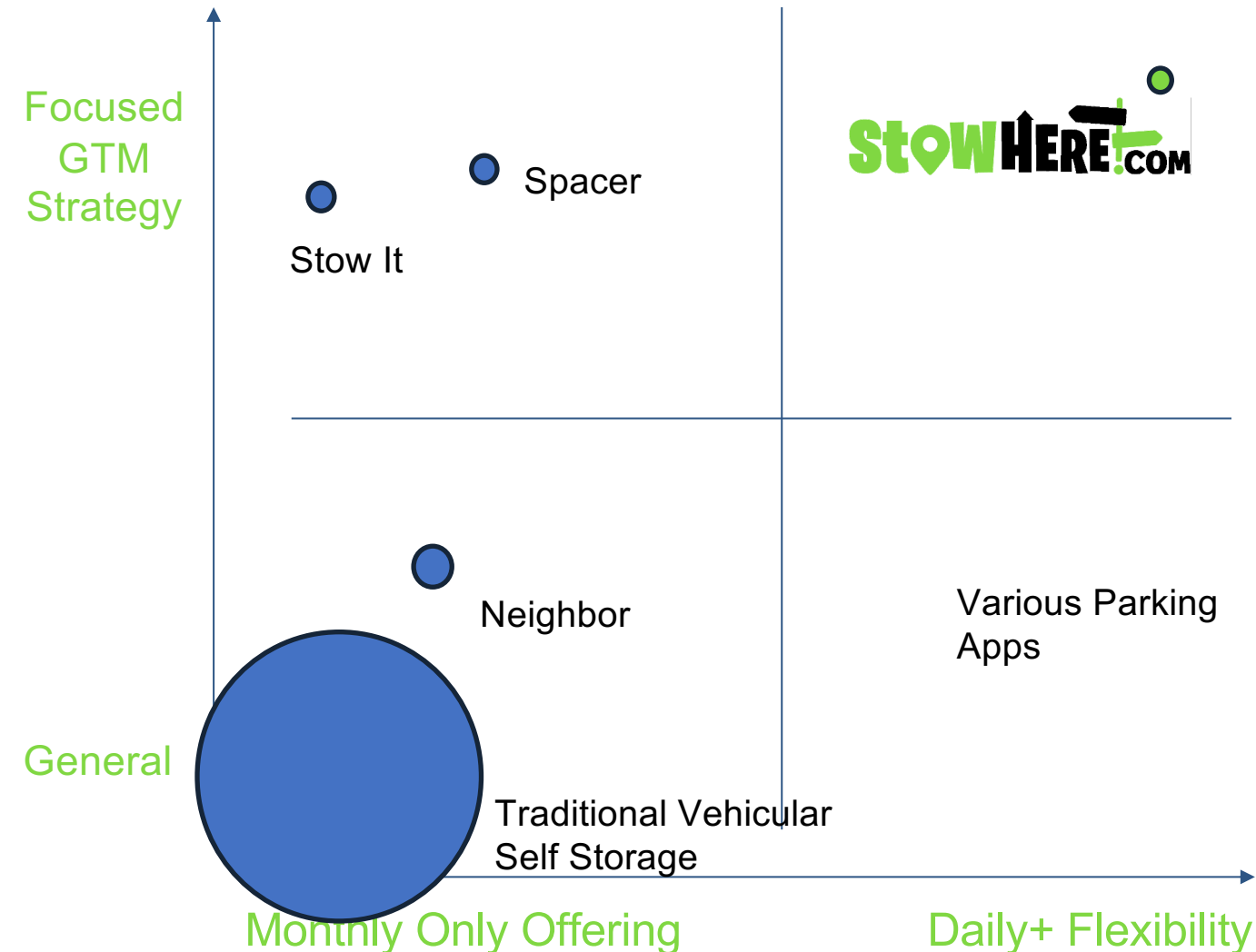




Thank you!



# Self Storage Landscape



## StowHERE!.com Differentiators:

- Focused Vehicular and Boat GTM
- Flexible rental agreement
  - 1 to 1000 days
  - Same-day rental
- Market Expansion Strategy
  - Lake/RV/Coastal & early adopters
  - Automated “gorilla”/field marketing
- Use Case Expansion Strategy
  - Airbnb Owners
  - Short-Term Parking (airport, events, etc.)
  - Universities
  - Local Business (dealers, car rentals, etc)
- Investment Strategy
  - Primarily needed for market expansion
- Strong Leadership
  - Low-cost software development expertise
  - Marketplace ramp-up expertise
- Rural market domestic customer service

