

Anyshare

Sharing economy is a relatively new concept; individuals easily rent or share their cars, homes, and personal time to other individuals, as in the cases of Airbnb and Uber, via mobile apps. Today, we accept that with the help of today's smartphone technology and Internet, it is very easy to provide platforms connecting the owners and the seekers sharing/renting potentially anything. TIME Magazine calls the concept as "One of 10 Ideas that will Change the World." Pulitzer Prize-winner Thomas L. Friedman says, "It is the real deal." Like a lot of startups following this hot, new global trend, we propose a startup that provides a platform to share/rent anything a person can possibly own. The shared item can be a hedge trimmer you use only a couple of times a year, or a specialized kitchen gadget you might want to rent it out for 3-4 hours at a time. You may develop a new interest in bread making for example. Why not rent a bread maker to try it out before you make a big commitment of purchasing such an expensive item? In this platform, the platform owners may receive a small fee for each transaction. While loaners specify the hourly fee for their items, renters may shop around and find the best bargain based on hourly fee. The app will be called Anyshare.

The main benefit of such a platform is the convenience of the accessibility of a wide range of tools, gadgets, etc. Ownership of such vast resources would not only require a substantial monetary investment but also create an uncomfortable clutter in our living spaces. The Census Bureau reports that in 2013, 28 million Americans moved, and on average a person moves 11 times in his/her lifetime. With excessive amount of clutter to carry around, each move becomes either harder or more costly as we all can relate to. With the help of this app, people's lives will improve as it reduces clutter and financial burden. The resulting minimalism in this context will translate into living one's life in its full potential; with the help of this app, anyone can access any tool/gadget with affordable prices. The sky is the limit. Sharing not only helps renters save money, but also creates a platform for loaners to earn money. With these incentives in mind, many people would like to use the app to both loan and rent at the same time for various tools/gadgets they own or need. Our app will promote healthy environment because people will not purchase items that they may need only a few times a year. This will lead to less consumption. We all know that recycling is very good for the environment. Anyshare will promote the most efficient utilization of the tools/gadgets the users own. As online shopping becomes more popular, many companies keep limited stock in their brick and mortar stores, which makes online shopping unavoidable. Anyshare is more convenient because borrowing something you need from your neighbor is much faster than ordering it online as online orders may take weeks to arrive and comes with a shipping cost.

Unlike Airbnb or Uber, this platform requires lockers for items to be placed in and secured. In this sense, a locker is like a bike-share rack, which requires investment and planning. We will place the lockers strategically to spread out to increase the coverage of different regions so that many loaners and renters can conveniently access the lockers. The company will own the lockers and provide access to the loaners and seekers as they commit to a transaction on the app. Loaners and seekers can search for a locker by entering the zip code, dates, and the tool/gadget they are providing or looking for, which will result in listing available lockers sorted by the distance. Alternatively, users can choose "Nearby" button, which will provide more convenient searches as the user does not have to enter a zip code, but his/her current location will be used. With each new transaction initiated by a loaner, a new key sequence will be created for the assigned locker, which will be visible to the renter only after he completes his transaction to rent the item in this locker. This way, we prevent thefts to some degree as the key sequence changes once the renter checks out the item. For the duration of the checkout, the same locker will be available for other transactions. Once the renter initiates the return of the item, a new key sequence will be created for an available locker – preferably close to the original locker. Since this sharing system can easily be abused either by loaners or renters, trust among the participants can be built with mechanisms like commenting and rating the peers. We can also keep track of each item, by associating it with a QR tag and scanning the tag via the camera installed inside the locker. Payment will be handled via transactions provided by PayPal or credit cards. With an easy to use design app, conveniently placed lockers, and mechanisms put in place to create a trusted environment, this sharing media will change our lives, and will be the next big thing!