



# Empresta Aí

YOUR RENTAL MARKETPLACE

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# Why We Exist



## VISION

Make access replace ownership as the default way to consume.



## IMPACT

Reduce overconsumption by unlocking underused assets through sharing.

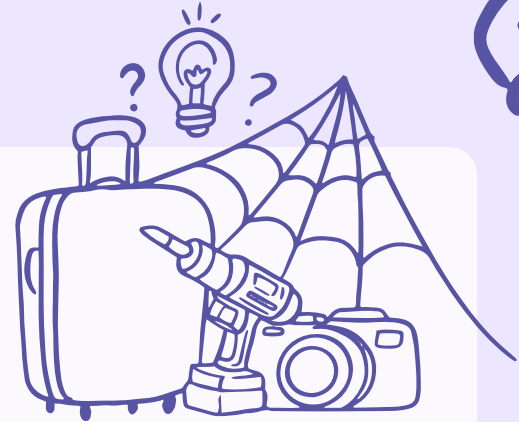
**We turn idle products into active value.**





# Problem

- 1 People buy items they rarely use, taking up space and quickly losing value

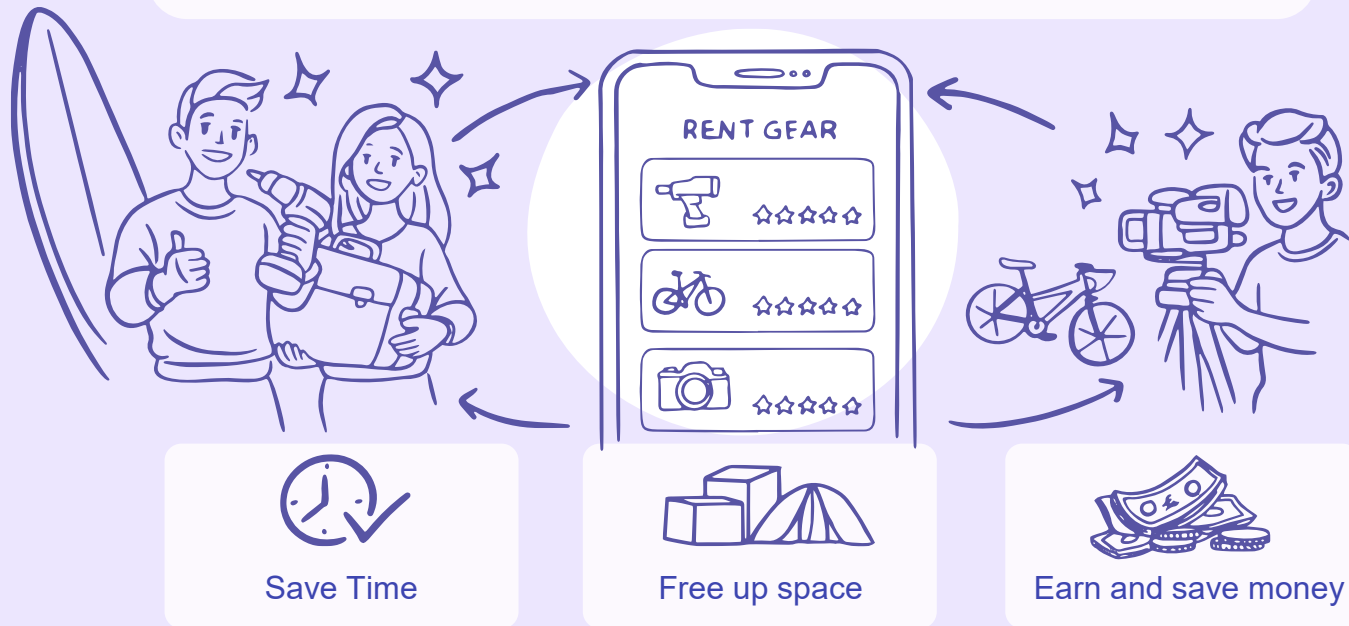


- 2 There is no simple and complete solution to rent what you need.



# Solution

A marketplace where anyone can **rent** anything, anywhere, saving you time, space and money.





# How it works

Rent in 4 simple steps!

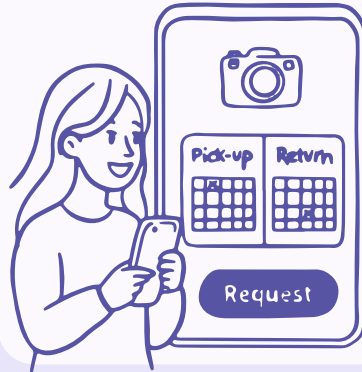
## 1 FIND

Browse and choose what you need



## 2 REQUEST

Pick your dates and send a request



## 3 PICK UP & ENJOY

Meet up, pick it up, and make the most of it!



## 4 RETURN

Give it back and leave a review

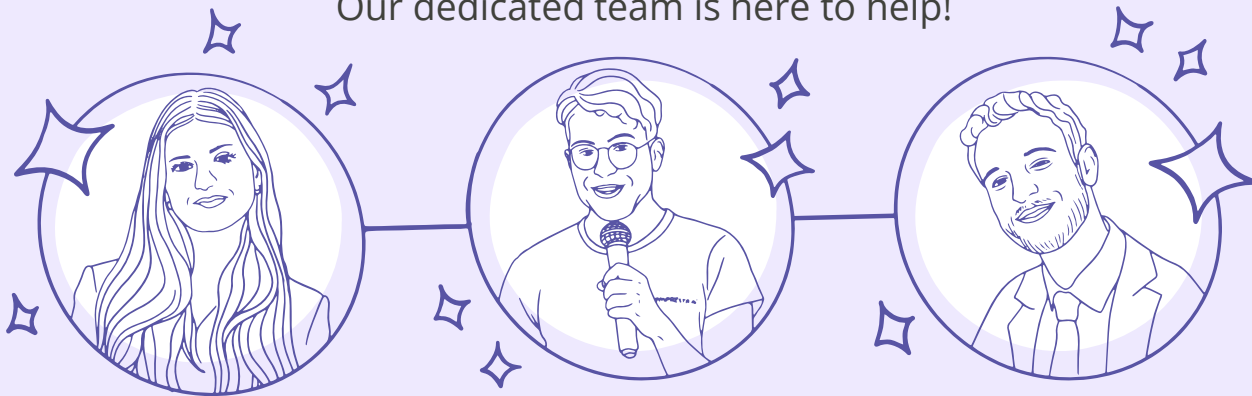


**Simple, safe, and smart.** Access what you need, when you need it.



# Meet Our Team

Our dedicated team is here to help!



BARBARA  
TAVARES

**Co-Founder & CMO**

BSc Economics

MSc Environmental and  
Sustainability Studies

ANDRÉ  
GRÁCIO

**Co-Founder & CEO**

BSc Human Resources

Postgraduate in Lean  
Management & Lean  
People Leadership

FILIPE  
FERREIRA

**Co-Founder & CTO**

BSc Computer  
Engineering

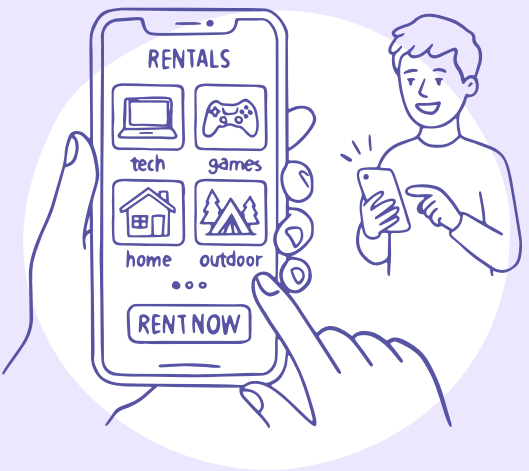
+10 years experience in  
Web Development



# The Market

The item rental market is booming, driven by people seeking convenience, sustainability, and affordability.

ACCESSIBILITY



RENTAL MARKET



SUSTAINABILITY

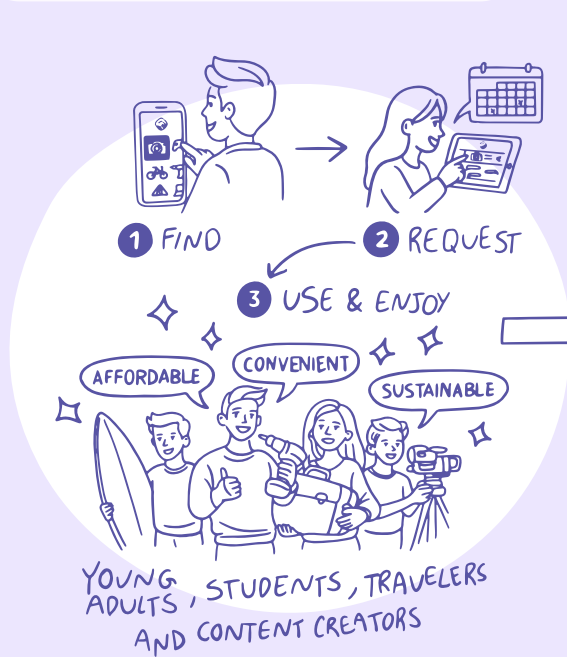




# Our Customers

## Demand Side

(Renters/ End Users/ Beneficiaries)



## Supply Side

(Owners/ Businesses/ Costumers)



We connect supply and demand in one platform



# Business Plan



**20% Commission**  
per rental



**Premium Plans**  
for suppliers



**Integrated Coverage**



# Competition & Differentiation



## Dispersed offer across different websites



### Physical Store

Rent in person



Construction  
& tools



Reserve only in  
physical store



Sports &  
leisure



Online booking  
available now  
(No chat)



### Other Companies

Various categories



Contact only: you must  
wait for a response about  
availability & price



## ACHIEVEMENTS

**73** Partners Secured



Validated MVP



Recognition & Non-dilutive funding

**Start UP** Voucher®  
innovate

**(CI)** CASA DO IMPACTO  
Sociedade Civil de Interesse Público



## NEAR-TERM MILESTONES



**100** Partners Secured



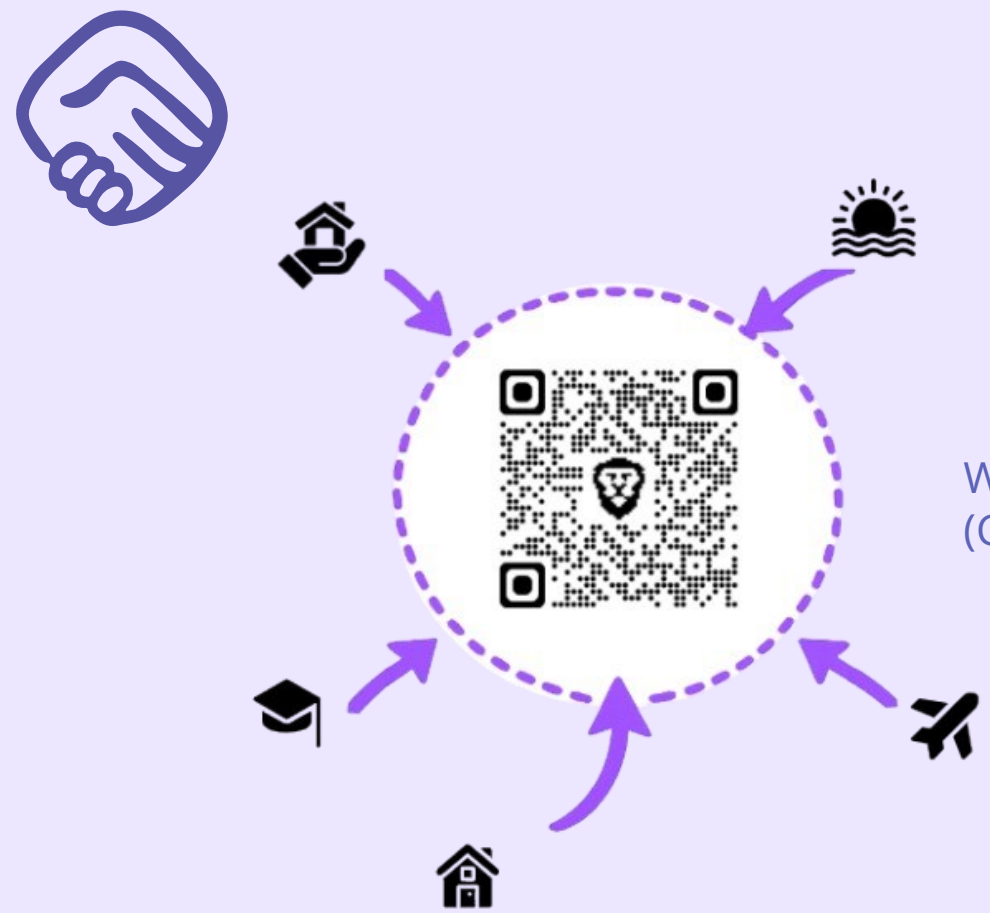
Launch fully integrated platform



# Financial Projections

|                                  | <b>YEAR 1</b><br>Launch & Build | <b>YEAR 3</b><br>Break-even | <b>YEAR 5</b><br>Scale |
|----------------------------------|---------------------------------|-----------------------------|------------------------|
| <b>GMV (€)</b>                   | 167k                            | 1.04M                       | 3.25M                  |
| <b>Revenue (€)</b><br>20% of GMV | 33k                             | 208k                        | 650k                   |
| <b>EBITDA (€)</b>                | -120k                           | 42k                         | 471k                   |

# Strategy



We reduced Customer Acquisition Cost (CAC) by partnering with strategic sectors.



# Exit

## POTENTIAL ACQUIRERS



Vinted



hygglo



peerby

Online  
Marketplaces

Retail

Rental  
Marketplaces  
in Europe



# THANK YOU!

WHY BUY, WHEN YOU CAN RENT?

