

**From Peer-to-Peer with horrible
Unit Economics to owning the
entire rental transaction with up
to 50% take-rate.**

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The 3 factors that killed our peer-to-peer platform:

- Too expensive to build the supply side
- Too expensive to maintain supply AND demand side
- Perceived value of the platform too low

Corner stone to build a working peer-to-peer platform:

The supply side has to co-create the platform.
For money or out of passion.

The 3 issues with our lead-generator:

- No way to track generated transactions from leads (multichannel marketing)
- Revenue proportional to marketing spend
- Natural churn of self-storage providers due to limited supply

Corner stone to kick-start a lead-generator:

The generated transactions have to be measurable or you have to be the only relevant marketing channel.

The 3 factors that made the storabble-model possible:

- Underutilized but allocatable asset
- Direct access to demand
- No price interference by the government

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