

useit

Overview

Nov.2015

from owning to using

Shareconomy



I don't need a drill: I just need a hole drilled in the wall!

time to pull down a wall

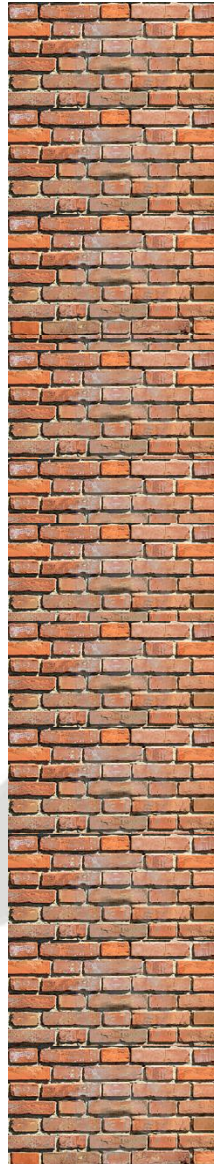
I NEED

My wall needs
re-painting.



I need to assemble
the new kitchen I
just bought.

UNMET NEED



I OWN

Unused painting gun



Tool kit forgotten in garage

WASTED VALUE

The solution: breaking down walls



I CAN HIRE



I hire the painting gun and also the painting service: my room is now repainted.

**WE
USE**



I CAN RENT OUT

I share the painting gun and my time.



I hire the tool kit and assemble my kitchen.

**WE
USE**



I rent out my tool kit.

NEED IS MET

VALUE IS CREATED

How does it work?

PUBLISH
your objects, skills
or spaces and
price them in
u-coins



**ACCEPT THE
RENTAL/
PURCHASE
REQUEST**



Find an
agreement
regarding
delivery



EARN
from your
rental/sale



Use or sell
your
u-coins



Watch the
video

SEARCH & FIND
what you need
on **useit**



BOOK
the object or
service for the
desired
time range
(purchase u-coins if
needed)

Find an
agreement
regarding
retrieval

RETRIEVE
the goods ,
and start
using:
you've also
**SAVED
MONEY**

Return or
buy the
object

On **useit** rentals are **guaranteed** by the Platform up to
2.000 euro.

Categories of goods and services



TOOLS & DIY



SPORTS GEAR



**SERVICES
&
MOBILITY**



TUITION



**HEALTH
&
BEAUTY**



KIDS' WORLD



HI-TECH



**MACHINERY
&
UTENSILS**



HOSPITALITY



**ENGINES
&
BOATING**



**ENTERTAINMENT
&
GAMES**



**WARDROBE
&
ACCESSORIES**

WHAT'S INNOVATIVE ABOUT US?

1. useit brings together many different **CATEGORIES OF ASSETS** onto one single platform: there is no need to navigate on differentiated or specialized websites when advertising or searching for something.
2. u-coins are the **VIRTUAL CURRENCY** used on the platform for regulating, monitoring and protecting transactions between users: it is thus possible to participate **safely** without ever needing to put your hand to your wallet.
3. **NO COMMISSION** is charged on any of the rental transactions.
4. safety net: useit's **FREE INSURANCE** mechanism will increase **up to 2,000 euros** for each user and cover potential material damages to property in accordance with commendable user behaviour (this is monitored via the user-feedback system), also users may also request a discretionary deposit to protect their shared goods.

Our channels of contact



webiste www.useit.it

- Search by category
- Search by geolocation
- User and product rating
- User profile
- Featured ads

Android app

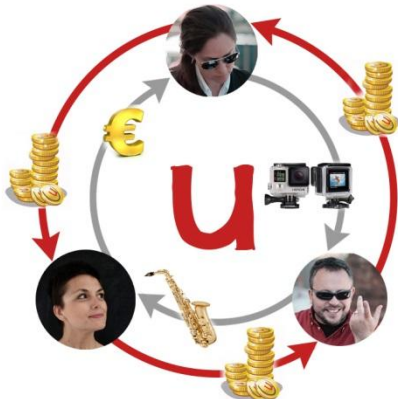


- Simple
- Always on (low battery consumption)
- Geolocation
- 70% market coverage

Social

Goals

www.useit.it: il circolo dell'uso



- Education
- Promotion
- Awareness

Tools

- Facebook fanpage
- FB groups
- Twitter

Press & Events

- «Sharing Economy» section on Techeconomy webzine
- GO-Live-n-Tell Road Movie: user stories on the road
- University Seminars on the Sharing Economy (target: Millenials)

THE CIRCLE OF SHARING

One of useit's missions is to give back to the community the value that has been generated with and by the community, in the form of sponsorships, scholarships, and support to those in need.

PROFIT SHARING and DONATION PROJECTS

- 10% of revenue is donated to charities
- from the website it is possible to make donations to affiliated associations



PROFITS and CROWDFUNDING



20% of profits are destined to finance business projects suggested by community members of Useit and voted by the members themselves.

useit: the team



Giovanni Zazzerini

Member of useit
Board of Directors

Professor of Marketing at Luiss
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Business Consultant

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Rachel Hentsch

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Marta Trotta

useit Founding Partner
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PhD. in Sociology
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Nicoletta Civita

useit Founding Partner
& CFO

Controller of multinational
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Business Consultant
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Benny Bimonte

useit Founding Partner
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ICT Executive Manager
Start-upper (3 start-ups launched)
Business Consultant

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Claudio La Torre

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Financial Analyst
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