

PREPARED
BY



innovating and redefining the pro A/V equipment rental market



**equipment
rental**



**subrental
marketplace**



**equipment rental
software**

BEFORE

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135
MADISON



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Investment Highlights

Background & Goal

Formed in 2019
and positioned for
operational success in
months of financing

Addressable Market

\$14.7B

Capital Raise

\$250K on a Safe Note

Strategy

Design the market and
the professional
equipment rental market
through multiple
platforms

Problem

Equipment Rental

• **AT Rental Supply**
• **AT Rental Demand**
• **AT Rental Software**

• **AT Rental Supply**
• **AT Rental Demand**
• **AT Rental Software**

Subrental Marketplace

• **Subrental Marketplace**
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• **Subrental Marketplace**

Equipment Rental Software

• **Equipment Rental Software**
• **Equipment Rental Software**
• **Equipment Rental Software**

Why Now?

- The Pro A/V Market is expected to grow at a CAGR of 11.2%
- With the growing awareness of equipment rental, customers are getting better educated
- Subrentals can help most equipment and accessories providers, and necessary equipment and software value
- A/V rental is an important part of the business for many companies, but it's not a core business for many companies, so they are not able to provide the best service to their customers

Solution

Modernize and streamline equipment rental for Pro A/V rental market
Create a turnkey platform to connect A/V rental equipment providers and renters



Addressable Market



Competitive Landscape

The current A/V industry with a substantial number of providers is likely to take advantage of the opportunity

Company	A/V Focus	Size Type	Logistics Type	Key Strengths	Key Weaknesses
1. PRORENTS	100%	100%	100%	100%	100%
2. HERC RENTALS	100%	100%	100%	100%	100%
3. UNITED RENTALS	100%	100%	100%	100%	100%
4. SUNBELT RENTALS	100%	100%	100%	100%	100%
5. AT RENTAL	100%	100%	100%	100%	100%
6. AT RENTAL	100%	100%	100%	100%	100%
7. AT RENTAL	100%	100%	100%	100%	100%
8. AT RENTAL	100%	100%	100%	100%	100%
9. AT RENTAL	100%	100%	100%	100%	100%
10. AT RENTAL	100%	100%	100%	100%	100%

How it Works



Value Proposition



Marketing Strategy



Target Market



Business Model



Traction & Milestones



Sources & Uses



Financial Projections



Exit Strategy



Team



Thank You!

Gary Farrell

PRORENTS

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equipment rental subrental marketplace equipment rental software

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PRORENTS

investment highlights

background & goal
Formed business in 2020 and prepared to be operational within 3 months of financing

strategy
Disrupt the status-quo in the professional equipment rental markets through marketplace platform

addressable market
\$247B

capital raise
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PRORENTS

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PRORENTS

problem

equipment rental

AV Rental Buyers

- Finding the right gear, limited to personal knowledge
- Confirming availability of the gear, e-mail/phone call
- Price comparisons across companies
- Calculating additional logistics cost
- Arranging for delivery of gear, timeliness, reliability

subrental marketplace

- Currently no online rental marketplace exists, ripe for disruptive technology
- Finding the right gear, limited to personal knowledge
- Searching and comparison shopping very difficult, often easy solution taken instead of best solution

equipment rental software

- Limited solutions in the current market
- Current systems lack innovation and current technology
- Current businesses utilize multiple supplements to make up for current solution shortcomings

PRORENTS

why now?

The Pro A/V Market is expected to grow at a **CAGR of 11.2%**¹

With the sharing economy becoming more prevalent, customers are going to demand innovation²

Subrentals can help meet demand and accommodate growth, avoid unnecessary purchases and utilize other assets³

A/V rentals are projected to surge post pandemic due to pent-up demand³ as well as many new freelancers (former company employees, laid-off) with customers committed to them, but with no gear to execute events

PRORENTS

marketing strategy

strategic partnerships

A/V Rental Companies

- Identify small regional players that have excess gear sitting right now and need revenue
- Offer premium pricing and faster placement of equipment with immediate returns

Industry Organizations

- Partner with Sponsor or organizations that hold large events regularly and use their forum to advertise the marketplace
- Create exclusive arrangement with technical producers to be their official A/V equipment supplier

online marketing

Social Media

- Create a presence on Facebook, Instagram and LinkedIn
- Manage the above accounts and post frequent blog/articles showcasing the benefits of A/V subrentals

Paid Search & SEO

- Identify highest converting "keywords" that local renters are searching for on Google
- Engage in daily paid search such as Google Adwords, display advertising activities and retargeting
- Optimize website for SEO with proper keyword density and backlinks to increase organic Google Ranking

traditional channels

Events

- Attend conferences and sponsor networking events to promote the use of the marketplace
- Offer one-time discounts and incentives in the form of reduced rental rates

Offline

- Execute periodic direct mail/postcard campaign to existing A/V companies advertising in the marketplace
- Maintain a fully integrated CRM solution to track customers over their full industry life cycle

target market

renters of A/V gear

- Facilitate technical aspects of events, booths or performances
- Do not own their own A/V equipment or do not own all necessary equipment
- <40 years of age who are comfortable with technology
- Early on in their professional and A/V career

sellers of A/V gear

- Looking to make additional income renting their underutilized A/V inventory
- Entities that have a web presence but are not able to take advantage of online marketing
- Larger and established enterprises



business model

equipment rental

- Direct rental of equipment in strategic markets with inventory capabilities
- Rentals limited to high value and long-life products

rental & staging platform

- Per month site fee (\$300) for the platform

subrental marketplace

- 5% of all sales taken from the seller
- Buyers pays all delivery and freight
- \$100/month fee for integration with rental management software
- Sponsored listing by sellers at an incremental revenue
- Ad revenue through Pay Per Clicks on the marketplace

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rental & staging platform

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traction & milestones



sources & uses

Capital Raised To Date
\$25K
from the Founder

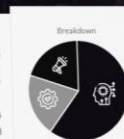
Capital Raise
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marketing

- \$50K to develop brand identity and implement marketing tactics

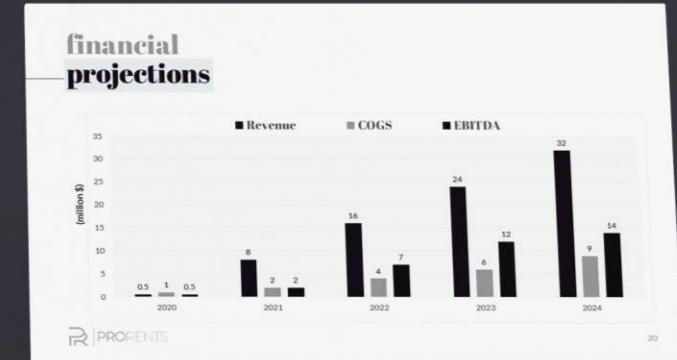
operations

- \$50K to make key hires and working capital



technology

- \$150K to build-out the marketplace



exit strategy

Get acquired by a larger equipment rental or software company to serve as an additional module within their larger platform

PRG

HercRentals®

Flēx

United Rentals

SUNBELT RENTALS

PR | PRORENTS

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team

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