

Welcome!

I'm Jessie, the founder of Setcircle. I'll walk you through our mission and opportunities. Our model focuses on competitively priced set decoration bundles comprised of unique and character-rich items from our community.

We're launching our alpha version in Los Angeles in 2024 and onboarding new users daily in preparation.

Everyone has something valuable to contribute to our community. Props from rental houses naturally try to emulate reality and make a scene more believable - but what if they came from a more direct source?

A common misconception is that you might not have anything good enough to rent out to others. But luckily, everyone's belongings are important. Let me explain.



**Stills throughout document taken from commercials for educational use only.*

It's helpful to think about your belongings as if you are a character archetype. Picture yourself as the protagonist of your own story: maybe you're a creative, musician, handyman, athlete, adventurer, gamer, baker, fashionista, rock-climber, reader, oversleeper, or just an average Joe?

Your environment reflects your way of life. All you need to do is select a focal point. The more "real" these collections are the better.

Maybe you're an avid reader and have well-worn books scattered all around your apartment. Maybe you're a maximalist plant lover, and have a growing collection of imperfect green friends. Or maybe you just have a collection of random life collectibles that are worn, loved, or forgotten.



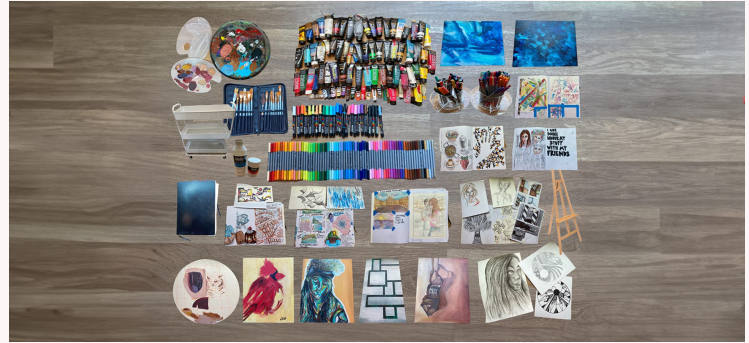
Let's take a look at myself, for example.

I'm a natural creative and artist at heart (hence why I got into production design) and have a lot of artsy items. An artist bundle could be a good fit for my belongings.

After all - most of my art supplies sit in a corner of my office, shoved away and forgotten.

After looking through my things more carefully -
I've taken stock of what I might be willing to rent out:

- 1 - 3 Artist Palettes
- 2 - Acrylic Paint: 79 tubes and 2 mediums + bin
- 3 - Easel
- 4 - Unfinished Artwork on thin round wood
- 5 - Markers & storage: 71 Staedtler markers, 25 Posca markers, 2 Rotating containers
- 6 - Large 3-Tier Rolling Cart
- 7 - Paint Brushes: 17 Brushes
- 8 - Sketchbook: ~10 pages of content
- 9 - Artwork on Canvas: 6 Paintings



(Items not to scale)

Now that's a great bundle!

Now for the exciting part - let's study how we could price this bundle and how much you could make per rental.

\$112.5 not bad!

Let's say I was able to rent that out just twice a month. That's an extra \$1.5k a year for my one bundle. (after taxes, marketplace commission fees, etc.)

ITEM	RENT VALUE EXAMPLE
3 ARTIST PALETTES	10
ACRYLIC PAINT	20
EASEL	35
UNFINISHED ARTWORK	5
PAINT MARKERS & STORAGE	20
3-TIER ROLLING CART	10
PAINT BRUSHES	5
SKETCHBOOK	20
RANDOM ARTWORK ON CANVAS (6)	25
	25% discount applied on bundles
	TOTAL = \$112.5

The possibilities for what you can rent out are endless - make nearly passive income renting items you already own with minimal effort.

**Note be careful of *priceless* items such as original paintings. In this case study - I wouldn't be heartbroken if my paintings were damaged - proceed with caution. Our alpha launch will have an advanced version of a break-it-you-buy-it policy, and we are actively working on integrating a more robust insurance model for our beta stage.*



Now, let's say you also want to rent an artist bundle or have similar items to my example. Great!
Our experiences will naturally be unique from each other, which will be reflected in our rentable belongings.

What perspective do you offer?