"Easy Storage & Transport" Service Platform Product Plan

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1. Product Background

1.1 Source of Product Idea and Opportunities

1.1.1 Market Insight

"Oh my god, I have to pay $600 for storage fees." This summer was the first time I had to store all my daily necessities when leaving school for the vacation, and the estimated cost shocked me. This is a common situation in private boarding high schools in the United States. During summer vacations (or long weekends), student dormitories need to be completely cleaned out to be used for school summer camps or other purposes. Students have to pack all their personal belongings and daily necessities and find a place to store them, and most schools do not provide free storage services. Even if they will return to the same school in the next school year, they still have to pack all their items and store them elsewhere. A small number of students with favorable conditions may choose to store their items at classmates' or relatives' homes; some schools do offer paid storage services, but the prices are generally very high. Some students choose the school's storage service to avoid trouble, while others actively look for external storage facilities to save money. However, although they save on costs, they encounter many problems, such as searching for storage facilities online and figuring out how to transport items to the warehouse.

1.1.2 User Story

This year, I went through this entire process myself. At the first high school I attended in the western United States, where the number of

boarding students was small, the school provided free luggage storage. Without worrying about the cost, I had a lot of daily items. But when I transferred to a new school this year, the school offered a UPS packing plan for the summer vacation, and the storage and transportation fee for each piece of luggage was actually as high as more than $60. I estimated that I would need to pack nearly 10 boxes of my items, and this exorbitant cost was beyond my affordability. So I started looking for a safer and more economical alternative. I found a local self-service storage facility online, which had a low price. It was usually used almost only by local residents and was rarely known by the student group. I discussed with my roommate about renting a storage unit together, but the real challenge was just beginning. Due to the remote location of the storage facility, we faced problems such as being unable to book a car and having difficulty moving the items by ourselves. We didn't have a car, and since we were under 18, we couldn't legally use Uber or rent a car. In the end, we had to ask a teacher's family member we knew to help transport the luggage to the warehouse. Besides, the self-service warehouse had no staff, lacked operational guidelines, and had no customer service system. We could only contact them via email, which couldn't provide timely responses. We were completely confused on the spot, and it took us nearly two hours just to complete the registration and lock-up process. Moreover, even the smallest warehouse space was quite large, so my roommate and I thought it was a bit wasteful to share it. If we find more people to share the space together, the cost would be even more favorable. In the end, my roommate and I shared the warehouse for 3 months, and each of us spent $100. This was $500 cheaper than the storage service provided by the school.

During the summer vacation, I shared with my mother the tedious rental process and my experience of finding a solution. While communicating with her, it suddenly occurred to me: if there were a system that could meet students' actual needs, solve all problems in one stop, and be known and used by a large number of international students, wouldn't it be much more convenient? In fact, there are abundant storage resources in the United States, and there is also a lot of idle space. However, international students are not familiar with these resources and are too lazy to search for them online because they think it's a hassle, which is a time-consuming and energy-draining task. Additionally, the rental process is not student-friendly, as students have to solve the problems of transportation and moving on their own. Furthermore, the storage space of a single warehouse is relatively large, and students are reluctant to find more roommates to share the space with due to shyness. After considering these problems, I thought that an integrated management platform could be built to integrate these cheap, safe, but "hidden" storage resources, and provide additional supporting services such as moving, reservation, and customer service. Through big data, it could automatically screen and match resources, allowing all students to easily complete vacation storage in an economical and affordable way.

1.2 Product Vision and Mission

Our vision is to integrate self-service storage resources, transportation forces, and campus second-hand trading networks across the United States and build a "simple, efficient, safe, and sustainable" storage and moving platform for the student group in the United States, especially international students. This platform will not only help students save money

and time but also make the transition between school years easy and secure for them.

Our mission is to provide a one-stop App solution, through which student users can complete a series of processes such as storage reservation, moving arrangement, fee settlement, warehouse tracking, and second-hand consignment on a single platform. This will allow every user to leave school with peace of mind during vacations and return to school conveniently.

2. Market Analysis and Problem Definition

2.1 Target Market Analysis

2.1.1 Target Users

(1) High school students boarding in the United States

The main target users of this platform are high school students boarding in the United States, especially those who need to move out of dormitories for a short period during vacations but lack a luggage storage solution. Since most boarding high schools prohibit students from staying in dormitories during vacations, these students often face practical difficulties in storage and moving. Our service provides them with an economical, convenient, and flexible solution.

(2) College students who do not rent off-campus housing

This group of students usually needs to move out of student dormitories every year and store their personal items for a short time during summer or winter vacations. However, traditional storage services in the

market are often expensive or have complex processes, making them unsuitable for students. Through our platform's group buying mechanism and personalized services, the threshold for use and costs for this group of students is significantly reduced.

(3) International students

International students are a core user group that our platform attaches great importance to. They usually cannot take large items back to their home countries, and also face great challenges in finding reliable storage methods during vacations. Our platform provides multilingual support and integrated logistics and storage solutions for international students, enabling them to quickly complete the storage process even when they have language barriers and time constraints.

(4) College staff in need of short-term storage

The platform can also serve some college staff who need short-term storage, such as visiting scholars, participants in summer programs, and graduates returning to school for internships. They also have clear needs for flexible and safe storage services, and our platform can provide support for them through flexible rental periods and a convenient reservation system.

2.1.2 Target Market Size

(Supplement: Find data to estimate the number of target users and the annual expenditure per person on item storage and transportation)

2.2 Core Pain Points and Challenges

(1) High cost of school-provided storage

Storage service providers recommended by schools often package services such as manual moving, packaging, and transportation, resulting

in extremely high total costs, which may even exceed the cost of a student's round-trip air ticket. For international students, the cost burden is even more severe.

(2) Information asymmetry in the storage market

Many students are not aware of the price differences and operation processes in the storage market, and they lack relevant experience, making them prone to choosing expensive and inefficient services.

(3) Lack of transportation resources for students

Students usually do not have cars, and it is also difficult for them to use Uber or Lyft to transport large pieces of luggage. Moreover, using these ride-hailing platforms also involves practical problems such as age restrictions and safety issues.

(4) Complex on-site selection and communication

Even if students find a cheap storage location, they need to go to the site to confirm details one by one, including location, price, storage unit type, available time, and safety conditions, and also communicate the transportation method separately. This inconvenience makes many people simply choose expensive one-stop services.

(5) Concerns about storage safety

Many storage facilities are unattended self-service warehouses. Students lack confidence and are worried about whether their luggage will be stolen, damaged, or encounter other problems. This concern is particularly strong for international students who have valuable electronic products and important documents.

(6) Insufficient storage space sharing capacity

Existing services almost all charge based on "entire warehouses". If students do not have many luggage items, there will be a waste of space.

However, it is difficult for them to find reliable people to share the space through group buying, resulting in low resource utilization efficiency.

(7) Waste of students' item resources

When packing, students often throw away many items that are still usable to reduce the number of packed items, leading to a waste of resources.

2.3 Existing Solutions and Competitor Analysis

(1) School-designated warehousing service

Advantages: Easy to operate, unified connection with schools, and relatively high security.

Disadvantages: It is expensive. Packaging, handling, and storage are often charged as a package, which is far beyond the affordability of students.

(2) Advantages of traditional Self-Storage: relatively low price and a wide range of storage space options. Disadvantages: It is located in a remote area and lacks customized services specifically for students. Users have to handle transportation, reservation, and safety issues by themselves.

(3) Advantages of transportation + warehousing solutions such as UPS and FedEx: high brand awareness, standardized processes, and wide coverage. Disadvantages: High cost, overly commercialized services, lack of flexibility, and unsuitable for short-term and large-scale storage needs

(4) Advantages of mutual assistance among students or temporary storage: Low cost, sometimes even free. Disadvantages: Unstable, lacking security guarantees, and unable to form large-scale solutions

Overall, the current solutions are characterized by high prices, inconvenience, and a lack of a "one-stop" comprehensive solution for the student group.

3. Product Solutions

3.1 Overview of Solutions

To address the above pain points, we will build the "Easy Storage & Transport" service platform and develop a mobile App specifically designed for students in the United States, supporting both iOS and Android systems. This platform will integrate the following functions: recommending nearby storage facilities based on geographical location, quickly reserving storage space, placing orders for moving services with one click, real-time logistics tracking, campus second-hand goods trading, order management, and other core functions. The platform will cooperate with multiple third-party storage companies and local transportation providers to provide students with highly integrated "storage and transportation integrated" services.

Users only need to enter their school information and schedule on the platform to obtain a complete set of storage and moving solutions, and enjoy exclusive discounts through student identity verification. The platform will also have a customer service system that provides manual or AI support to ensure that there is guidance for each step, truly realizing "complete the move easily with just a few taps on the phone".

3.2 Core Value Proposition

(1) Convenience

Users can complete the entire storage and transportation process as easily as ordering takeout, without the need for tedious operations such as making phone calls, comparing prices, finding a car, and packing. All services are integrated into a single App.

(2) Economy

Through centralized purchasing, group buying mechanisms, and cooperative pricing, the platform strives to secure the best prices for student users. Compared with traditional high-priced services, it is expected that the cost can be reduced by 30% to 50%.

(3) Reliability

All cooperative warehouses and transportation providers on the platform are registered with real names and have passed security verification. The user rating system ensures that the quality of service providers is transparent, stable, and controllable.

(4) One-stop Service

The App integrates all processes such as storage, moving, insurance, reminders, and order management, preventing users from switching between multiple platforms and reducing the learning cost.

(5) Environmental Protection and Sharing Spirit

The platform encourages users to share storage space through group buying, reducing resource waste; the campus second-hand trading section also provides a channel for sustainable consumption.

(6) Public Welfare Services

Students are encouraged to sell unused items on the platform during the packing process, and all proceeds will be donated to public welfare organizations.

(7) Security Assurance

The platform provides basic insurance for each storage order, and users can choose to purchase additional advanced insurance services. The responsibilities of warehouses and drivers are clearly defined to ensure the safety of luggage.

- Storage Security

  All cooperative storage facilities on the platform must meet basic safety standards, including 24-hour monitoring systems, access control systems, and fire-fighting facilities. We will clearly display this safety assurance information on the App page to ensure that students can make informed decisions when choosing a storage facility.

- Logistics Security

  For logistics personnel, we only cooperate with logistics companies with good service records and require them to conduct background checks on all drivers to ensure their identity reliability and standardized behavior, thus safeguarding the safety of students' luggage and personal safety. At the same time, to protect financial security during transactions, the platform adopts an encrypted payment gateway that meets industry standards to ensure that every payment made by users is conducted in a controlled and secure environment.

  During transportation, we also provide basic transportation insurance for users to protect their claim rights in case of accidental loss or damage to items during the pickup and delivery process. Users can choose whether to activate this insurance according to their needs, and the insurance coverage, claim process, and precautions are clearly listed in the App. To further improve service

transparency, we encourage students to briefly register their luggage in the App, such as taking photos of each box and attaching labels. This function is not mandatory, but it can provide strong evidence in case of dispute resolution or retrieval of lost items.

- Privacy Security

We strictly comply with U.S. data privacy regulations, especially the Children's Online Privacy Protection Act (COPPA) and the Family Educational Rights and Privacy Act (FERPA) that apply to student users. We will clearly specify the collection, use, and processing methods of user data to ensure that every student has the right to know and the right to choose during the use of the platform, maximizing the protection of personal privacy.

3.3 Core Functions and Features

We have designed a complete functional system on the user side to ensure that student users can complete the entire process from registration, warehouse selection, moving reservation, to order tracking within a few minutes. The following are the main functional modules:

(1) Personalized Registration and Login

Users can register and complete identity verification using their school email. The system will automatically identify their student identity to ensure they enjoy exclusive discounts and access rights.

(2) Intelligent Storage Search and Reservation

Based on the user's location or school information, the system displays a list of cooperative self-service storage facilities near the campus.

Each storage facility will display detailed information, including map location, available unit sizes, prices (including student discounts), safety facilities, rating scores, bookable time periods, and contact information.

Users can use the filtering function to customize matching criteria based on price, distance, size, rating, or special facilities (such as 24-hour monitoring, air conditioning, etc.), making it easy to select the most suitable storage solution.

After making a selection, users can directly book online and complete the rental payment, with support for standard packages and custom rental periods.

(3) Integrated Logistics and Transportation Module

Users can book moving services with one click when reserving storage services or later when accessing the order page.

The platform provides a transparent pricing mechanism. Based on the luggage volume filled in by the user, the pickup and delivery addresses, and whether assistance with moving up/down stairs is needed, the system generates an estimated cost, facilitating students to make reasonable budgets.

Users can freely choose service modes, including:

- Transportation only (users pack by themselves, and the driver picks up the items and delivers them to the warehouse)
- Transportation + moving (the driver assists with the entire process of packing, moving up/down stairs, and transportation)
- All services support flexible reservation of pickup times and time slots. On the day of the reservation, users can track the location of the logistics vehicle and the order status in real time

within the App, improving service transparency and a sense of security.

(4) Order and Storage Management Center

Users can uniformly view the status of all current and historical orders in the App, including stages such as being reserved, pending pickup, in transit, stored in the warehouse, pending retrieval, and completed.

The system provides access to details such as storage contract terms, access codes (if applicable), logistics driver information, and reservation details.

If users choose to enable the inventory management function, they can also take photos of each piece of luggage or stored items and add notes, facilitating future searching and retrieval.

(5) Renewal and Retrieval Reminder System

The system will automatically send renewal or retrieval reminders before the end of the rental period to help students make reasonable arrangements for subsequent moving. At the beginning of the semester, users can also reserve moving services again through the App to have their items delivered back to the dormitory or new residence from the warehouse.

(6) Customer Service and Rating System

The platform has a built-in intelligent customer service and help center, providing channels for FAQs and order problem resolution.

Users can rate storage facilities and logistics services, and the system will automatically recommend storage facilities and drivers with higher ratings, improving the overall service quality.

(7) Partner Management Platform

We also develop a web-based management back-end for cooperative storage companies and logistics teams:

- Storage companies can list available units, take off unavailable units, set exclusive student discount prices, receive reservation orders, and manage electronic contracts and revenue statements.
- Logistics providers and campus drivers can receive orders, view service details, navigate to pickup/delivery locations, and update order progress in real time to ensure efficient service connection.

(8) Second-hand Platform Sales

The platform has a built-in second-hand item trading section, where students can sell unused items in the App before packing for vacations or moving.

This function supports free pricing, photo uploads, and description editing. Buyers and sellers can communicate and complete transactions through the platform, avoiding safety risks associated with offline contact.

At the same time, the platform will provide the following supporting functions:

- Quick listing: Students can directly use the photo upload function to generate transaction information with one click, making it convenient and efficient.
- Secure payment and guarantee: Transactions can be completed through the platform's payment system, which provides fund custody to protect the rights and interests of both buyers and sellers.

- Same-school recommendation and nearby transactions: The system prioritizes recommending products from students of the same school or nearby areas, facilitating in-person delivery or simultaneous processing with storage and moving services.
- Public welfare model: Users can also choose to donate items, and the platform will connect with charitable organizations or second-hand public welfare markets to realize resource recycling and sustainable value.

This module not only reduces the waste caused by students discarding items due to high storage costs but also provides students with a convenient and safe second-hand trading channel, further enhancing the platform's user stickiness and community attributes.

3.4 Key Business Processes/User Journeys

Our usage process is carefully designed as an intuitive, easy-to-operate, and complete closed-loop service experience, covering all key steps of students' luggage storage and moving during the entire vacation. First, users need to download the App and complete the registration/login process. The platform will verify their status as current students through their school email, thereby enabling exclusive student services and discounts for them.

After registration, students can search for cooperative storage facilities near their school or campus location. The platform will display information about these storage facilities, including prices, locations, safety facilities, ratings, and booking availability, allowing students to filter and book the required storage units (selecting size and rental period) according to their needs, and complete the payment directly in the App.

After successfully booking the storage space, students can choose whether to book transportation services simultaneously. If they choose transportation, they need to fill in the pickup address (such as dormitory building/room number), the number of luggage items, and the estimated volume in the App, and select whether moving assistance is needed. The system will intelligently calculate the transportation fee based on this information and provide a variety of service options for students to confirm and pay for. The pickup date and time slot can be flexibly reserved to meet students' schedules to the greatest extent.

Next, students only need to pack their luggage before the reserved time (the platform provides packing tips and an item recording function) and wait for the driver to pick up the items. During transportation, users can track the driver's location and order status in real time in the App, ensuring that every step is traceable. After the luggage arrives, it will be safely stored in the storage unit booked by the student, and the entire process does not require the student to go to the warehouse in person.

Throughout the summer vacation, students can check the order status, modify information, or receive system reminders at any time to manage their storage situation. After the semester starts, students can initiate the "luggage retrieval" reservation process again in the App, and the platform will arrange for the driver to pick up the items from the storage facility and deliver them to the new dormitory or apartment, thus completing the entire service process.

4. Product Operation Model

4.1 User Acquisition Model

(1) Campus promotion: Through cooperation with channels such as the student union, the International Student office, and the dormitory management office, directly reach out to the student body.

(2) Social media operation: Utilize platforms frequently used by students, such as Instagram, TikTok, and the Red Book, for content marketing, showcasing real usage scenarios and cost-saving cases.

(3) Word-of-mouth and recommendation mechanism: Set up invitation cashback or points rewards to encourage students to invite classmates from the same school to join, creating a viral spread

(4) Cooperative promotion: Collaborate with study abroad agencies, luggage storage bloggers, and overseas student communities to expand influence.

(5) Pilot cities and model cases: First implement in cities with a high concentration of international students, such as Boston, New York, and Los Angeles, to form replicable successful cases, and then gradually expand to the whole country.

4.2 Service Provider Cooperation Model

The operation of our platform is based on a strong cooperative network. We will build a complete closed-loop link covering "from dormitory to warehouse and from warehouse to the new residence in the new semester" through in-depth cooperation with local storage companies and regional logistics service providers. This two-way cooperation can not only provide an efficient and convenient service experience for platform users but also bring considerable commercial value to partners.

(1) Cooperation with Storage Service Providers

In terms of storage cooperation, our core value proposition is to bring a large number of predictable summer orders to cooperative storage companies. Every summer, a large number of students face the problem of having no place to store their luggage. Our platform solves this problem and helps storage companies obtain a new group of peak-season customers during the traditional off-season. Student users often place orders in a concentrated manner within a short period, and most of them choose storage units of standard sizes with preset rental durations. These highly standardized orders greatly improve operational efficiency.

During the cooperation negotiation process, we will focus on securing exclusive student discount prices, that is, striving for storage providers to offer customized packages lower than the market retail price during the summer vacation. For example, setting a "fixed summer price" for a certain size of unit and charging by the whole season instead of monthly, so as to be more in line with students' budgets and usage habits. We will also give priority to reaching cooperation with storage facilities that are close to the campus and accessible on foot or via short-distance transportation, further reducing the cost of use and logistics difficulties for students.

To ensure the user experience, all cooperative storage facilities must meet basic safety standards, including monitoring systems, access control, and a clean environment. In addition, we will promote technical integration between storage companies and the platform, prioritizing the realization of real-time synchronization of inventory status, price information, and booking status to ensure that the content seen by students in the App is always accurate and available. Finally, the platform will charge a commission from the storage providers for each transaction, and the commission ratio can be calculated as a certain percentage of the order

amount (such as 10%-20%) or a fixed service fee, with specific plans adjusted flexibly according to the cooperation level.

(2) Cooperation with Logistics Service Providers

In terms of logistics service cooperation, there is also a clear value proposition: bringing centralized and large-scale campus luggage transportation orders to cooperative logistics companies, helping them significantly improve load efficiency and route scheduling optimization during the peak periods of students leaving and returning to school, and reducing the customer acquisition cost per order.

In terms of specific cooperation terms, the platform will promote negotiations to form an exclusive freight structure suitable for student scenarios. For example, logistics services can be charged per box/item, or a unified fixed starting price can be set within a small campus area to make the price more attractive. At the same time, we will strictly screen cooperative logistics providers, requiring them to have reliable drivers, clean and suitable vehicles, and a service-oriented operation process for student users, ensuring that the entire transportation experience is professional, safe, and friendly.

In terms of scheduling, we will also specifically require partners to provide sufficiently flexible pickup and delivery time slots, covering the common peak periods of students leaving school and returning to school to meet actual needs. In addition, logistics providers should be able to offer different levels of service options, such as providing only transportation (students move by themselves) or transportation + floor-moving service (drivers assist with picking up items up and down stairs), to adapt to student users with different budgets and needs.

At the technical cooperation level, the platform will promote the realization of API integration of the order system, so that functions such as logistics order distribution, progress update, driver information feedback, and real-time tracking can be synchronized to the App, ensuring that students can grasp the dynamics in real time at each link. We also require all cooperative logistics providers to provide basic cargo insurance for transportation services to avoid problems such as damage or loss that may occur during transportation, and provide a bottom-line guarantee for the safety of students' property.

The platform will also charge a certain percentage of commission from logistics orders as service revenue, or establish a fixed service fee structure. We believe that through such a mutually beneficial cooperation system, our platform can build a stable, reliable, and efficient service network, solve practical problems for students, and at the same time create new business growth points for partners.

4.3 Business Model and Revenue Analysis

4.3.1 Revenue Model

Our business model focuses on platform commissions and value-added services, balancing sustainable expansion and profitability.

(1) Storage Service Commission

We will charge a commission of 10%-20% from each storage order booked by students to the cooperative storage companies, as a reward for the platform providing channels, traffic, and reservation systems.

(2) Logistics Service Fees

The platform will charge a commission from logistics service providers for transportation orders, or directly integrate part of the service fees into the transportation fees paid by students.

(3) Revenue from Value-added Services

Firstly, there are "priority services" and "high-coverage insurance" - students can pay to purchase customer service support with faster response times or item protection with higher coverage limits. Secondly, we can also sell packaging-related products, such as customized storage boxes, packing tapes, and labels, to facilitate luggage packing. At the same time, in the future, the platform is expected to generate certain revenue through advertising spaces or event promotions of selected cooperative brands, such as recommending moving supplies, e-commerce platforms, and campus housing rental services, provided that the advertisements do not undermine the user experience.

(4) Annual Membership Fees

We plan to launch a premium membership system for heavy users or international students, providing benefits such as lower prices, free extensions for longer storage periods, and automatic upgrades of basic insurance, and charge a certain annual fee. This service will be gradually launched after verifying the real needs of users to enhance user stickiness and the platform's long-term revenue capacity.

4.3.2 Pricing Strategy

(Supplement: Describe the strategy used for pricing)

4.3.4 Cost Structure

(Supplement: Describe the costs involved in platform construction and operation)

5. Market Competition Strategy and Advantages (Optional Chapter)

5.1 Market Competitive Advantages

(1) High Integration

Ours is the only platform that integrates both campus - surrounding storage search and door - to - door transportation services. It connects the two traditionally separate processes that users had to handle independently, creating a complete service loop from the dormitory to the warehouse and back to the dormitory.

(2) Focus on the Student Market

We concentrate on the student market, deeply understanding their pain points and budget constraints. We provide "student-exclusive" pricing plans, service processes, and user interfaces. This kind of customized experience, which centers on students in both product design and service details, makes the platform more attractive to the target users.

(3) Scale Effect

We leverage the concentrated seasonal demand to create a "scale effect" in cooperative resources. By gathering a large number of orders, we can negotiate more cost-effective cooperation plans with storage and logistics service providers. This achieves a win-win situation of price reduction and service improvement, ultimately benefiting the students.

(4) Extreme Convenience in Operation

The operation process is also extremely convenient. Users can complete reservations, payment, booking, tracking, and order management

all through a single App. There is no need to switch between multiple websites or run around in person, saving both time and effort.

(5) Community Service Ecosystem

Through mechanisms such as user real-name registration, identity verification, and a rating system, we build a service ecosystem centered on "community and trust". This mutual trust mechanism based on student identity enables the platform to win long - term reliance and word - of - mouth promotion from users.

5.2 Market Entry Strategy

(Supplement: Preliminary marketing, sales, and promotion plans)

5.3 Risk Assessment and Response

(Supplementary: Potential risks and response plans in aspects such as technology, market, operation, and finance)