



# Style StopOver

---

Created by: Jarrae , Jackie, Sarah, Makayla, and Daniel

# OUR TEAM



**JARRIAE  
ANDERSON**

Chief Creative  
Director



**DANIEL  
CUESTA**

Chief Financial  
Director



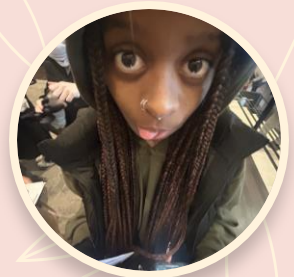
**SARAH  
THAMAN**

Chief Communications  
Officer



**JACKIE  
ARCARA**

Chief  
Sustainability Officer



**MAKAYLA  
HARDEN**

Chief Executive  
Officer



STYLE  
STOPOVER



# ABOUT US



Style StopOver offers a high-quality hot tool rental program to young people visiting London for a short stay.



# THE PROBLEM



## VOLTAGE

When traveling abroad many hot tools (curling irons, hair straighteners, blow dryers) do not work due to voltage issues.



## COST

Everyone wants to look their best when traveling but many high-quality hair tools cost upward of \$100



## SUSTAINIBILITY

Not only is it financially straining to purchase hot tools for different countries, but it's also unsustainable to purchase them for single-use.

# OUR SOLUTION



An innovative hot tool rental service catering to travelers, enabling them to conveniently acquire the necessary tools upon check-in and seamlessly return them upon departure. This approach not only reduces both waste and expenses but also enhances the overall travel experience.

# TARGET MARKET

## GENDER



FEMALE



MALE

## OCCUPATION

YOUNG  
PROFFESIONAL



COLLEGE  
STUDENTS



## STATISTICS

**4.6M** AMERICANS  
traveled to the UK in 2022.

**9.4M** SERVICABLE  
Obtainable market (SOM).

**29M** SERVICABLE  
Available market (SAM).

## AGE

18 - 30 

# ANALYZING THE COMPETITION

LOGO

NAME

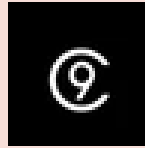
Tools

Location

Time Period

Pricing

1



On Cloud Nine

Flat Iron  
hair dryer  
curling Iron

European  
Countries

2-3 months

80

14.99 (about  
\$20)/month

2



Vacation Pretty

Straightener,  
Curling Iron,  
Instawave

Ships/receives  
from US only,  
has hot tools  
for various  
countries

7-21 days

\$22/week

# SALES CHANNELS

To ensure accessibility to those who would need our services we plan to offer our services in 3 main ways:

- List as an add-on service for hotels on their website.
- A personal webpage for clients to book through.
- University contracts.





# MARKETING ACTIVITIES



## SOCIALS

We want to host our own social media pages and website to market.



## ADVERTISEMENTS

We want to advertise in travel publications and webpages that are specific to the London location.



## INFLUENCERS

Run an influencer program featuring our target demographics who are popular in the travel niche.



## PRINTED

We will have hotels we are partnered with leave flyers or banners on the lobby.

# REVENUE STREAMS



## RENTAL MODEL

We will have a two-tiered rental model:  
Gold & Platinum.



## LOST OR STOLEN

If items are lost, stolen, or not returned by a specified date, clients will be charged 100% of the MSRP + a 2% inconvenience fee.



## PURCHASE

If clients are finding that they like the tool and will use it more often than initially thought, they can purchase it from us.



## PROGRAMS

We want to partner with universities to offer a membership for their study abroad programs.

# RENTAL MODEL

## GOLD TIER

## PLATINUM TIER



**MSRP: \$249**  
The 1 1/4" T3 Curl ID

**1st week Flat  
Rate: \$50**



**MSRP: \$190**  
BaByliss Nano Styling Iron

**1st week Flat  
Rate: \$30**



**MSRP: \$400**  
Duet Style 2-In-1 Hot Air  
Styler

**1st week Flat  
Rate: \$65**



**MSRP: \$600**  
The Dyson Airwrap  
Styler

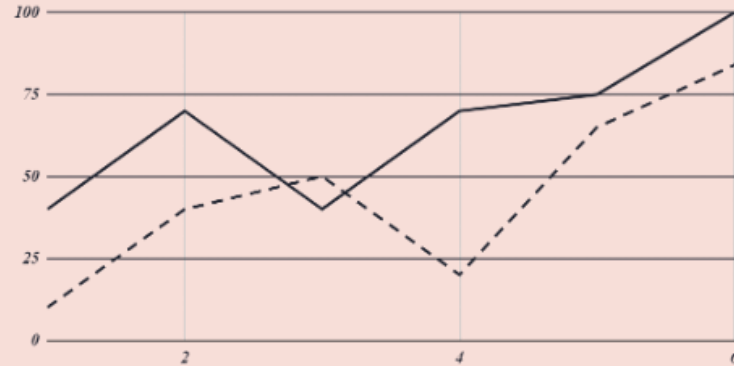
**1st week Flat  
Rate: \$85**

Each day after that is an additional \$2 fee.

Each day after that is an additional \$3 fee.

# FINANCIAL PROJECTIONS

**Revenue** ————  
**Expenses** - - - -



Time	Revenue	Expected Expenses	Estimated profit
3 months	\$43,000	\$55,000	-\$12,000
6 months	\$50,000	\$35,000	\$15,000
12 months	\$98,000	\$35,000	\$63,000

# MAJOR COSTS

Some of our major costs include:

- Storage in London
- Sanitation System
- Hot Tools
- Marketing and Promotion
- Accounting and Legal





# FUNDING NEEDS

**\$45,000**


Storage/Cleaning

**\$20,000**

Tools/Shipping

**\$10,000**

Legal Consultation





# KEY PARTNERS



## HOTELS

Where clients will be using the hot tools.



## COLLEGES

Where we can reach our target audience.



## STUDY ABROAD

An additional avenue to reach our target audience.



## COMPANIES

Partnering with hot tool companies to develop a mutually beneficial relationship.



## KLARNA/AFTERPAY

To help make our services more affordable.

# KEY DATES

DATE	MILESTONES
March 2024	Finalize partnerships with hotels and universities.
April 2024	Finalize purchase of hot tools, sanitation system, storage, distribution, and website set up.
May 2024	Launch business!
June 2024	Review client and partnership feedback and make any necessary changes.
Dec 2024	Have a 6th month review.



# GROWTH OPPORTUNITIES

**6 months**  
We only offer hot tools such as straighteners and curling irons.

**1 year**



## MORE TOOLS

After the 1st year, we hope to add more tools such as steamers and electric razors.

**2 years**



## STABILITY

We hope at this stage we have stable partners, employees, and consistent revenue.

**5 years**



## EXPANSION

Since London isn't the only city with this issue, we hope to expand to other countries as well!

# LONDON MEMORIES

