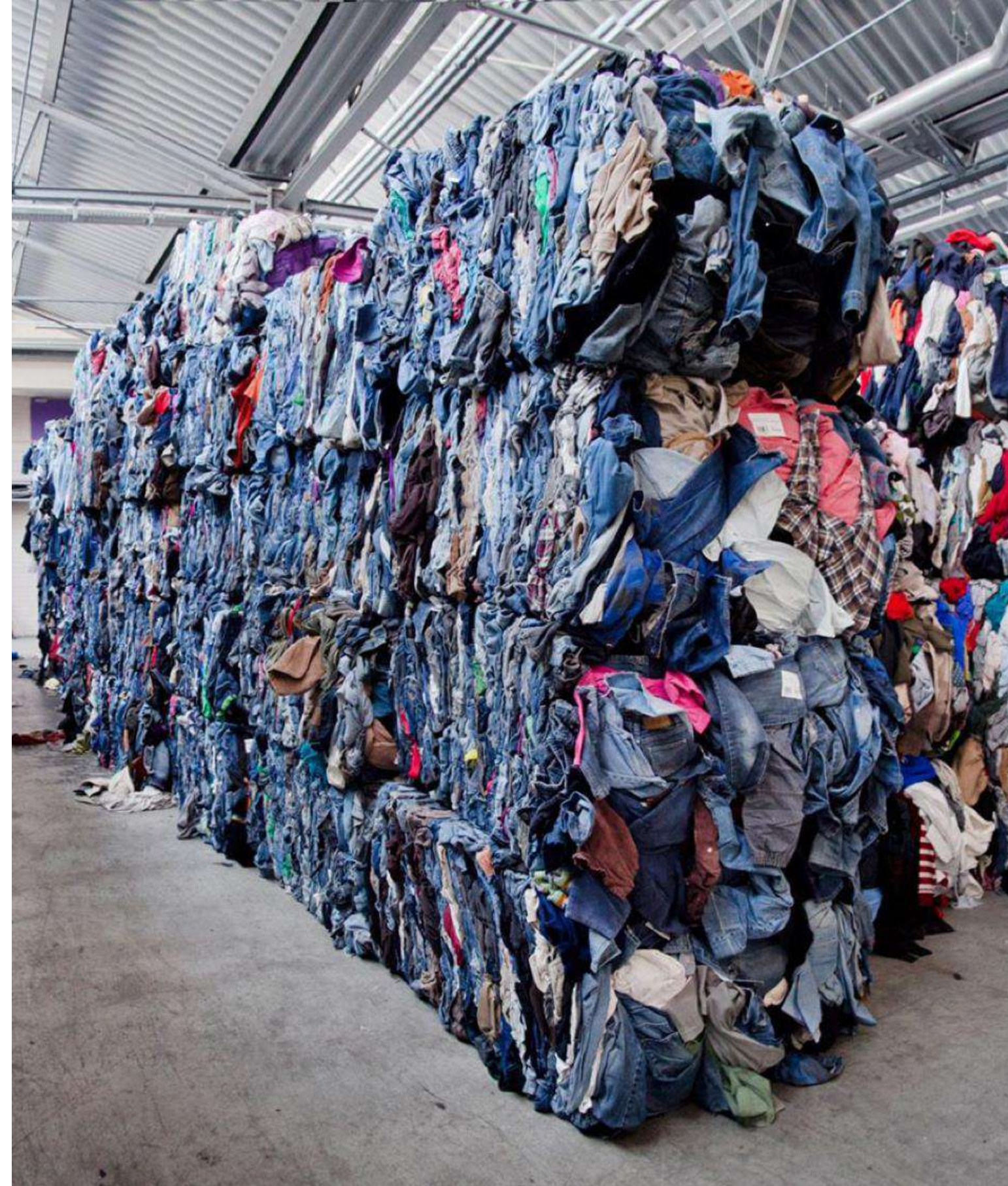# Lizee

From selling to renting

White label E-commerce and
Logistics Solution to kick-start
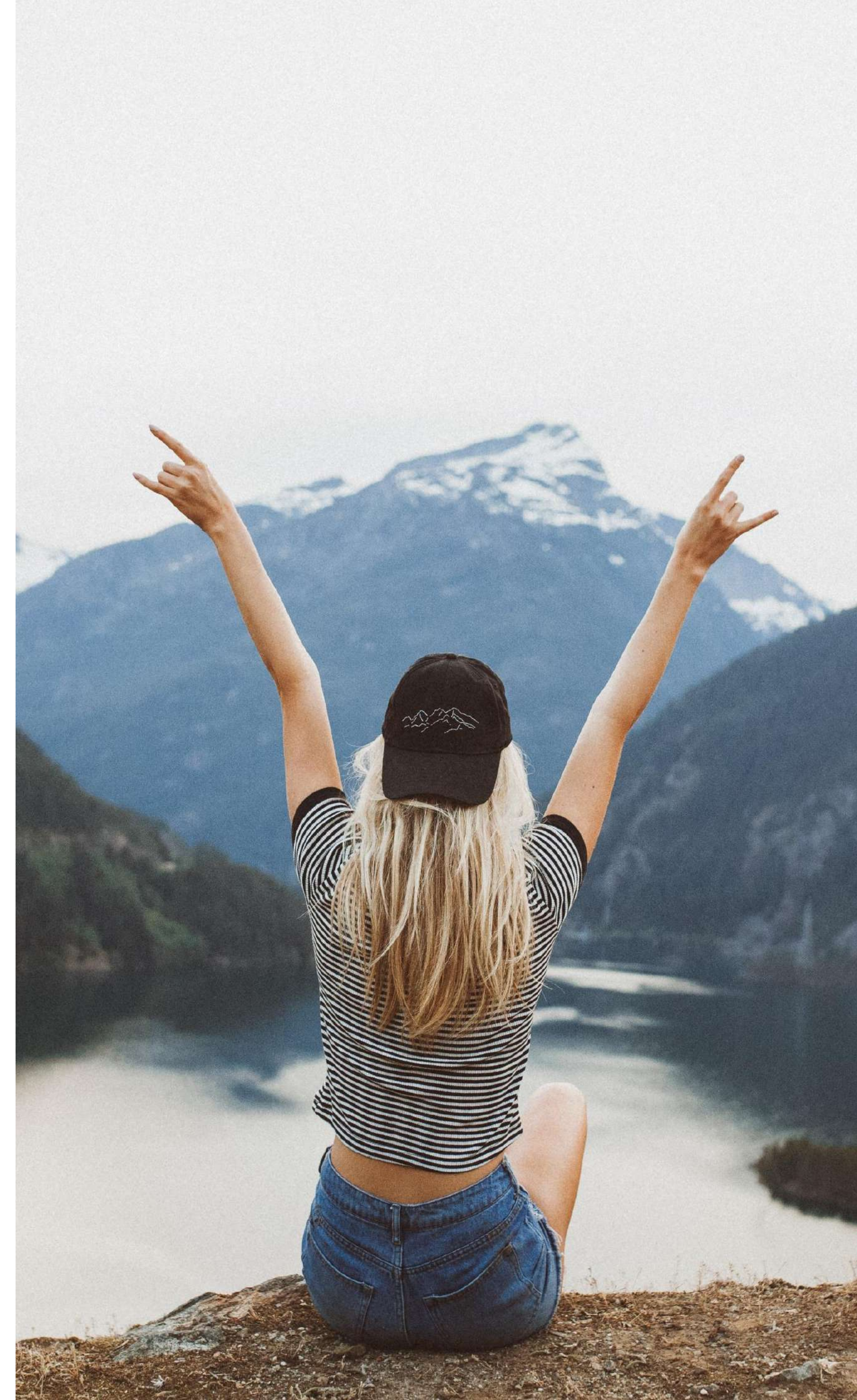your rental business

Vision

Build a more sustainable retail industry by deploying new **circular business models**.

The retail industry is the second **most polluting** industry in the world.

Problem

90% of retail brands want to enter the **circular economy** but don't know how to address it

- No experience
- **Frictions to test the model**
- Need for a shift of mindset: from product to service

01 Product tagging

02 Sell and operate subscriptions

03 Picking, packing & shipping

04 Collect back & check

05 Wash, iron and repair

06 Collect data for product improvement and customer insights
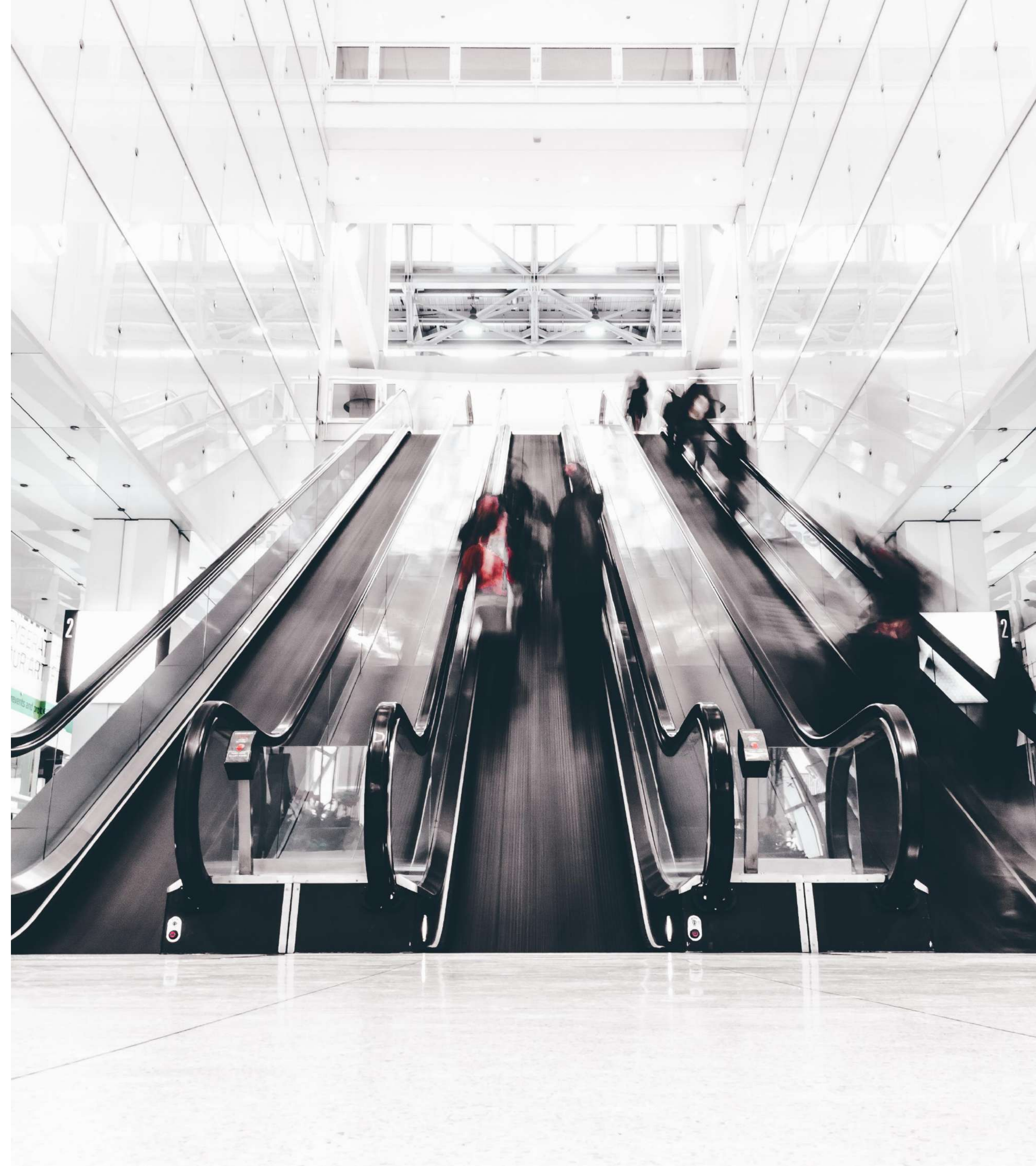
07 Re-stock

08 Rent again and again...

As a first step, Lizee allows brands to **launch, validate** and **scale** their rental offer – hassle free – in only few months.

We **triple the margin** of each goods they produce and allow **multiple uses** of the same product.

Market

Major retail corporates are starting
their rental and subscription offers

DECATHLON
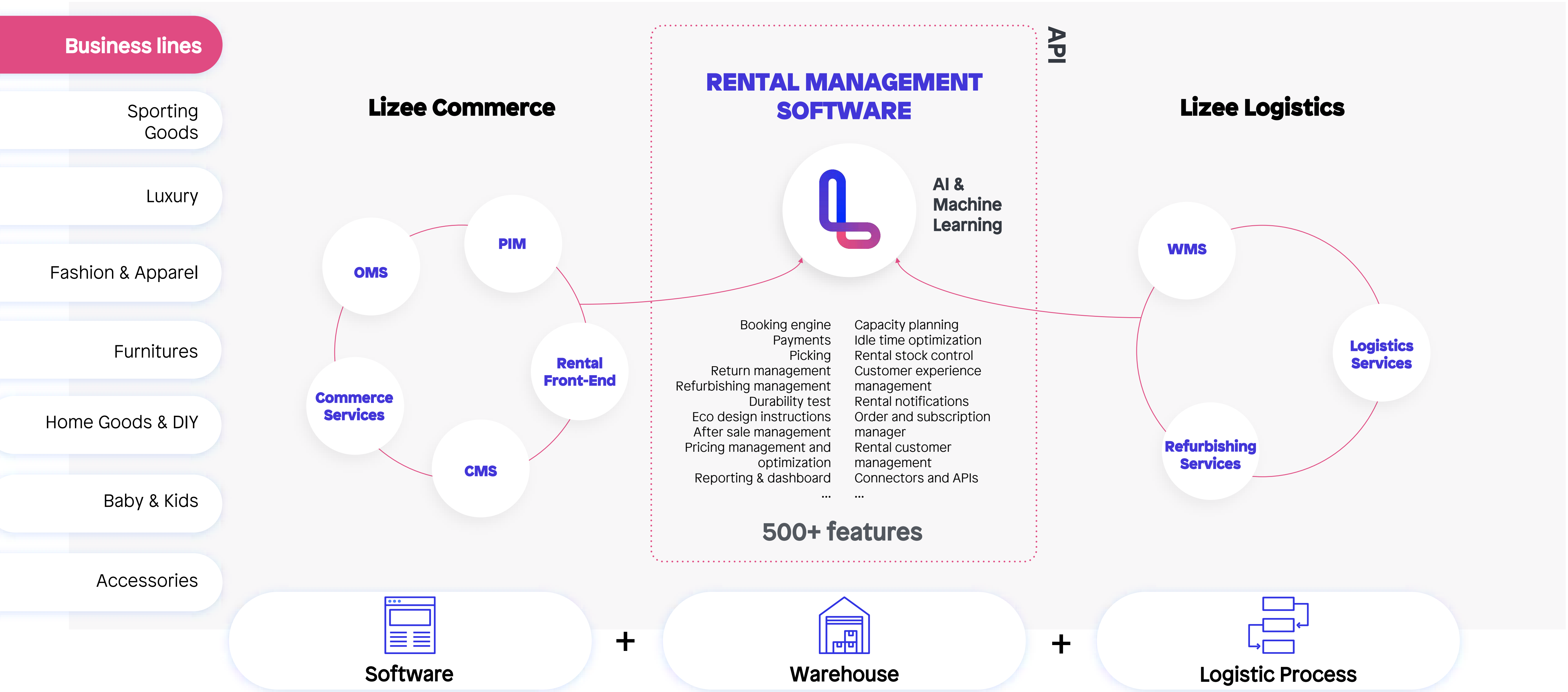
URBAN OUTFITTERS

SCOTCH&SODA
AMSTERDAM COUTURE

NIKE

IKEA

H&M

Lizee is a fully-equipped rental lab

Sporting Goods

Luxury

Fashion & Apparel

Furnitures

Home Goods & DIY

Baby & Kids

Accessories

Lizee Commerce

- OMS
- PIM
- Rental Front-End
- Commerce Services
- CMS

RENTAL MANAGEMENT SOFTWARE

AI & Machine Learning

API

Booking engine
Payments
Picking
Return management
Refurbishing management
Durability test
Eco design instructions
After sale management
Pricing management and optimization
Reporting & dashboard
…

Capacity planning
Idle time optimization
Rental stock control
Customer experience management
Rental notifications
Order and subscription manager
Rental customer management
Connectors and APIs
…

500+ features

Lizee Logistics

- WMS
- Logistics Services
- Refurbishing Services

Software + **Warehouse** + **Logistic Process**

1. Lizee Rental Lab

To test and validate the rental business model, Lizee offers brands and retailers a plug and play eCommerce and Logistics software along with white label services to launch them, in just a few weeks, in the sharing and functional economy.

We collect and treat unique data

We are the first company gathering **evolutive data** about

1. Customer rental behavior
2. Products design and how extend their lifetime
3. Delivery and return efficiency

CUSTOMER BEHAVIOR

- Rental frequency
- Service needed
- Highest rental potential products
- Rental duration
- Willingness to pay
- Used-condition consumers are willing to rent

PRODUCTS

- Lifetime after intensive use
- Weak points
- Best refurbishment solution
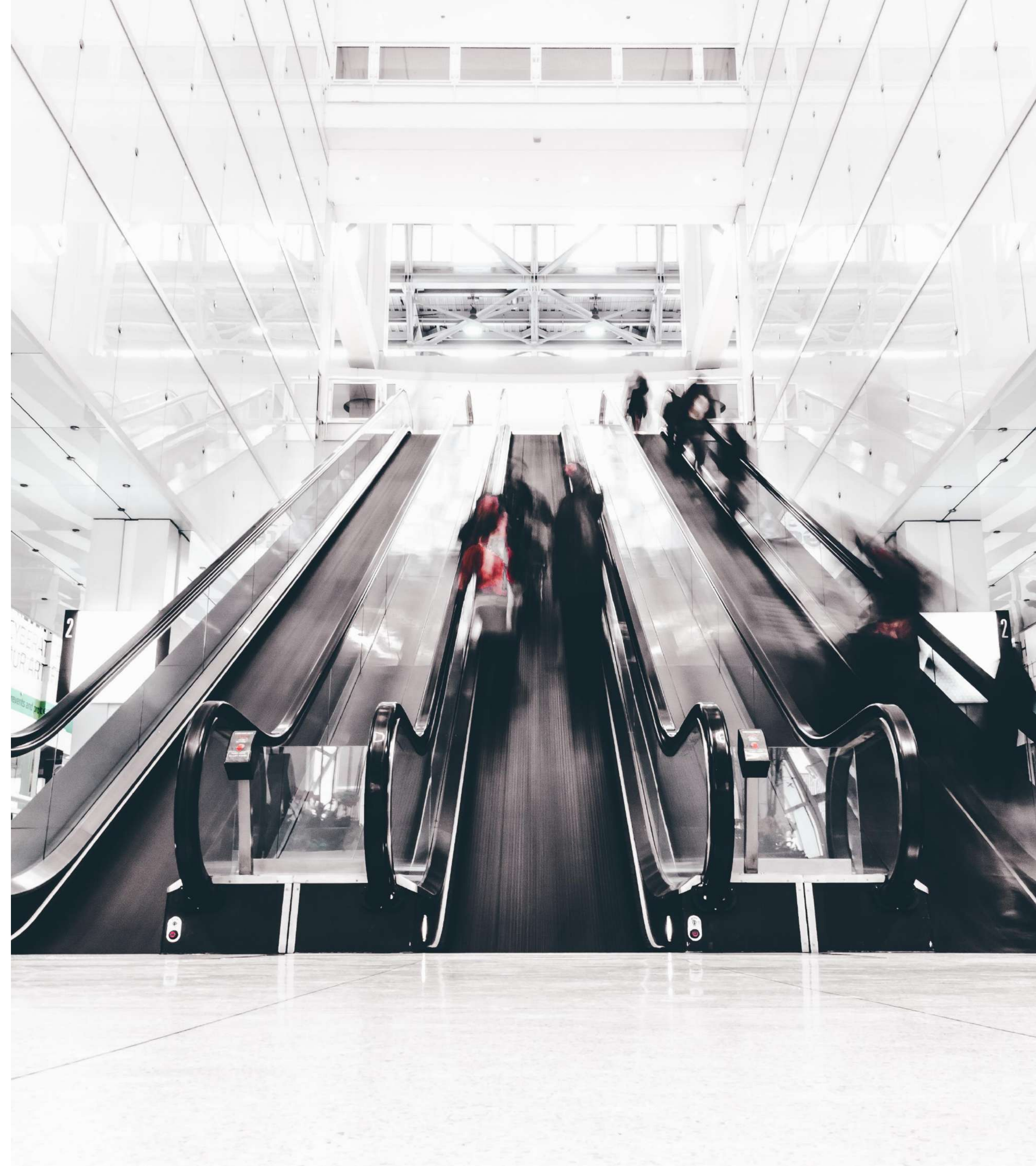- Most efficient design
- Most durable materials

DELIVERIES & RETURNS

- Returning time
- How to communicate about return
- Hassle-free returns
- Overlaps on deliveries & returns

2. Lizee Rental Management Software

Lizee provides the necessary middleware to brands looking to autonomously run a rental business on top of their existing eCommerce and Logistics infrastructure.

Definition workshop

First step for any successful project.
To optimize your chance of success going toward the rental model, Lizee has developed a brainstorming workshop covering the following:

Day 1 – Rental basics

- Rental business fundamentals
- Analyze brand's rental perspectives
- Work through rental personae method, arrive at 2-3 selected scenarios

Day 2 – Rental business model

- Define brand's rental objectives and KPIs
- Dive deep into 2-3 personae scenarios
- Select 1 rental pilot scenario
- Establish a pilot business model
- Define pilot objectives

Achievements

12 signed brands

60+ prospects in the retail industry

1 fully equipped warehouse

Lizee was part of Batch 4 of the very well-known program **Plug & Play Fashion For Good,** of Batch 7 at **Lafayette Plug & Play** … and is currently at Munich **Retailtech Hub**.
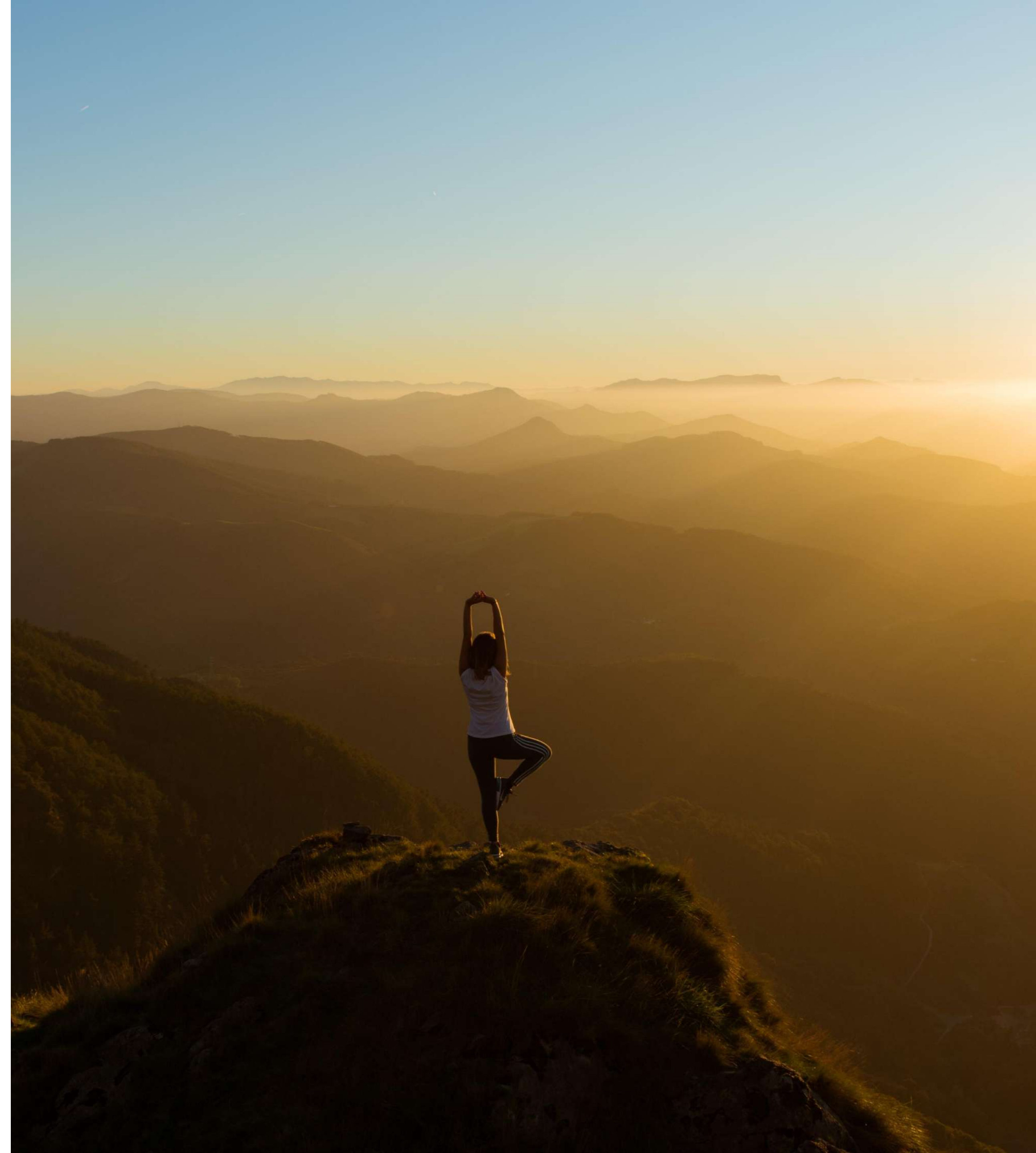
Circular business models and COVID-19

COVID-19 is accelerating the development
of new sustainable circular business models

- Stock overload
- Consumer shift
- Recession

Why renting with Lizee?

- Improve your gross margins by up to x3
- New business model and new revenue flow
- Target new customers segments, especially millennials
- Fast go-to-market (~2 months), no IT involved on your side
- Drive to store
- Liquidate your stocks from former collections without discounting
- Collect new data about your products and consumers
- …

Lizee

From selling to renting

Paris – France

tanguy@lizee.co
+33 6 66 21 69 20