

Isabel cares about the outcome of her creative work. Seeks constant inspiration, wants to experiment and learn. Technology allows her to express herself creatively and develop new skills.



HI, I AM ISABEL!

THE CREATOR

OCCUPATION	PHOTOGRAPHER
GENDER	FEMALE
AGE	27
EDUCATION	SOME COLLEGE
LOCATION	BERLIN, GERMANY

The Goal

I was hired to shoot an event- a concert of my friend's band. The goal was to make them happy and create the best quality footage with the latest technology available.

Renting Behaviour

I decided to rent a Canon camera and a Parrot drone. I kept the devices for one month only. The devices allow me to both create a higher quality content and experiment with new functions available.

Why Grover?

Grover is a great alternative to other camera equipment rental companies, which usually charge prices per day or per week.

Experiences and fun, sharing moments with friends. I spend my money on traveling, sports and fitness rather than new tech. I use technology in a flexible way, on temporary basis, for fun and I don't get attached to my devices.

HI, I AM MORITZ!

THE EXPERIENCE SEEKER

renting to experience



OCCUPATION
GENDER
AGE
EDUCATION
LOCATION

FREELANCE DESIGNER
MALE
30
HIGH SCHOOL
BERLIN, GERMANY

The Goal

I want to experience all types of new tech devices on regular basis, try them, play with them, exchange them to new ones. I usually share my experiences, memories and stories with my friends and people in my circle.

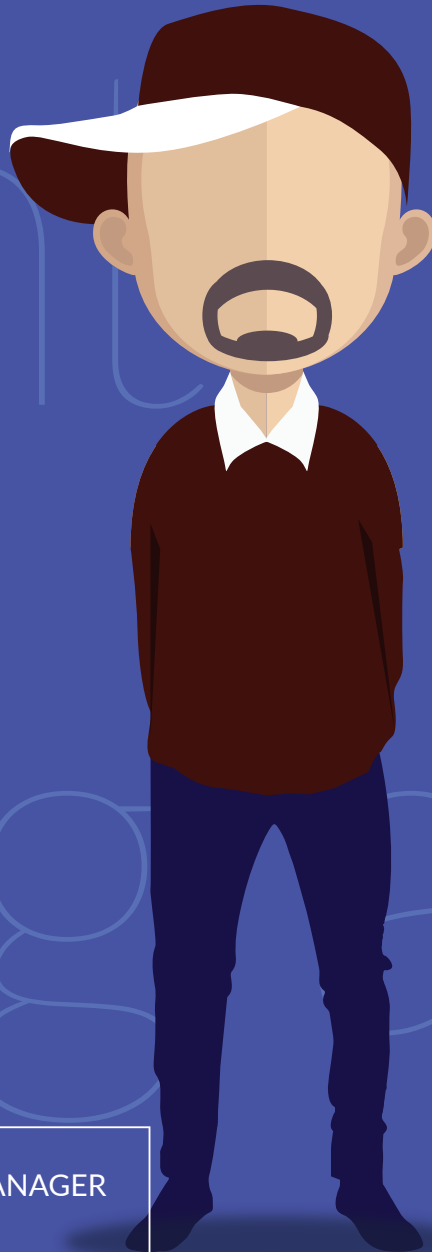
Renting Behaviour

I rented a drone when going for a trip to Greece and a PS4 to play with my flatmates at home. I had a lot of fun with the devices! I kept them both for 3 months.

Why Grover?

Perfect solution for short term rentals, for special occasions, holidays etc. to play with devices and create stories to share with other people.

I am a member of many online communities around latest tech. Technology is a big passion of mine and a source of personal and social identity. I want to get hold of the latest tech gadgets to check what's new on the market.



HI, I AM TOMMY!

THE CREATOR

OCCUPATION	MARKETING MANAGER
GENDER	MALE
AGE	24
EDUCATION	SOME COLLEGE
LOCATION	LONDON, UK

The Goal

Be part of the social identity group, engage, debate, communicate with others, built up expertise and respect of other members of the community.

Renting Behaviour

I was usually buying new devices and selling the previous models I owned. Recently I rented iPhone7- to check the functions of the new generation, planning to keep it until the new model comes out.

Why Grover?

I like having the latest models of all tech devices I own. I was tired of regularly investing in and reselling the devices, Grover gives me a way to save time and effort on the regular transactions.

I make conscious consumption decisions and invest only in things that truly match my preferences and values. I am against the idea of a consumerist society and prefer minimalism. I use technology purely for its utility value.

HI, I AM MIKE!

THE CONSCIOUS CONSUMER



OCCUPATION
GENDER
AGE
EDUCATION
LOCATION

USER RESEARCHER
MALE
34
HIGHER EDUCATION
NEW YORK, US

The Goal

I would like to test the features of devices before making my final purchase decision to be sure the device meets my needs.

Renting Behaviour

I decided to buy a new pair of headphones, but hesitated which parameters are most important for me. I rented a pair of Sennheisers for 2 months and eventually ordered a different model from a retailer.

Why Grover?

Description of products doesn't say much about the feel and experience with the device or their true utility value; it's either too technical or too subjective (product reviews). 'Why wasting time on ineffective research on the function if you can try the device yourself?'

I value flexibility, lack of commitments and contracts, but also quality of life and the work delivered thanks to technology. Working in a startup, I am price sensitive, always thinking about opportunity costs of my investments.



HI, I AM SEBASTIAN!

THE ENTREPRENEUR

OCCUPATION	STARTUP CEO
GENDER	MALE
AGE	32
EDUCATION	HIGHER EDUCATION
LOCATION	HAMBURG, GERMANY

The Goal

Access the top quality tech devices in order to maintain quality and efficiency of my work, without a major one time investment.

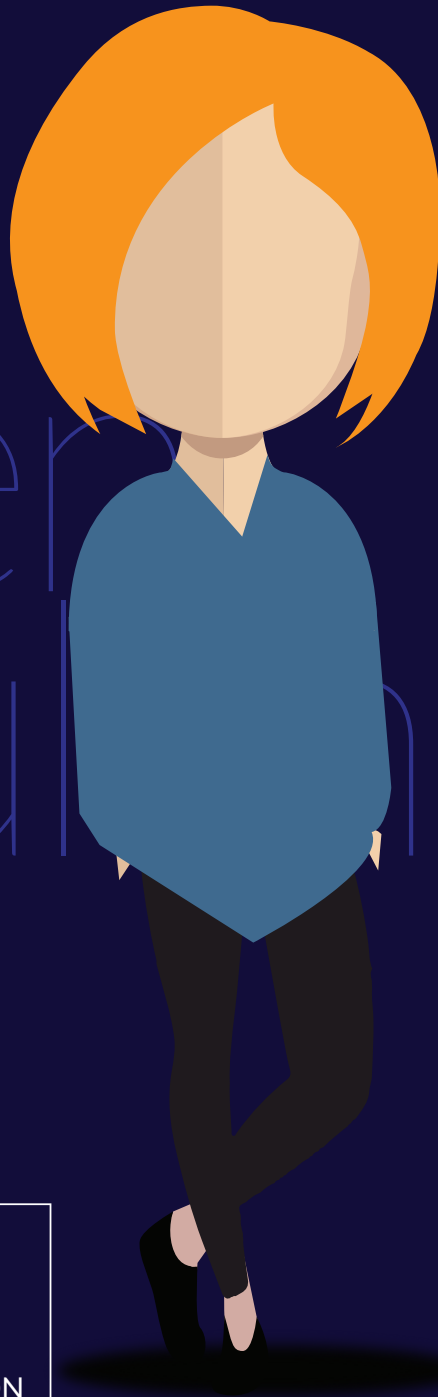
Renting Behaviour

I needed 2 iPhones and a MacBook for my new employees and decided to rent them from Grover. Although I intend to keep them until they are bought out, I like the fact of remaining flexible in case of unexpected circumstances.

Why Grover?

I didn't want to pay the full price for the devices outright, and wanted to remain flexible about keeping them- no long-term contracts. Not having had to invest pay the full price for the devices allowed me to invest in marketing of my startup.

I am generally very curious and passionate about new technology and would love to try all new things available.



HI, I AM GRETCHEN!

THE CURIOUS CUSTOMER

rent
when
wouldn't
buy

OCCUPATION	WEB DEVELOPER
GENDER	FEMALE
AGE	28
EDUCATION	HIGHER EDUCATION
LOCATION	NEW YORK, US

The Goal

The new exciting tech devices, willing to test and try out anything and as many things as possible new available on the market. I write about my experiences with tech on my blog.

Renting Behaviour

I buy the latest tech regularly but sometimes feel guilty about over stretching my budget. I rented Samsung Gear VR from Grover and learnt the new way to get access to tech devices.

Why Grover?

Many tech devices are not used on regular basis- owning them does not make sense. Grover takes away the initial investment costs and the effort of reselling devices, allowing me to get hold of many more devices than I used to.