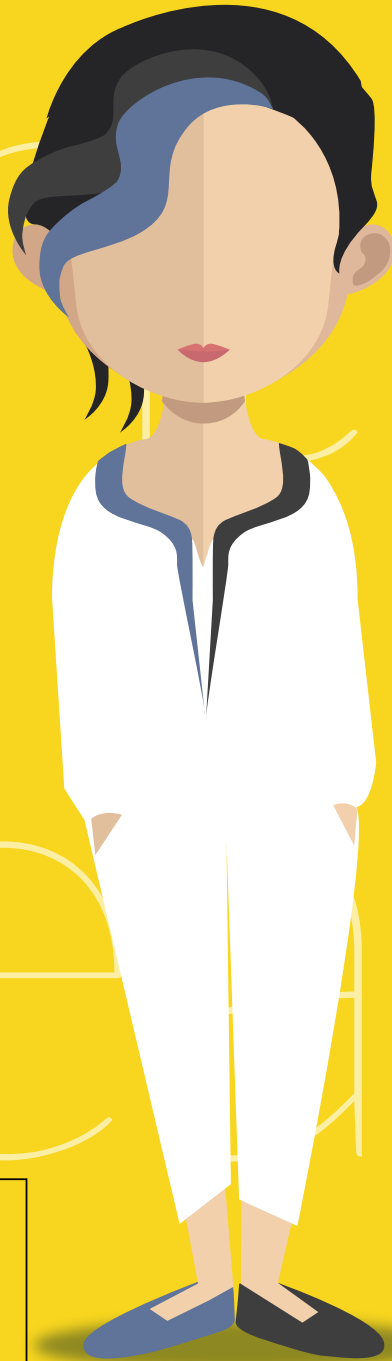




Isabel cares about the outcome of her creative work. Seeks constant inspiration, wants to experiment and learn. Technology allows her to express herself creatively and develop new skills.



HI, I AM ISABEL!

THE CREATOR

# rent to create

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

OCCUPATION	FREELANCE DESIGNER
GENDER	MALE
AGE	30
EDUCATION	HIGH SCHOOL
LOCATION	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

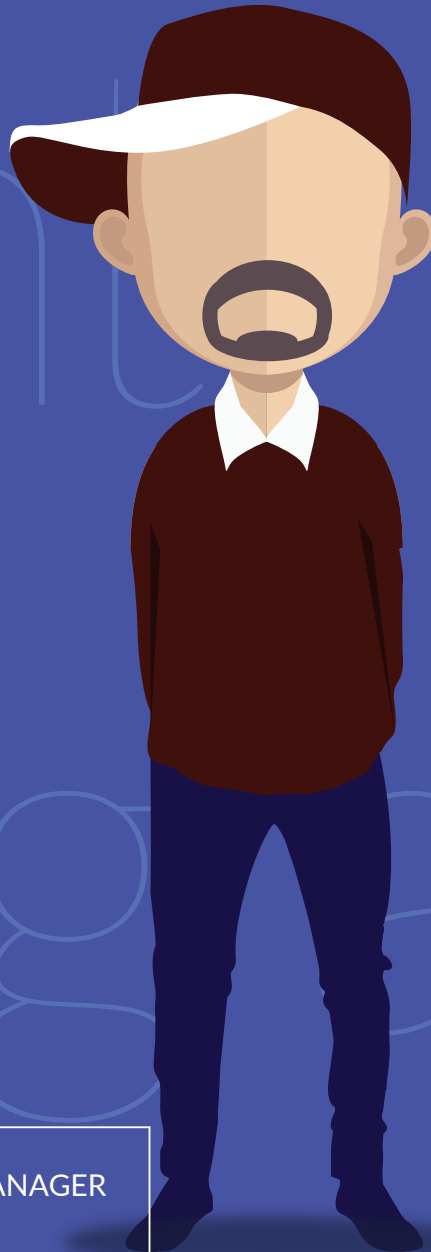
I rented a drone when going for a trip to Greece and a PS4 to play with my flatmates at home. I had a lot of fun with the devices! I kept them both for 3 months.

### 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

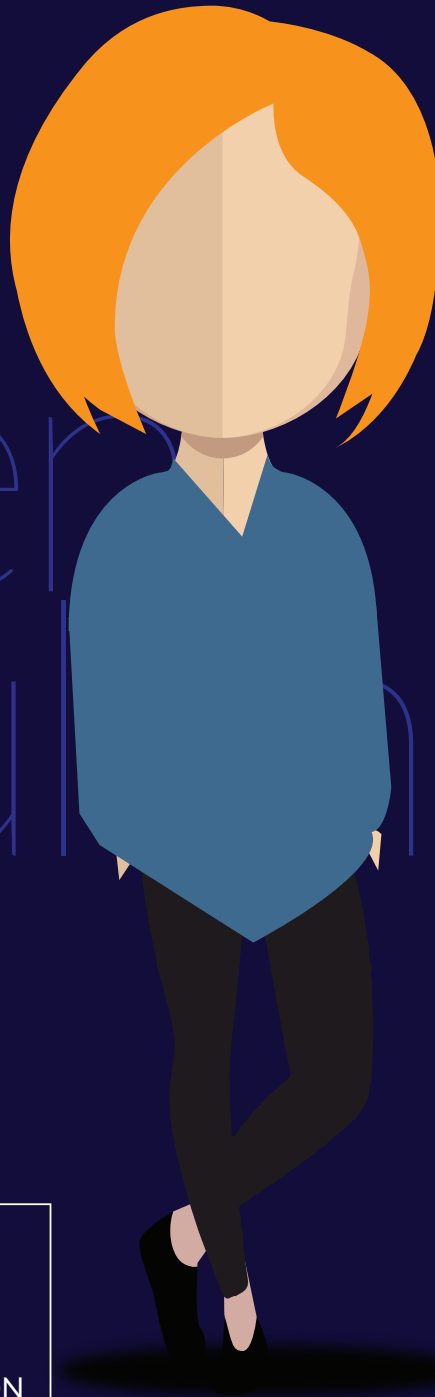
I needed 2 iPhones and a MacBook for my new employees and decided to rent them from Grover. Although I intend to keep them until they are bought out, I like the fact of remaining flexible in case of unexpected circumstances.

## 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.