

# Sharing platform Peerby launches 'Peerby GO'; Renting from neighbors including delivery

Peerby members asked for more convenience and reciprocity concerning the sharing of household items; Peerby GO is the answer

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## SUMMARY

*Sharing platform Peerby launches Peerby GO; a service through which you can rent household items from your neighbors, with delivery and pick up at a time and place that suits you. It's convenient for the renter and easy money for the owner. With the launch of this rental and delivery service, Peerby takes the next step towards achieving its mission; instant access to every thing, everywhere for everyone. GO is currently available in Amsterdam, in addition to Peerby's existing peer to peer lending service. With the launch of GO, Peerby introduces a secondary revenue model, alongside Peerby Warranty.*

**F**requent users of the Peerby lending service asked for more dependability, more convenience and a clear way to compensate the lender. The launch of **Peerby GO** brings a peer to peer form of sharing that is suitable for practical and everyday use. Daan Weddepoel, founder of Peerby: *"Borrowing is fun, but it's not the best solution if you frequently need household items. According to interviews with our members, convenience and reciprocity are key factors enabling daily use. Borrowing feels to many people as a special favor, that you only occasionally call upon. Renting however, is easily done daily, just like going to the bakery. With Peerby GO we want to offer people a serious alternative to buying. To achieve this we want to offer at least the same convenience as the best (web) shops; full stock, good quality and accessibility wherever and whenever it suits you."*

## How it works:

As a renter you simply ask Peerby for the things you need. We find a neighbor who has what you're looking for and arrange it to be delivered and picked up where and when you need it (delivery is not available in the lending service). The owner makes some extra money (up to €250 a month) by renting his/her household items. When signing up as a Superbuur ('super neighbor in Dutch'), the owner indicates what he/she has to rent, and receives an SMS when there is demand for their stuff. Super Neighbors can earn even more extra cash by delivering the item themselves or let Peerby arrange delivery by bike. As a Superbuur you have the guarantee that your item is returned in the same condition that you lent it.

## RELEVANT LINKS



[https://go.peerby.com/?utm\\_source=pr&utm\\_medium=release&utm\\_campaign=pgolaunch](https://go.peerby.com/?utm_source=pr&utm_medium=release&utm_campaign=pgolaunch)

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## ABOUT PEERBY INTERNATIONAL

**Peerby** is an app and website that enables people to borrow the things they need from others in their neighborhood. With Peerby, you don't have to spend hundreds of dollars on things you only use once or once in a while, and you feel good by helping somebody out. Members post something they want to borrow, and neighbors get an email or push notification to which they can respond with a single click. It allows you to save money, meet awesome people and live green: one eighth of all the CO2 emissions in the world is caused by the production and consumption of consumer goods. Members and transactions are growing exponentially since the launch in September 2012.

Peerby has mature communities in the Netherlands and Belgium, London, Berlin, and is currently emerging in six US pilot cities.

**Accelerators:** Founders Institute, Rockstart, Techstars.

**Awards:** \$125,000 from the Clinton Global Initiative, B&J's Join our Core, App My City Award.

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