

IDEA # 10

Letmeborrowthattop.com

How many times do you go to your closet to take out a top to complete your perfect outfit only to remember you lent it to sally so and so? I know this happens to me all the gosh darn time.

Well, I have a solution for this whole conundrum that will fix the “whose got whose clothing and personal stuff-a-call-it and how long they’ve had it for” dilemma!

Well, what’s the plan Stan?!

Simple, allow me to introduce you to a little website called: www.letmeborrowthattop.com.

This website is the solution to all your lending and borrowing of personal clothing and other material items. It’s a material world and we’re all material girls/guys. Why use this site?

- You have more stuff than you can possibly use at any given time, your friends also have more stuff than they can possibly use at any given time.
- You decide that you need something from a friend that you don’t have, and they decide that they need something from you that they don’t have.
- You need a top to go perfectly with the pants or skirt that you have, and your friend has the perfect one to match, but you don’t know how to go about requesting if you can borrow it during a certain day because you don’t know if they might want to wear things that day.
- You want to avoid wearing the same thing on the same day that your friends all might be wearing.
- You want to save some cashola.
- You want to keep your friends from borrowing things and then never returning them.

The website is fairly simple and works like this:

1. Sign up for an account; this starts the process of creating your virtual closet. Each user received a virtual closet when they sign up that can be used to replicate their own closet.
2. Start to fill your closet! You can fill your closet with 1 of 2 ways. You can use the Product Finder search to find products and clothing of which you own that can be found in stores. You can search by the year it was purchased and from what store it was purchased and then the type of clothing or product it is. Once you locate it, simply click “Add to my closet” and it will show up in your closet ready to be lent out to others. The other way is to take a digital picture of something you have in your closet that you don’t mind lending out. This is for products that



might be rare, handmade, homemade, modified clothing, or otherwise aren't mass produced and in our database. Once you upload a picture and hit finish, the article of clothing or item will be added to the database.

3. After you have populated your closet with material goodness you will be ready to begin lending and borrowing with friends. When you signed up you picked a handle or username by which to identify yourself. Similar to how Myspace works with profiles, you will have a profile at letmeborrowthattop.com/yourusername. Profiles are NOT public, which means a user must be signed in and have an account to view your closet. So going to your page without being signed in will first redirect to an authentication page. After supplying a username and password they can view your closet. As well there are two views of your closet. The first view is the public, meaning anyone with an account can view the items in your closet that are marked for public view. This means you mark items as either public or private. The private items will only be viewed by friends on your friends list. As well you can block certain individuals from seeing certain items.
4. After you have setup your account for lending and borrowing and picked your friends, you can start the process of swapping items. It's easy! And very powerful as well. There is a calendar for which you can ask to reserve an item from an individual on a certain date, or for a certain series of dates. Let's say you want to borrow your friend Isaac's tuxedo for a wedding one weekend. Or you want to borrow Diana's dress for an out of town formal. You can ask to reserve it for a few days. You can also block out dates for clothing of which you don't want to lend out because you need it specifically for a certain day.

It's that easy!!!

Some other great features are

- **Outfit builder:** This will allow you to pick out outfits and save them for future reference
- **Notify:** Used in combination with the outfit builder, this allows you to be notified in case a friend has built the same, or a similar outfit for use on the same day. Great for avoiding showing up to work/school wearing the same thing as your coworker or classmate.
- **Drag and Drop ease between closets:** When you want to request to borrow something, simply browse your friend's closets and drag an item into yours. A window will popup and confirm when you'd like to borrow it. The request then will be sent to the lender for confirmation. They can either allow or deny your request.
- **Search by location for public closets near you:** Opting in to the search is optional. Again privacy settings are completely user controlled and you can be as visible or invisible as you'd like.
- **Proposing a trade:** Let's say you borrow something you really like. In fact, you love it so much that you can't live without it ever again. If you want, you can propose a trade. The propose trade feature means that you offer to trade permanently for an item that you have of theirs for one that you offer them. The lender may then accept the trade or deny it. You are limited to 3 proposals and 1 successful trade per month. So use it wisely. Also trading is not allowed within

the first 3 months of membership, and you must successfully complete at least 5 lends, and 5 borrows before trading is activated.

What if I have someone who refuses to return something?!?! And other legal mumbojumbo

People who refuse to give back items within the time requested to have the item back by the lender will be given a warning to return the item as quickly as possible. If the person refuses to return an item their account will be suspended from use and the matter will be handed over to our legal dispute resolution department. Each item that is registered in your closet is date time stamped as to when it was first entered and then to whom it was lent out to. Records and dates will be handed over if both parties are not able to handle the ownership dispute with our dispute team to the appropriate court system. We will not tolerate theft. If you are found to have purposely kept an item or caused harm in any way shape or form, your account will be disabled and you will be banned from future use of the site.

If the user claims they gave back the item but the person who lent it swears they never received it the same will happen and the case will make its way through our dispute resolution department. Please note: all legal costs will be paid for evenly by both parties. In most cases the legal costs will far outweigh the cost of the items, so it is best to simply stay honest with your borrowing and lending. Keep in mind YOU CHOOSE WHO YOU LEND TO. IF YOU DO NOT TRUST SOMEONE, DO NOT LEND TO THEM!

As well there will be a rating system. Much like Ebay, users can leave feedback and ratings as to how smoothly things went with the whole process. If an individual proves to be difficult then it will show up on their feedback. Each person may leave feedback only once for each borrowing and lending cycle.

That's the whole sha-bang

So give it a shot! And start building your virtual closet today, at letmeborrowthattop.com!