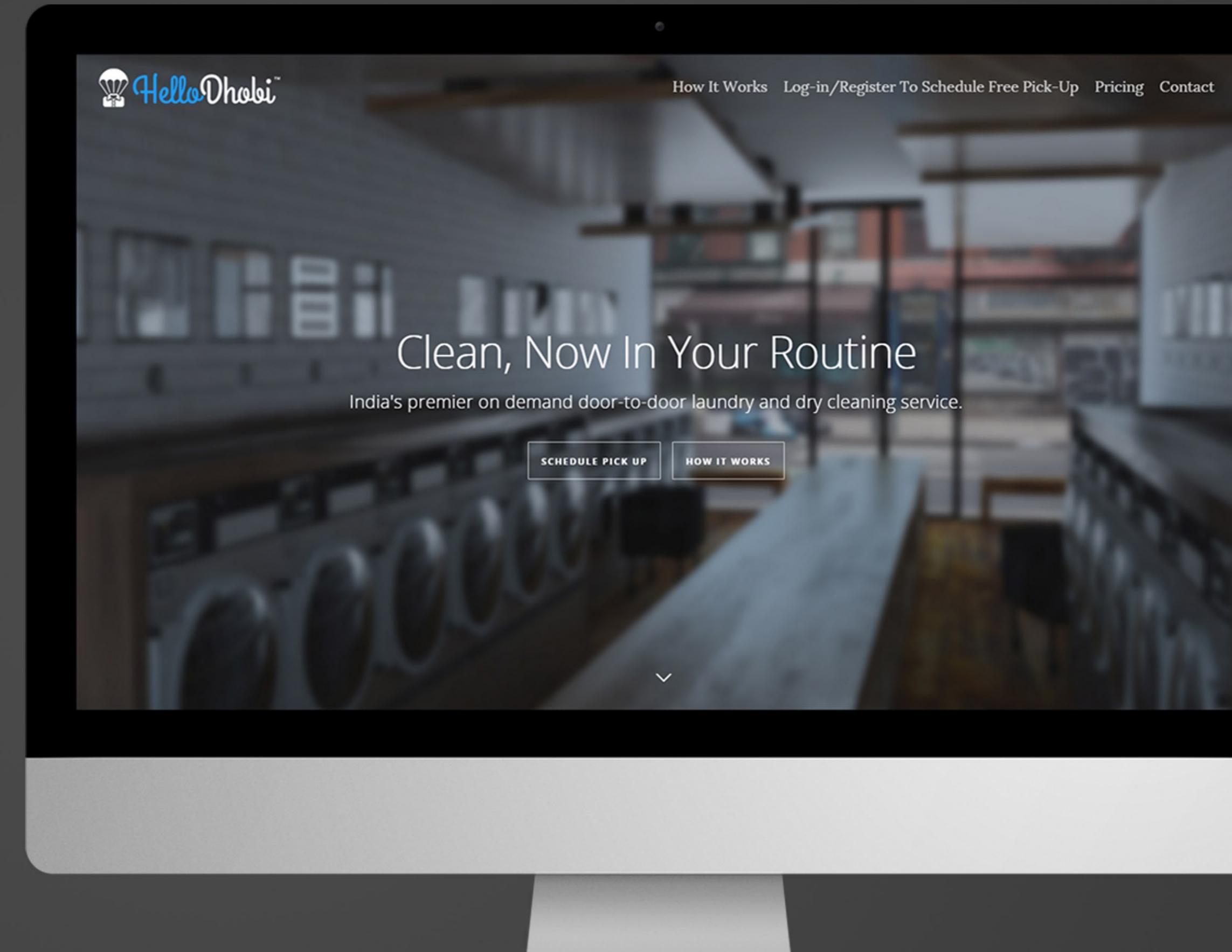




Hello Oholei

HelloDhobi is an on demand door to door laundry & dry cleaning service.

We want to create the most simplest laundry experience in India: made simple through a web and app based experience and made affordable through local partnerships and market-size driven scale of operations.



We Launched on 27th April



175+
New Registered
Users



80+
Laundry Orders
Fulfilled



250+
Kilogram Laundry
Processed



~40%
Profit Margin
Pre-Taxes



Within 2 Weeks of Launch

working against student off-season and with a bootstrapped marketing budget



Small Hotels



Restaurants

Enterprise / Commercial Solutions

we're in advanced stage talks for laundry & dry cleaning subscriptions

Hostels / PGs



Others



Laundry is nobody's favorite chore, and that's the problem.

It is one of the most hated and tedious tasks that people are often forced to do on their own on a regular basis, facing a multitude of problems during the laundry process.



Everyone needs laundry services on a regular basis.

Problems & Red Flags
Lack Of Time & Effort Willingness
Pricing & Quality Problems
Accountability & Management
Experience Complexity

Improper results along with negative process experience.

HelloDhobi wants to solve the laundry problem by simplifying it.

We want to make it as simple as ordering a pizza: by building the most convenient and hands-off laundry experience and by creating value through tech-enabled operations.



Convenience

Easy Scheduling Helping Save Time & Effort

Ease of Use

Simple Web & App Based UX Platform

Quality & Affordability

Thorough Services at Competitive Pricing

Branding + Management

Fully Managed, Trusted Branded Experience

WE
PROVIDE



Championing the problem solving & value creation ecosystem.

Excellence in product/business development through quick and effective implementation, constant improvement cycles, valuable local partnerships and operational excellence.

Week 1

Idea to Product

Product built right from scratch, from idea stage to start of operations within seven days.

Week 2

Traction

Service validated within days: receives huge traction in the first week of operations.

Week 3

Growth

Order quantities and values grow immensely; we land our first big commercial contract.

Product: superior logistics with simplicity and convenience.

1

Scheduling A Free Pick-Up

Scheduling can be accomplished via our website, our app or by giving us a call. Email notifications.

2

Payments & Order Management

Clothes are processed. Orders can be viewed & managed, and payments can be made online.

3

Order Tracking & Delivery

Order(s) can be tracked on website & app. Email notifications. Multiple convenient delivery options.

Services

Wash, Dry & Fold

Regular (24 Hours)

Express (8 Hours)

Urgent (3 Hours)

Organic (100% Natural)

Ironing

Dry Cleaning

Cleaning

Household Items

Bags & Shoes

Subscriptions

The competition: traditional/local plus modern/branded.

While we hold the differentiation of having a more experience focused strategy on being simpler, more convenient, and highly efficient in technology and operations.

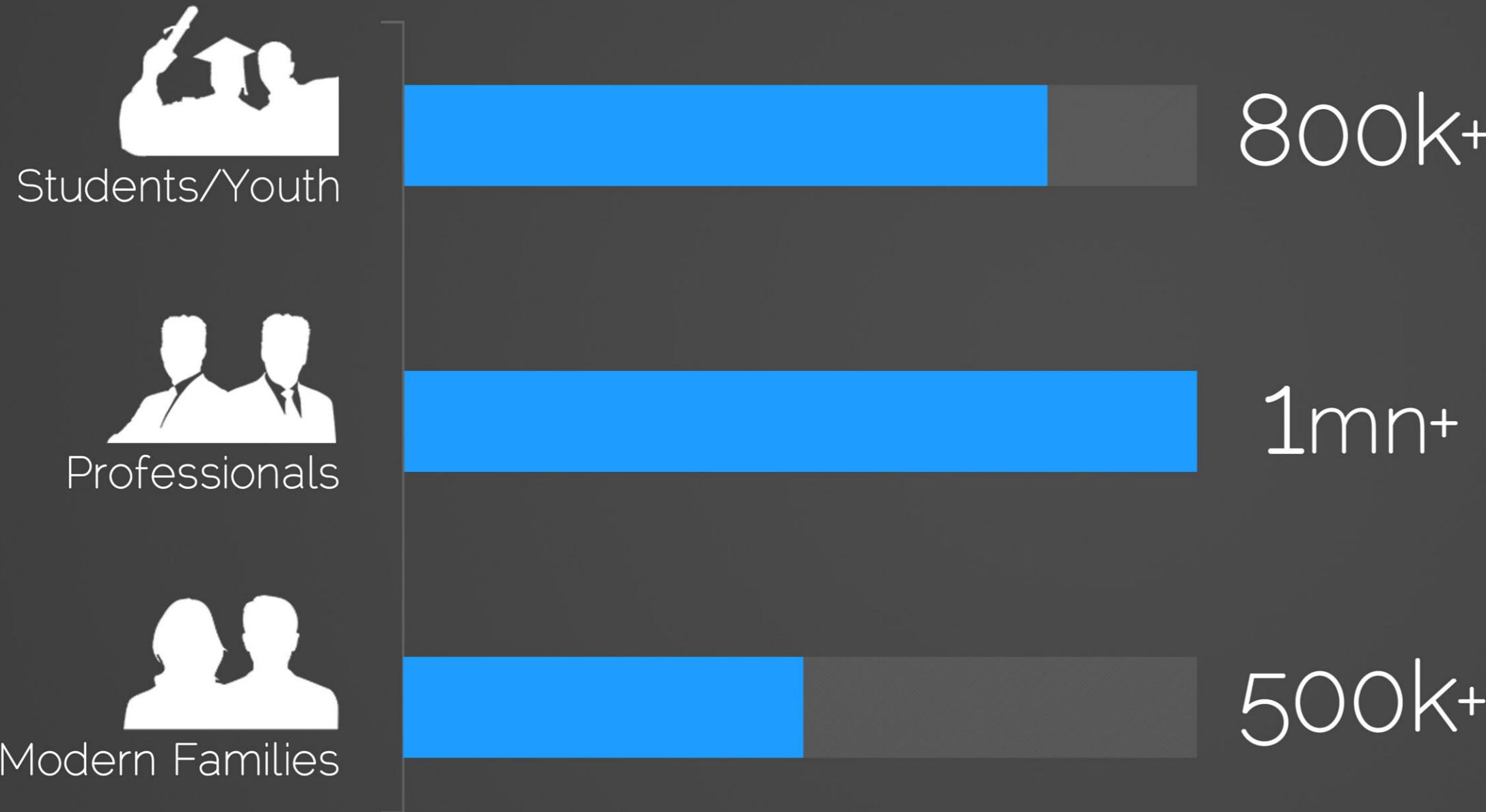


- On-demand models non existant.
- Complex process experience.
- Quality, timing & pricing problems.
- Disconnect with the new customer.

- Subpar turnaround times (~3 days).
- "After-thought" online channels.
- Lacking in experience simplicity.
- Inferior tech-aided UX & operations.

The laundry market and our target user base in Pune city.

Huge potential user base with big laundry & dry cleaning demand - on repeat



- Organized
₹50 Billion National
- Unorganized
₹2 Trillion National

Source: Euromonitor (2014), KPMG (2008) Indian National Census (2011), & Times of India (2013)

Getting to the market: our primary initial stage strategies.

We've lined up advantages, partnerships and marketing strategies for initial success.



Simplest, Most
Hands-Off UX

Natural Appeal To:



Kuality

India's Foremost
Private University

Highly Reputed
Restaurant Chain



Consumer distribution
advantage via partner
marketing support.



Superior commercial
distribution access via
partner brand power.

First service in India with a
simplicity focused UX and
modern design with a start
up generation appeal.



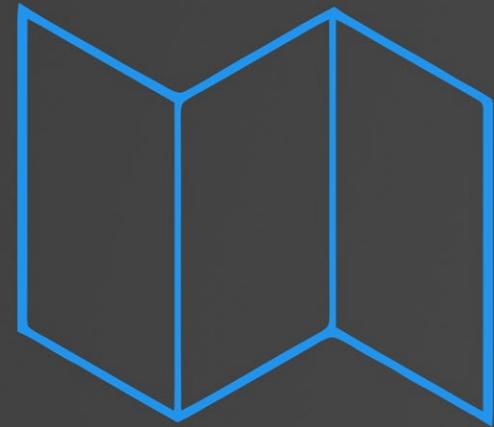
Unparalleled access to the
consumer and commercial
markets through key early
strategic partnerships.



Solving real problems &
generating organic value.
Need is already there, we do
recognition & fulfillment.

Reaching the target customer: essential marketing strategies.

Since service need is already established, we position ourselves as fulfillment experts. Plus, with competitors not marketing or doing so ineffectively, we have the upper hand.



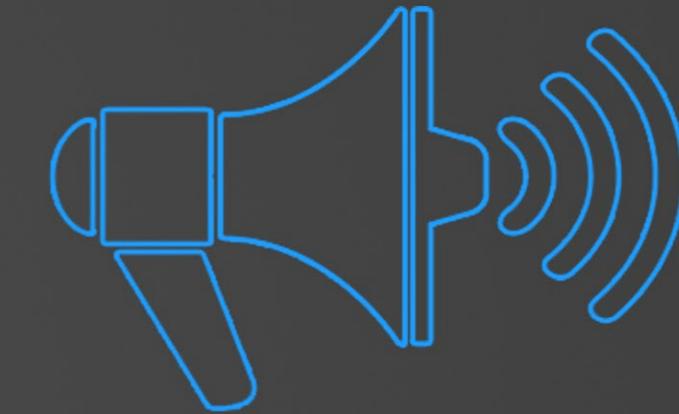
Staying Grounded

On ground promotions for a traditional service going modern; posters, flyers, newspaper ads, and campus displays.



Power Advantage

Marketing support based power over consumer access & power over commercial access via partner brand strength.

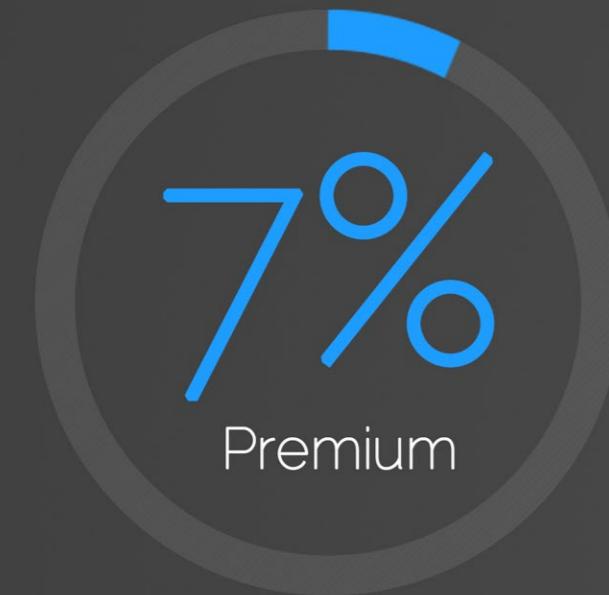


Aggressive Stance

Aggressive acquisition marketing strategies like discounts, various offers, referral schemes to aid customer transition.

Revenue model: intersection of convenience & affordability.

We are at the right intersection of affordability & convenience, delivering profitability via technology, long-term partnerships, high value relationships and scale of operations.



Pricing Model

Competitive Premium

Our pricing starts at ₹65/kg for wash, dry & fold.- ₹8 for ironing & ₹50 for dry cleaning.



User Value

High Repetition Rate

Urban expenditure on laundry for our target market is around ₹250 per month.



Profit Model

Premium Margins

Pricing being competitively premium, we don't need huge scale to attain high margins.

A team which wants to create impact and generate value.

We have faced the laundry problem ourselves and that is what prompted us to solve it.



Arman V.

Tech/Design, Marketing & Product Development

Studied marketing & entrepreneurship at Symbiosis and Berlin School of Economics & Law. he's a self-taught designer and developer. Represented India at a global B-plan competition and winner of a prestigious national marketing strategy competition. he also runs a successful creative agency.

Kunal S.

Operations, Logistics & Business Development



Studied international business at Symbiosis and Georg Simon Ohm University. he has a strong background in operations. Headed the logistics and procurement team at a successful international festival & winner of a prestigious national marketing competition. he is an effective people manager.

The numbers: magic behind the simplest laundry experience.

Capable product, big market with even bigger potential, all backed by solid figures.

Value of Customer
₹250/month

Yr. Profits
₹15 million

Yr. Revenues
₹60 million



Break-Even Point
within 8 months

Founders' initial investment
broke even within a week.

Number of Customers
20k - 30k

New Users
30% (Growth)

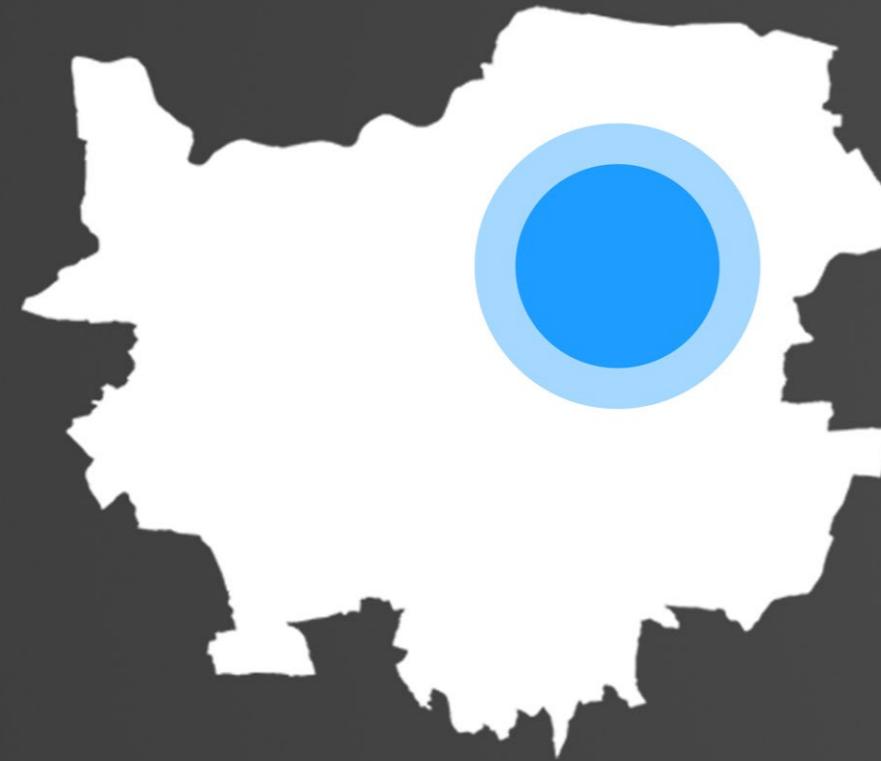
Repeat Users
70%

Note: Consumer-side, post-funding projections. Profit calculated at 25% for scale.

The HelloDhobi growth roadmap: status & future plans.

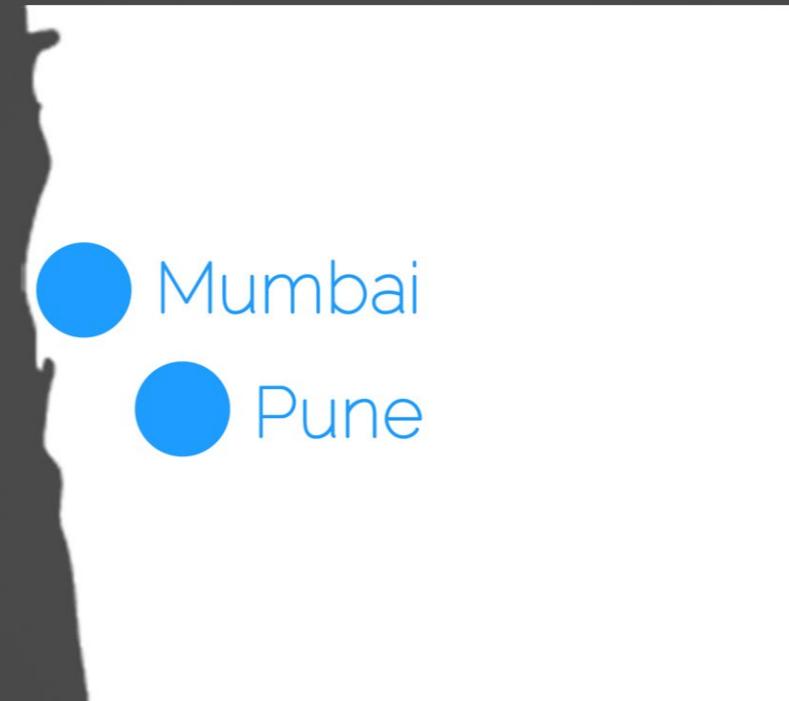
Where we are & where we are going - scaling our product and operations nationally.

Today



Presence in Select Localities of Pune

Tomorrow*



Full Pune Coverage & Entering Mumbai

Day After*



Expanding Operations To Other Metros

*With your support. We're raising funds!



✉ arman.verma@heliodhobi.com

📱 +91 780 036 7475 / +91 800 759 1118

📍 Pune, India