

Project and Portfolio 4 Planning

Name: LaunShirt

Purpose: Laundry service with pick up and delivery

Benefits: Give the user extra time for other things or take the laundry out of the way.

Description:

LaunShirt is an app made for people that don't have time to do laundry, both cleaning and folding. This application way gives the user an amazon send and delivery feel with also indication that close is clean for the occasion where they needed sooner and pick it up. The app is simple and will be straight forward.

Competitors:

I found two competitors but, none of them give service near my zip code so I think I am good. The first one is Cleanly that has good UI and is very easy to use. The second is laundrapp, this one looks like they have some success and are hard investors. Both are good to take notice and learn from them.

Investment:

There are two ways to make this Idea work, One, I start small and using personal laundry attempt to start a business. The drawback of this idea is that I have to invest a lot of money to get equipment and also put additional work beside the development. The second option is to partner with a laundry owner and start providing my app as a service. The drawback of this idea is that it will not be as lucrative as my first option and my business partner can steal my idea.