



## EXECUTIVE SUMMARY

We are Airbnb meets GrabTaxi for home cleaning services.

### Zwaby

5080 Spectrum Dr.  
Dallas, TX 75001

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Website: [www.zwaby.com](http://www.zwaby.com)

#### Funding: Seeking Funding for Phase I

- Phase I - \$10,000
- Phase II - \$1.5 million

#### Use of Proceeds:

- Mobile App Development & Iterations
- System Development, Setups, & Iterations
- B2B Client Acquisitions, Partnerships, & Alliances
- B2C Inbound Marketing
- Website Development
- Payroll

#### Revenue Forecast (w/ Funding):

Year 1: \$ 2.2 M  
Year 2: \$ 14 M  
Year 3: \$ 32.5 M

#### Reach profitability:

Year 4

#### Competitive Advantage:

- On-demand bookings.
- Cashless payments.
- Avoids competition.
- Unique market segment.
- Angie's List certified services.
- Cleaners are employees, not independent contractors.
- Nurture and reward customer loyalty.
- Reward cleaning companies and their employees regularly.

#### \* Business Model:

- % commission on every transaction
- B2B and B2C hybrid model.
- Sticky engine of growth.
- Shared resources.
- Ability to scale fast after product-market fit.

#### Management / Advisor Team:

- Carlos Lara, Founder and CEO  
Background: Technical (nuclear physics and mathematics)  
Experience: Sales, B2B, lean methodology  
Education: B.S.
- Esteban Ramirez, CTO  
Experience: 20+ years in mobile application development  
Education: B.S.
- Sean Navarro, Advisor  
Experience: Technology, credit card processing, and client communications.  
Education: M.S.

**Elevator Pitch:** Zwaby is a marketplace that connects homeowners and cleaning companies on-demand. Consumers want on-demand booking convenience, and cleaning companies want to grow their business. Homeowners can book a trusted cleaning service in seconds through our mobile application.

**Problem:** Cleaning companies are losing business to new on-demand booking apps. This disruption is painful, and they are looking for ways to survive, stay relevant, and thrive.

Young homeowners lack a good option for booking professional and trustworthy home cleaning services quickly and conveniently.

**Solution:** We provide cleaning companies a platform where they can register their cleaning employees such that they start receiving bookings on-demand. We also do all the marketing for them to bring them new customers. Cleaning company owners simply train their employees and treat them amazingly to maintain the highest quality of service. This solution automatically gives homeowners the platform to book trusted and high quality home cleaning services on-demand.

**Market Validation:** Young homeowners are already booking home cleaning services on-demand through new apps. Data shows that consumer mindset has changed and on-demand convenience is regarded as highly valuable. In particular, Millennial mothers have expressed great interest in home cleaning apps (large market study done by BabyCenter). Cleaning company owners have expressed a need for our solution, and confirmed that new on-demand booking apps are disrupting them and slowly taking away their market share. They themselves understand this shift in consumer mindset and are actively looking for solutions. We currently have two cleaning companies in New York registered and eagerly awaiting launch.

**Market Opportunity:** The home services industry is estimated to be around \$400 billion. Home cleaning is just the beginning to establish positioning and reputation in the industry.

**Revenue Model:** We make money on every transaction. Cleaning companies keep 97% of every transaction, and we keep 3%. Additionally, we charge homeowners a 5% service fee on every booking. In the future there will be more revenue streams, such as selling user data and in-app advertising.

**Why invest in Company:** We are the first company in the on-demand industry to combine the Airbnb and GrabTaxi models to create an amazing opportunity for disruptive innovation in the residential cleaning industry.