



*"Every drop counts - and
so does your time"*

**THE FUTURE OF
CAR WASH IS
WATERLESS**

AquaFusion
Eco-Friendly Mobile Car Wash

50L SAVED
BOOK NOW

The illustration features a hand holding a smartphone displaying a mobile application for an eco-friendly car wash service named "AquaFusion". The app shows a car icon and a message indicating 50 liters saved. Below the phone, a dark-colored car is shown driving on a road. The background is a teal gradient with water droplets and a city skyline silhouette.

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Problem

- South Africa is water-scarce.
- Traditional car washes waste 150+ liters of water per car.
- Busy professionals lack time to visit a car wash.
- Current solutions are inconvenient.



Solution

- 100% waterless mobile car wash.
- App-based booking with real-time updates.
- Eco-friendly and on-demand service.
- Loyalty rewards and tiered memberships.



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Product



**Silver, Gold, and
Platinum membership
packages**



**Waterless cleaning tech
with superior results**



**Mobile app for booking,
tracking, and payment**



**Technicians equipped
with eco-certified
materials**

Target Market



Busy Professionals:

- Value time and convenience
- Prefer services that come to them



Tech-Savvy Users:

- Comfortable with app-based solutions
- Expect seamless, real-time service



Middle-to-High-Income Earners:

- Willing to pay for premium, hassle-free service

Market Size

The Total Addressable Market (TAM):

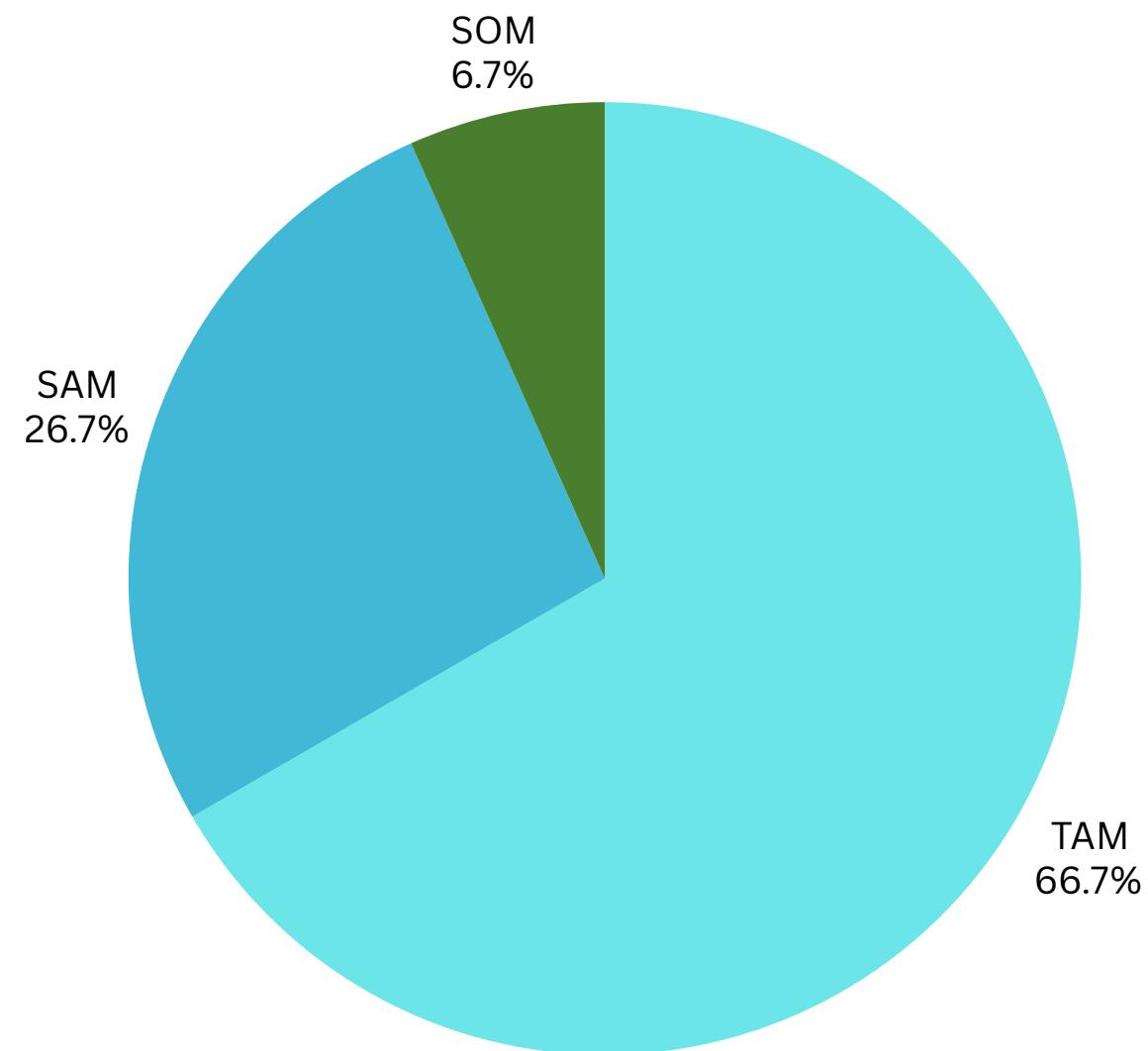
- 50,000 car owners in Bloemfontein.

The Serviceable Available Market (SAM):

- 20,000 reachable within 5km radius.

The Serviceable Obtainable Market (SOM):

- 5,000 customers targeted in Year 1





Competitors

Traditional car washes: fixed location, high water use.

Other mobile washes: limited features.

AquaFusion: eco-friendly, mobile, app-integrated, reward-driven.

Competitive Advantage

- Waterless = eco-conscious + efficient.
- Mobile = unmatched convenience.
- App = seamless customer experience.
- Memberships = repeat business.



Project Traction

Validated & Registered

Idea backed by market research. Brand and company officially registered.

Gearing Up

Eco-certified suppliers secured. App wireframe complete. Vans shortlisted.

Buzz is Building

Marketing campaign designed. Influencer partnerships lined up.

Team Next

Recruiting and training high-performance mobile wash crew.

App Launch & Pilot Launch: Oct 2025

App dev begins August. Seamless booking, tracking & rewards built in. 3-van rollout in Bloemfontein. 60-day test to refine and scale.

Goal: 1,000 Members by March 2026

Recurring revenue. Community traction. Break-even achieved.

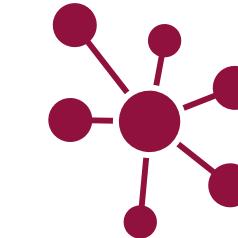
Business Model



Revenue: once-off washes + memberships.
R599–R1499 quarterly pricing tiers.
Per-km charges and upsell services.
Profit margin: 45.2% per wash.

Go To Market

Launch in professional hubs of Bloemfontein



Partnerships with businesses & events

App promotions and loyalty incentives



Influencer & referral marketing

Social Impact



Environmental Conservation:

Saves thousands of liters of water per year

Promotes eco-friendly alternatives to traditional car washes



Job Creation:

Employs technicians, support staff, and drivers

Provides opportunities for local economic growth



Community Empowerment:

Partners with local businesses and suppliers

Builds awareness around sustainability



Long-Term Impact:

Inspires replication in other regions

Drives shift toward greener urban services

Our Ask

 Seeking R950,000 in funding

- App development + 3 branded vans.



- Operations, salaries, and launch marketing.



- Break-even within 6 months.



Team Members



VERONICA MOSHESHA
COO

Experienced entrepreneur



MOLEBOHENG MADELA
CEO

Data expert, strategist



NINIWE XAKA
CFO

Experienced Project Manager

TECH MEETS OPERATIONS = SMART EXECUTION.

Thank you!

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