

Laundry On The Go

In today's demanding work plans finding a balance between personal obligations, other family responsibilities and laundry can be time expending and overpowering.

Consider a professional who works long hours and returns home to mountains of laundry that needs to be cleaned, dried and folded. They are left with restricted free time and spending it on house chores is not ideal.

Laundry on the go aims to provide convenient, efficient and reliable laundry service that caters to the needs of busy individuals allowing users to focus on more important aspects of their lives while ensuring their laundry is taken care of.



Schedule pick-up and delivery time

Users can easily schedule the most convenient time for their laundry to be picked up and delivered.

Progress tracking

Users can track the progress of their laundry ensuring transparency and peace of mind.

Customization options

Users can select their laundry preferences such as detergent types, fabric softeners or

 specific instructions.



Both commercial and residential laundry services are included in the laundry industry's estimated billion-dollar total addressable market (TAM).

There is an increasing need for convenient and efficient laundry services as time-pressed individuals look for ways to save time.

Due to the growing frequency of mobile apps and consumer demand for easy solutions, the market is moving toward on-demand services.

We are able to offer busy individuals a seamless laundry experience while meeting their changing needs.

The market for laundry on-the-go services is expected to grow at a compound annual growth rate (CAGR) of 18.5% over the next five years according to industry reports.

Projected TAM for the laundry \$69.3 billion.

Typical client ready to pay between \$20 and \$30 per load.

Anticipated CAGR in the market for mobile laundry services 18.5%.



Our competitors are:

ABC Laundry is a well-known company in the industry that provides a variety of laundry services.

They have a strong local presence and a devoted clientele. However, they don't have the convenience of an on-demand app and their services can be pricey.

Quick Wash is a local startup that has become well-known for its focus on the needs of the customer. They have seamless app experiences and competitive pricing, but their coverage areas are limited, and they might find it difficult to grow.

Why choose Laundry on the go?

Convenient scheduling: Our app gives users the most flexibility by making it simple to arrange pick-up and delivery times.

Progress tracking: Customers can monitor the status of their laundry in real time, guaranteeing openness and comfort.

Customization options: Personalized fabric softeners or detergents to suit personal tastes.

Excellent cooperation: To guarantee the greatest caliber standards for our clients, we have teamed up with the best local laundromats and laundry services.

Outstanding client support customer satisfaction is our top priority, and we offer timely, effective support.

Large coverage area compared to our competitors; we can serve a broader customer base thanks to our app's wide coverage of locations.

Competitive rates we provide competitive pricing options so that a broad range of people can use our service.

What makes us stand out in the market is our ability to provide a superior service while putting the needs of our customers first.

Our user base has increased by over 100% in the last six months, indicating that there is a market need for our practical and effective laundry service.

This quick expansion is consistent with the growing trend of on-demand solutions across a range of industries.

By forming strategic alliances with laundromats and laundry service providers, we are able to increase the scope of our services and guarantee that our users laundry is picked up and delivered on time.

Positive feedback from customers has solidified our position as the go-to option for services related to laundry.

Our app's convenience and time-saving features are highly valued by our customers, as evidenced by the 85% customer retention rate.



On-demand service fees: There will be a fee associated with each service request made by users of our laundry on-the-go app. Depending on the kind and volume of the laundry load, this cost will change.

Collaboration with neighborhood laundromats and laundry service providers: We will split the profits from each transaction completed through our app with neighborhood laundromats and laundry service providers.

Possible partnership with detergent companies: We have the chance to work with detergent companies to market their products on our app. Through commission-based partnerships or advertising fees, this could bring in extra

We are looking for seed funding of one million dollars. In order to finish our product development and release a beta version of our app that fully utilizes its potential this investment is essential.

The money raised will be wisely distributed to support our company's expansion and prosperity.

The following is a breakdown of the investment allocation:

40% of product development

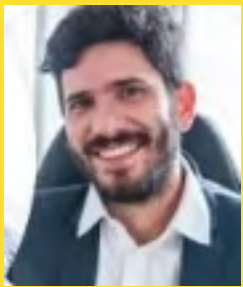
30% towards marketing and user acquisition.

20% of new hires

10% of operating costs

The majority of the money will go toward product development, making sure that our app offers a flawless and intuitive user experience.

At laundry on the go, we think a solid and diverse foundation team is essential for any business to succeed. Each member of our team has a distinct area of expertise and a common enthusiasm for transforming the laundry sector.



William Smith (Co-founder & CEO) holds a degree in computer science, has experience creating safe, scalable mobile apps and has worked for well-known on-demand service providers.



Rosemary Jones (Snr financial officer) has a diploma in financial management and experience, was a financial analyst for a reputable investment firm that focused on technology startup.



Naely Thomas with a degree in business administration and five years of experience in the tech sector. founded and successfully grew a startup for a mobile app that was eventually acquired by a well-known tech company.