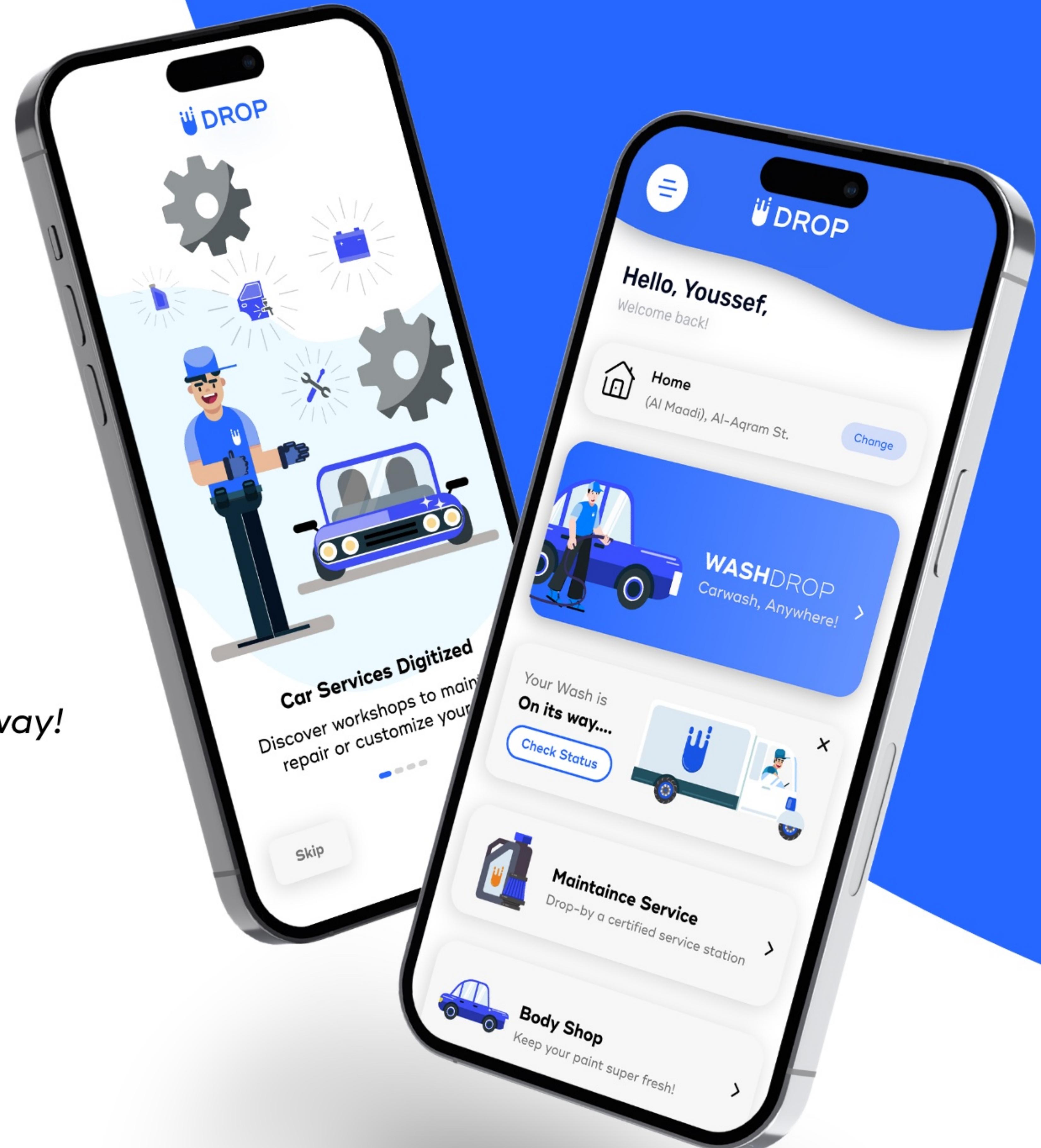




Feel Good Driving.

Wash, service, repair & customize your car. A Tap Away!



Introduction

PROBLEM

The Problem

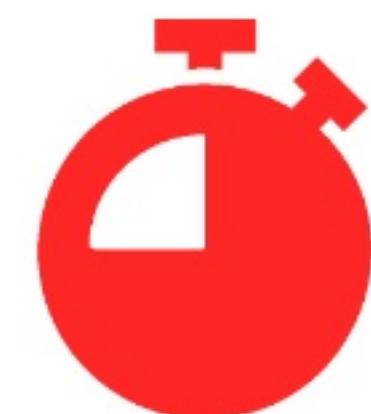
Owning and maintaining a car remains a headache for many individuals. From time-consuming and inconvenient car washes, to endless searches for reliable and trustworthy service centers, car ownership can feel like more of a burden than a luxury.

Why Now?

The problem of inefficient, inconsistent, and outdated automotive services is a major concern for car owners. This is particularly true in Egypt where there is a high concentration of cars and a growing demand for car-related services. However, traditional carwashes and service centers are not meeting the demands of modern car owners, who are looking for quick, convenient, and reliable solutions.

PROBLEM

& Customers Are Frustrated



The simplest task, aka **(The Car-Wash)** consumes an average of 45 Mins, and 14OL of water.



41% of car owners say that **waiting is the most frustrating part of a workshop visit.**



Customers ask 4-7 family members/friends before visiting a workshop, and aren't even satisfied after the visit.



70% of car owners regard their cars as "**Money-Hungry**", and rarely find digital payments or installment options.

SOLUTION

Car's Needs, All At One Place

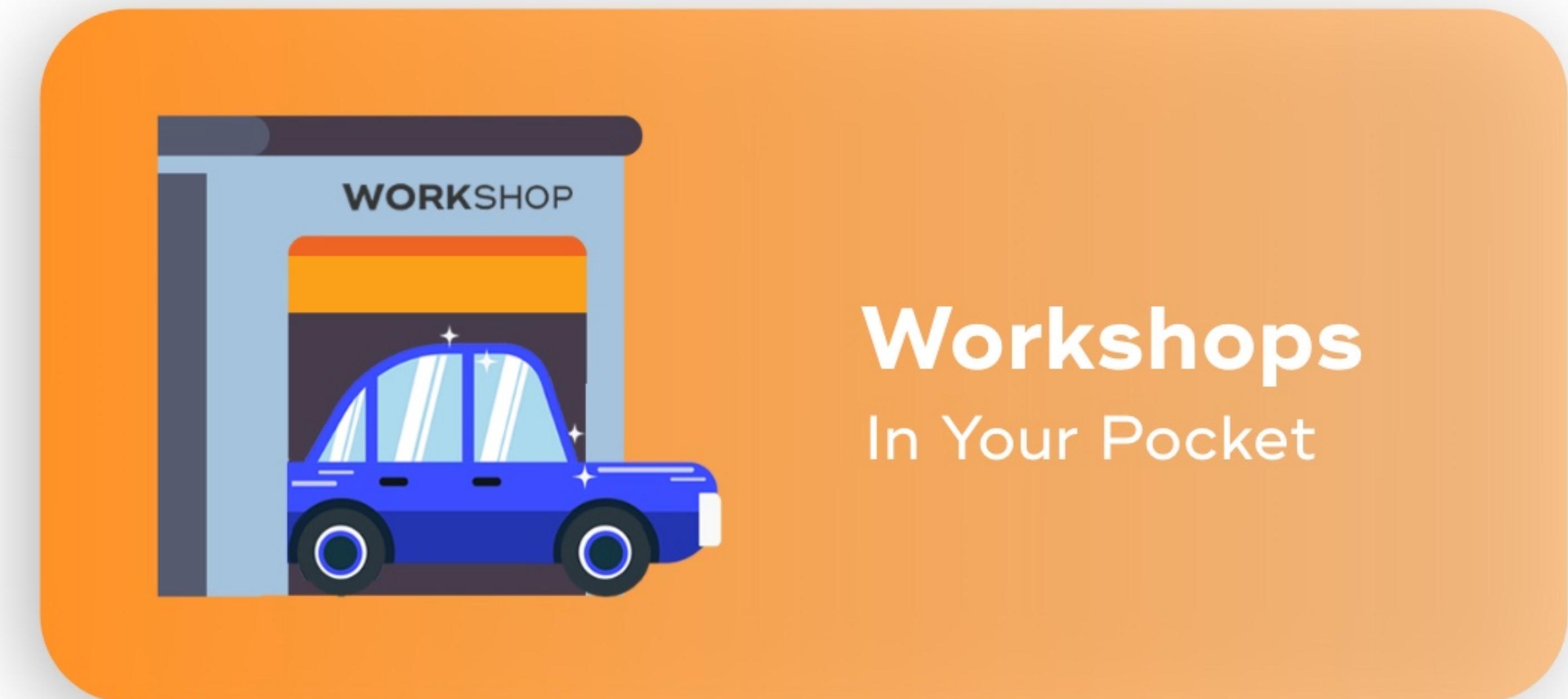
Drop aims to solve these problems by offering a convenient, efficient, and environmentally-friendly solution for car owners. Our app streamlines the car wash experience, and connects customers to the best and most trustworthy service centers in their area. We aim to bring the joy back to car ownership and help our users enjoy their vehicles to the fullest.



WASHDROP
Carwash, Anywhere!

Never Visit a Carwash again.

Meditation for your car 



Workshops
In Your Pocket

Verified Workshops In Your Pocket!

Less worrying, More driving 

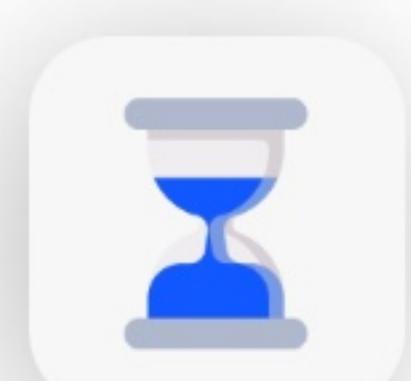
SOLUTION

WASHDROP

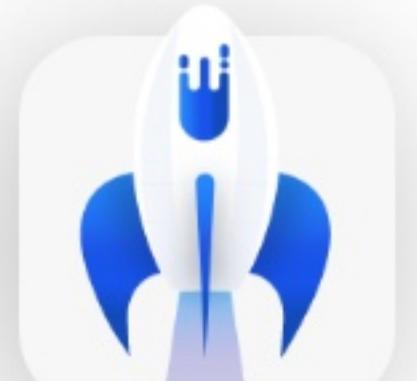
WashDrop is a service fully provided and operated by Drop. Allowing customers to wash their cars anywhere, without having to spend endless hours doing a menial-task. While saving water one wash at a time using our very-own SteamTech.



30Min Wash
Egypt's fastest carwash



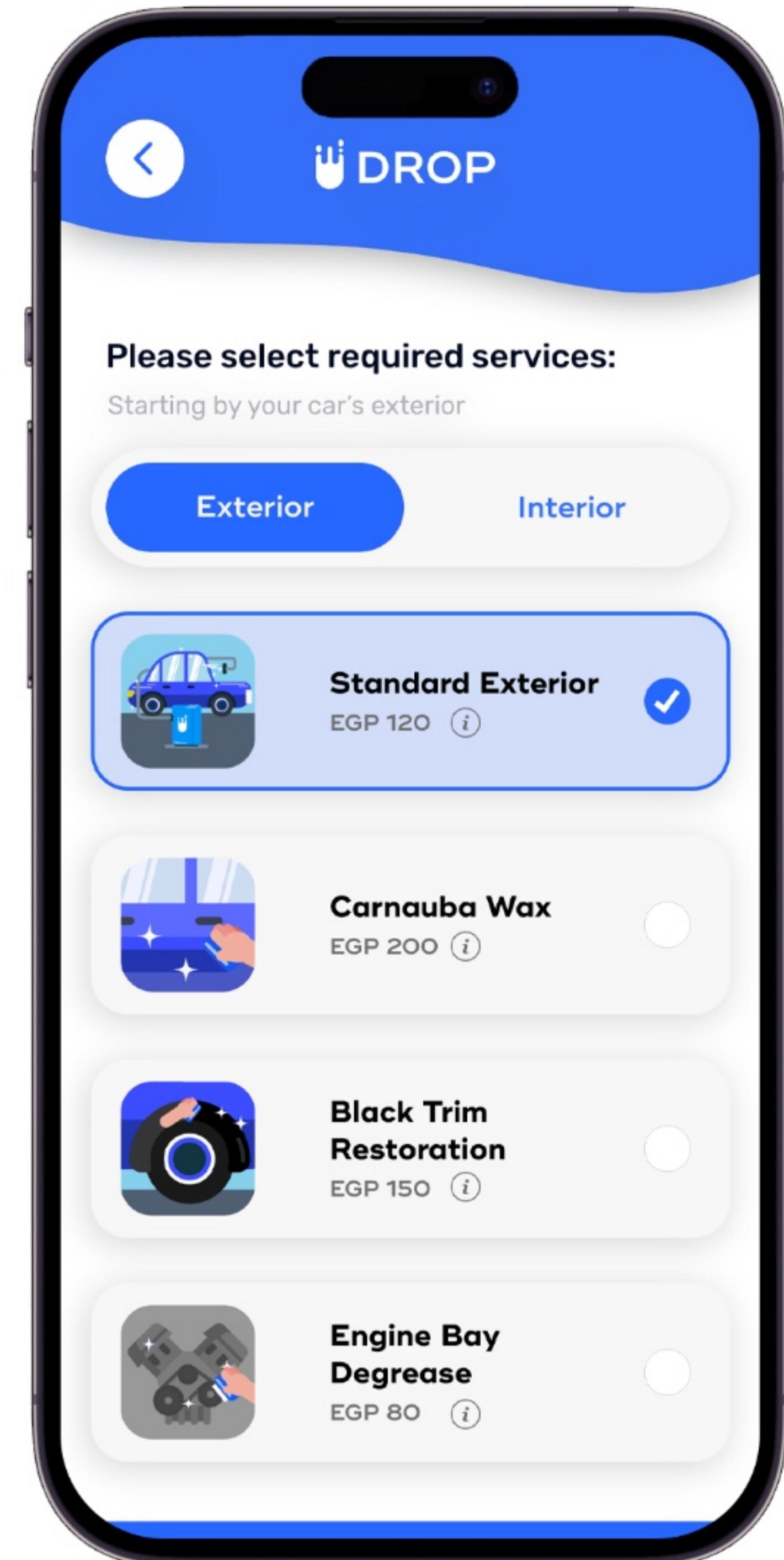
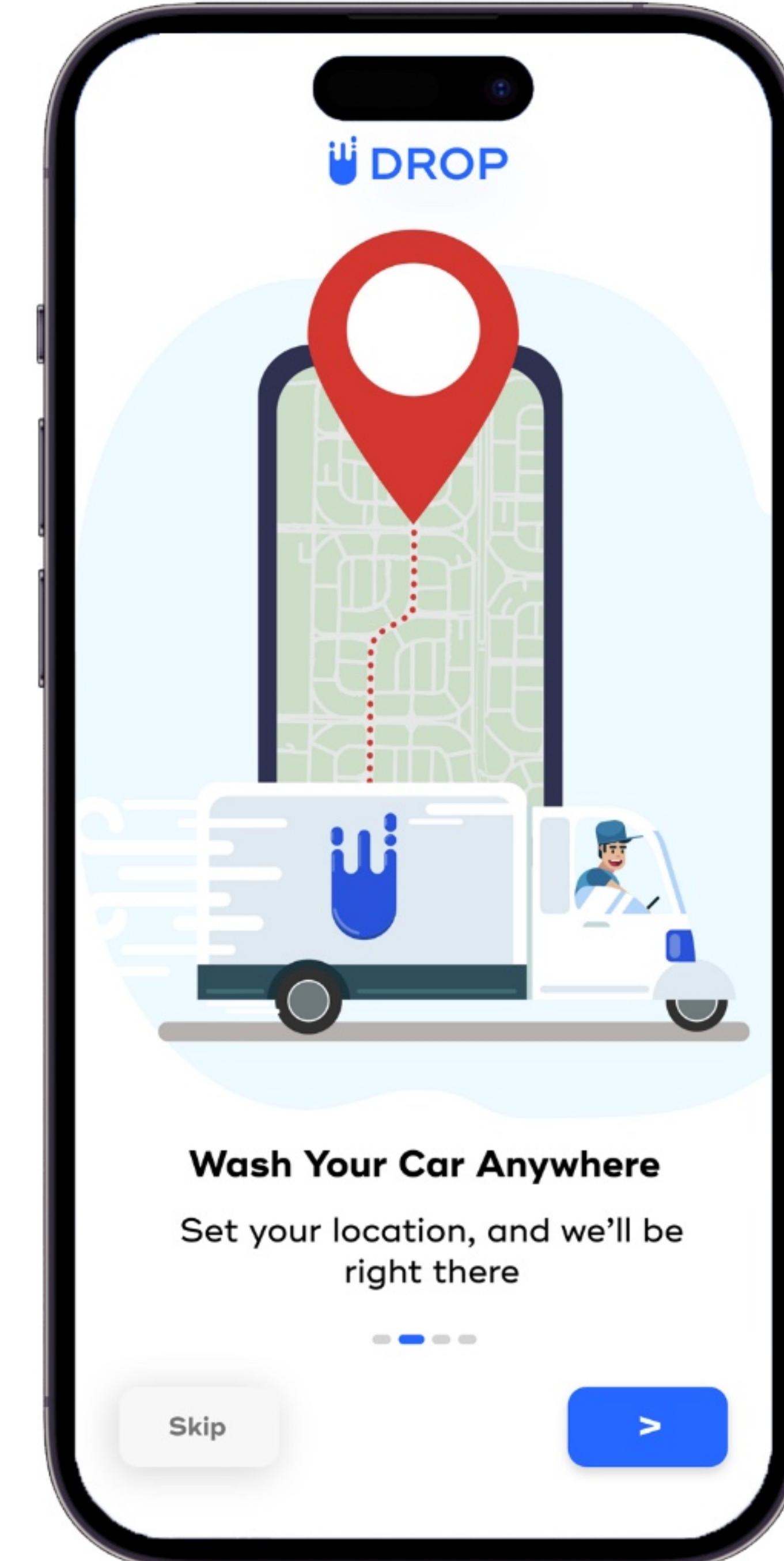
Appointment Scheduling
Whatever time fits you



Monthly Packages
Tailored for our personas



SteamTech®
50x Less Water.



SOLUTION

STEAMTECH®

Streakless, Disinfected, Steamed!

50x Less Water.

Perfectly Detailed.



Egyptian Made

Drop Designed, and Assembled



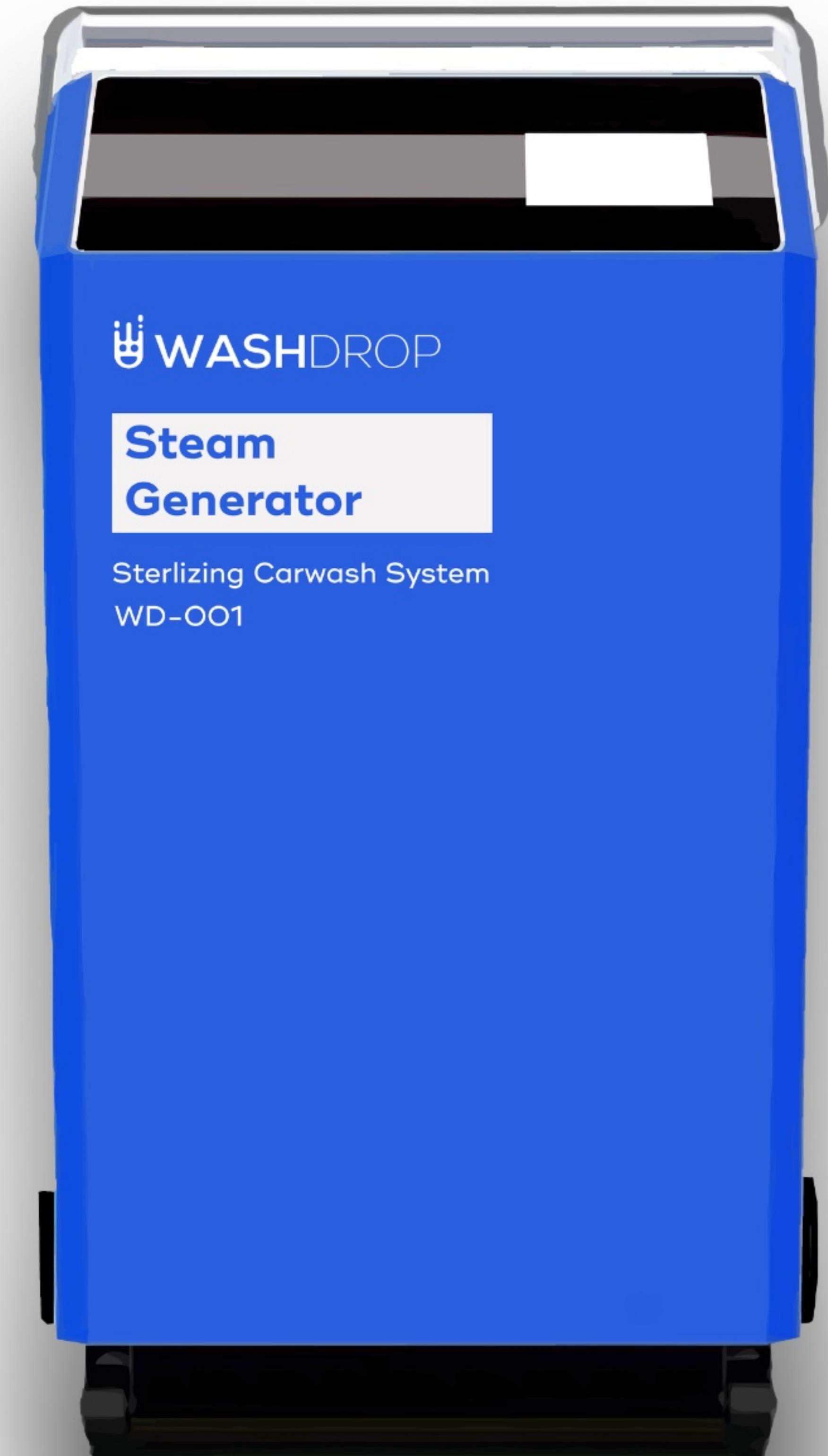
**50x Less Water
Consumption**

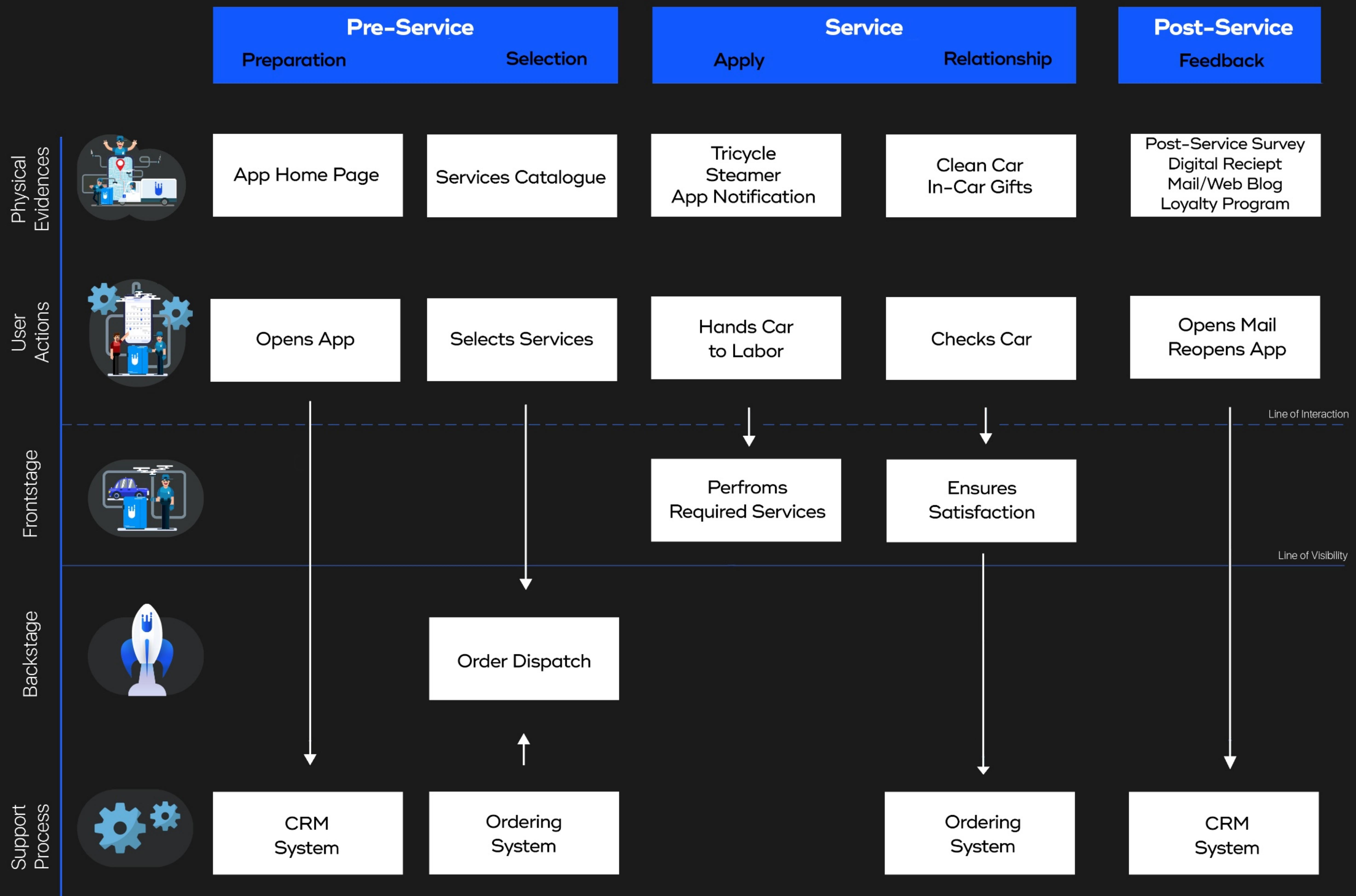
Using Pressurized Steam



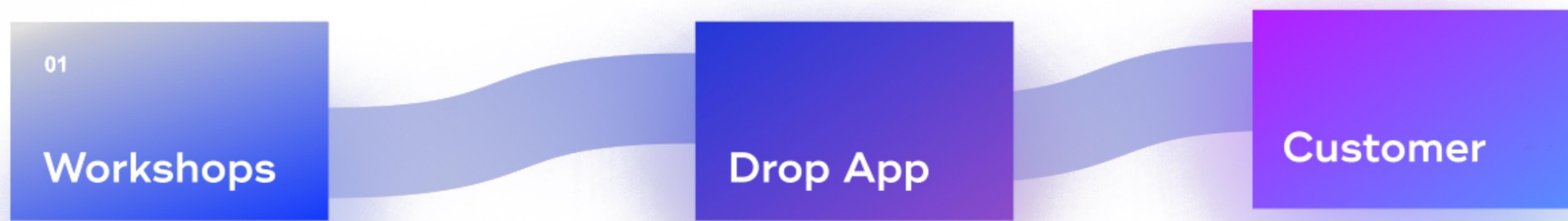
Sterilizes

Kills 99.9% of Bacteria

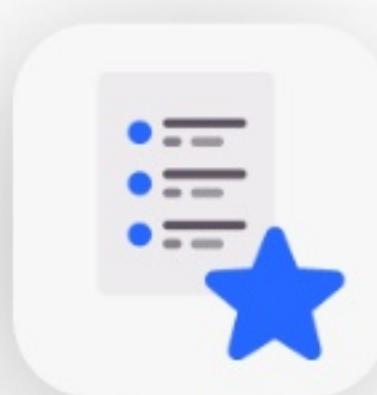



DROP | Service Blueprint


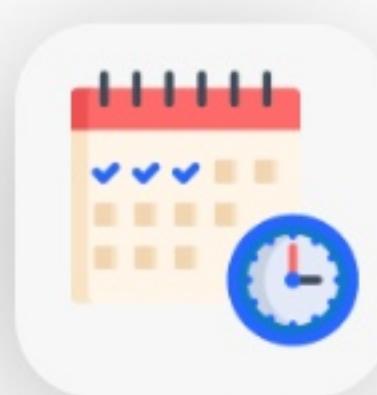
Empowering Workshops & Customers



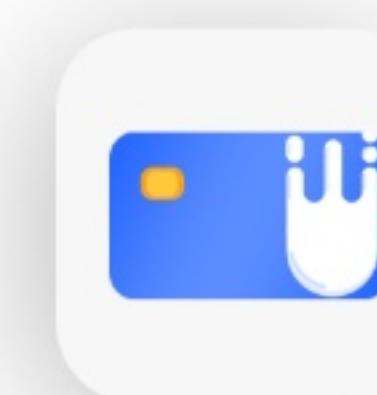
Customer Acquisition & Retention Tools



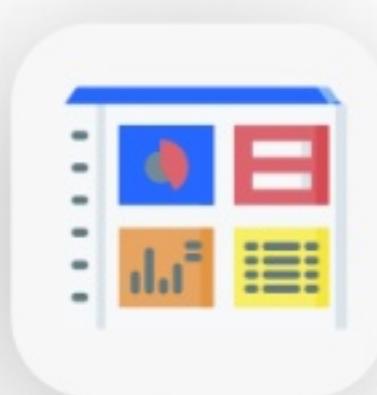
Service Listing



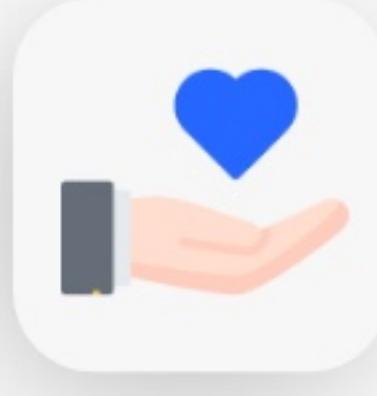
Appointment Scheduling



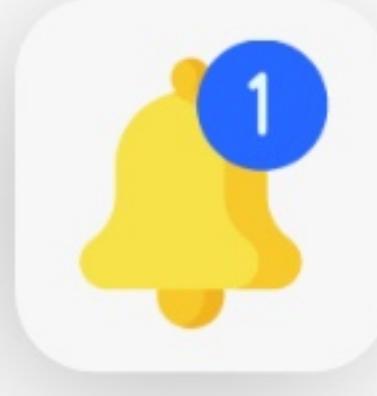
Digital Payments,
and Installments



Management
Dashboard



Referral
Program



Push
Notification



Discount
Vouchers

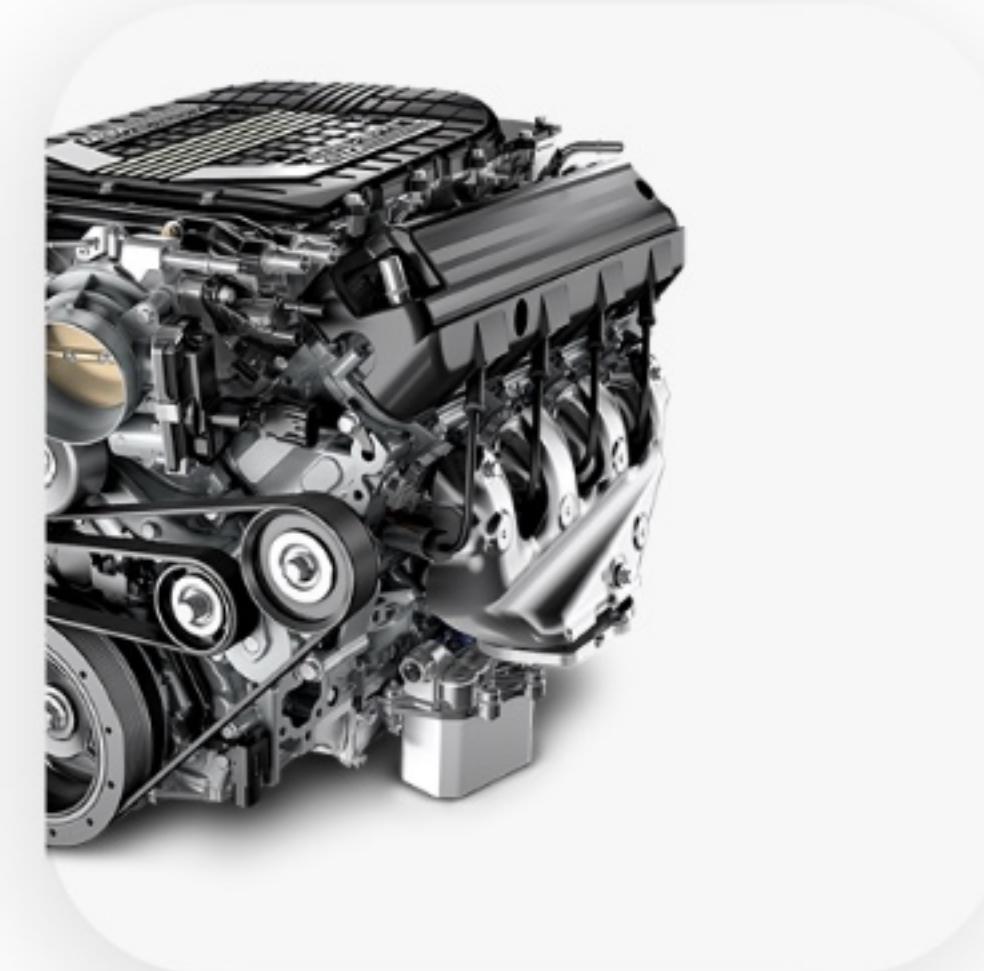
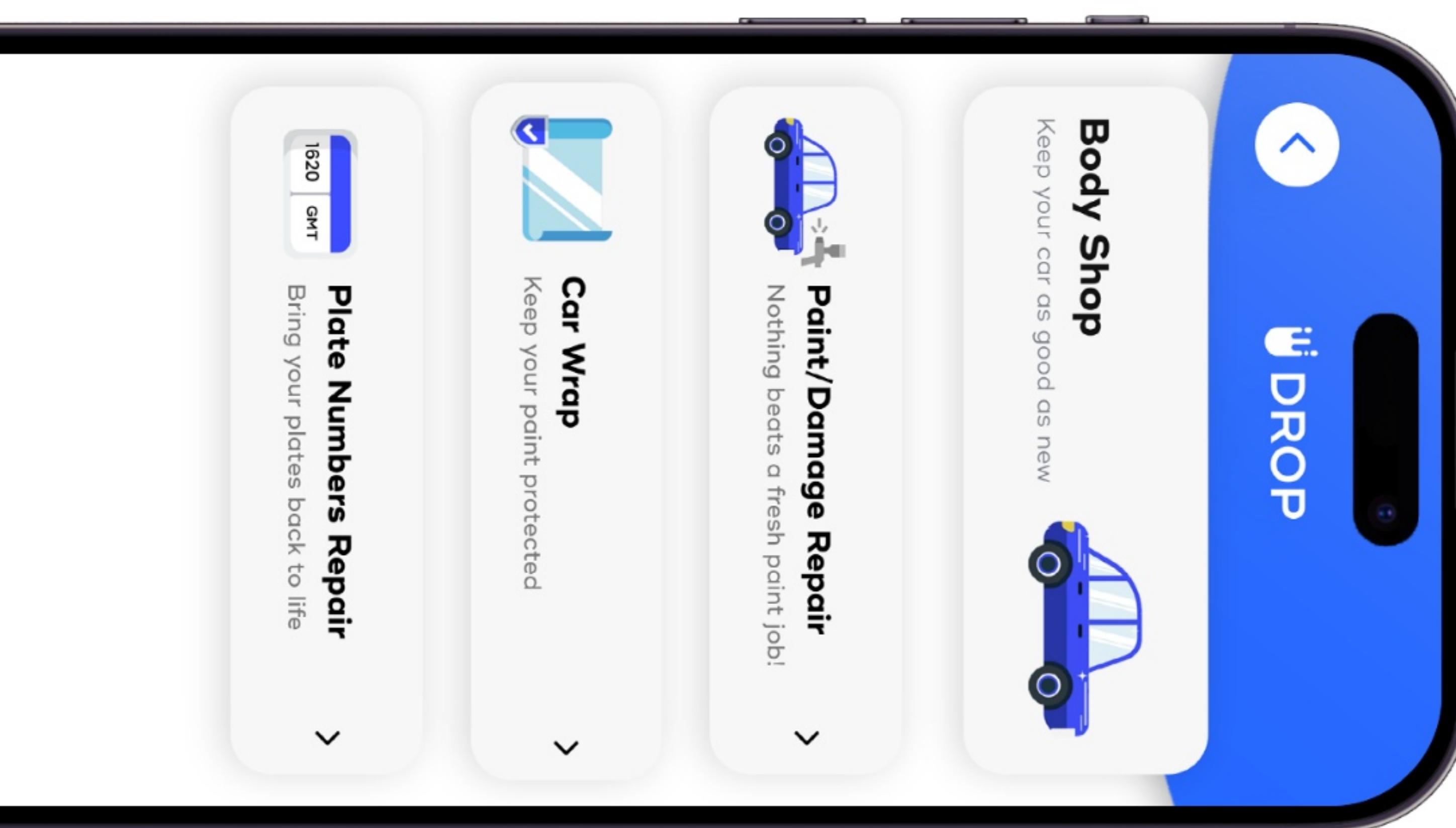


Process
Gamification

SOLUTION

Workshops In Your Pocket!

Tap into the creativity and excellence of Egypt's top workshops.



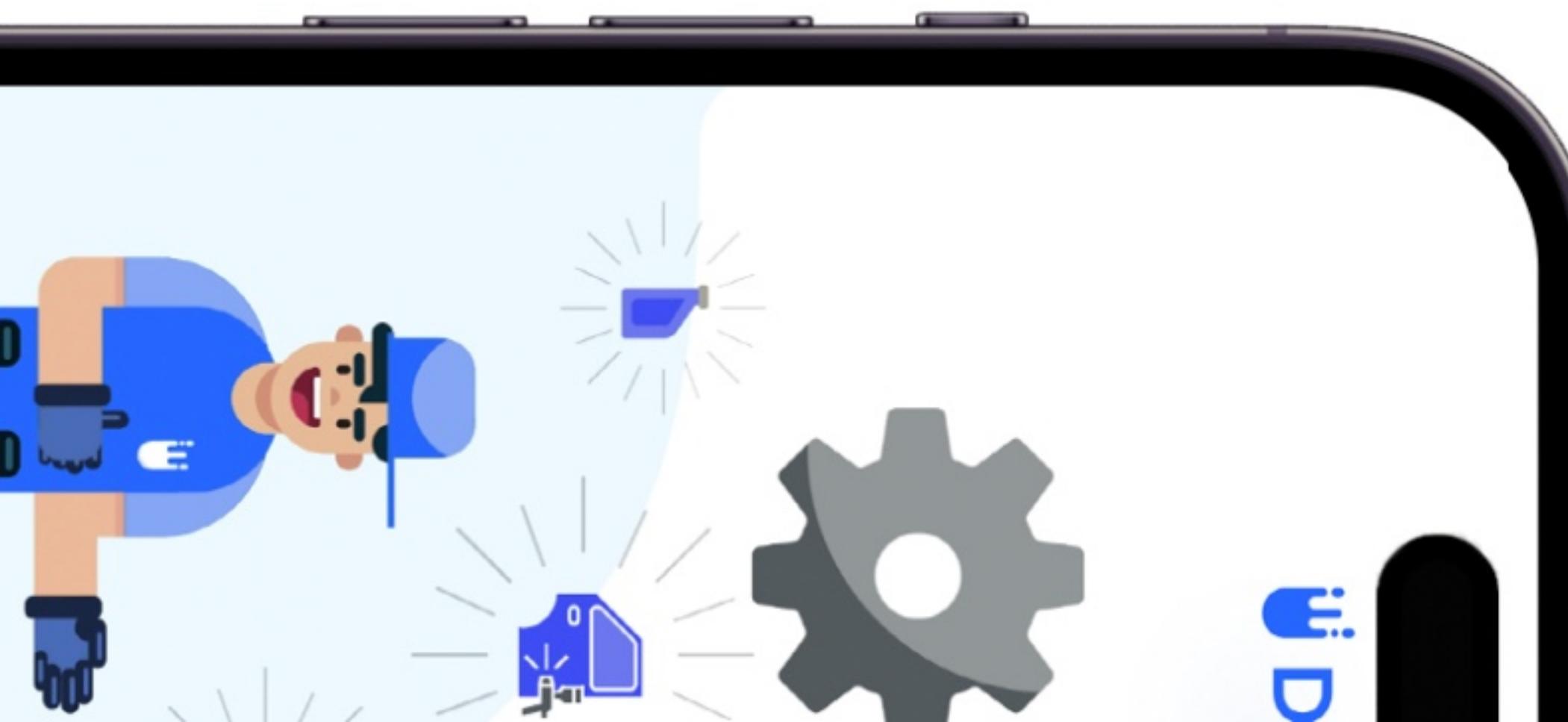
Service



Repair



Customize



Market Opportunity



Global Market Potential (TAM)

The global automotive aftermarket is estimated to be worth **over \$700 billion**, and is projected to continue growing in the coming years due to increasing vehicle sales, rising disposable incomes, and growing demand for advanced automotive services.

- The global automotive repair and service market was valued at **\$789.8B** in 2021.
- Projections are expected to reach **\$1,656.21B** by 2031.
- Growing at a **CAGR of 7.6%** from 2022 to 2031



Egypt's Market Potential (SAM)

The automotive market in Egypt is rapidly growing, with an annual increase of 200,000 new private cars per year. The majority of these vehicles are concentrated in the cities of Cairo and Giza. With a total number of **6.0M private cars in Egypt**. It has been observed that number of vehicles that are 16-24 years old is increasing in recent years

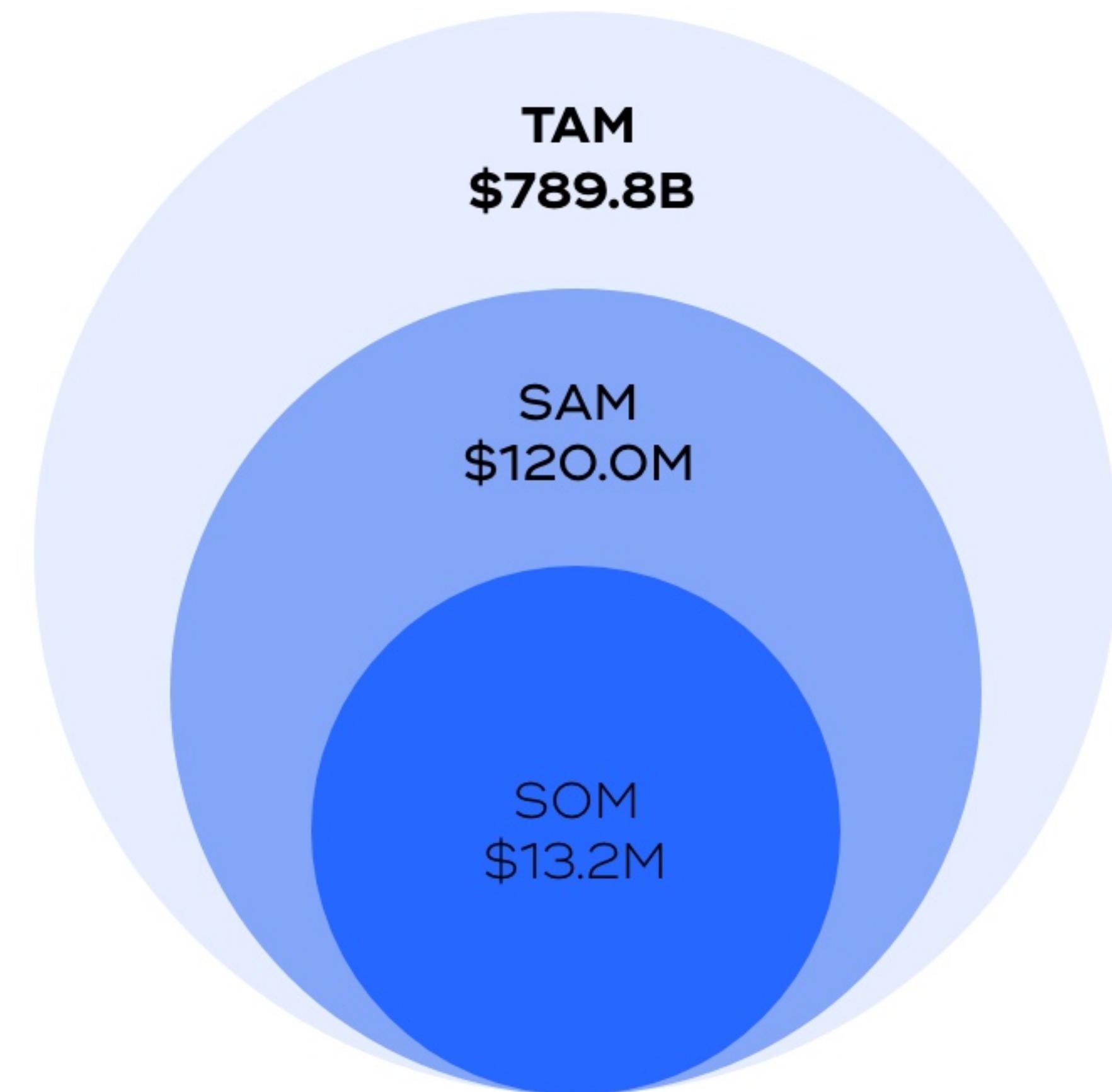
- The Egyptian automotive repair and service market was valued at **\$120M**.
- Egypt Four Wheeler Aftermarket by Revenue **CAGR (FY'16-FY'21)** is **14.5%**
- Egypt Four Wheeler Aftermarket by Revenue **CAGR (FY'21-FY'27E)** is **19.0%**
- Car Services Booked offline in 2021 is **89.5%**

MARKET OPPORTUNITY

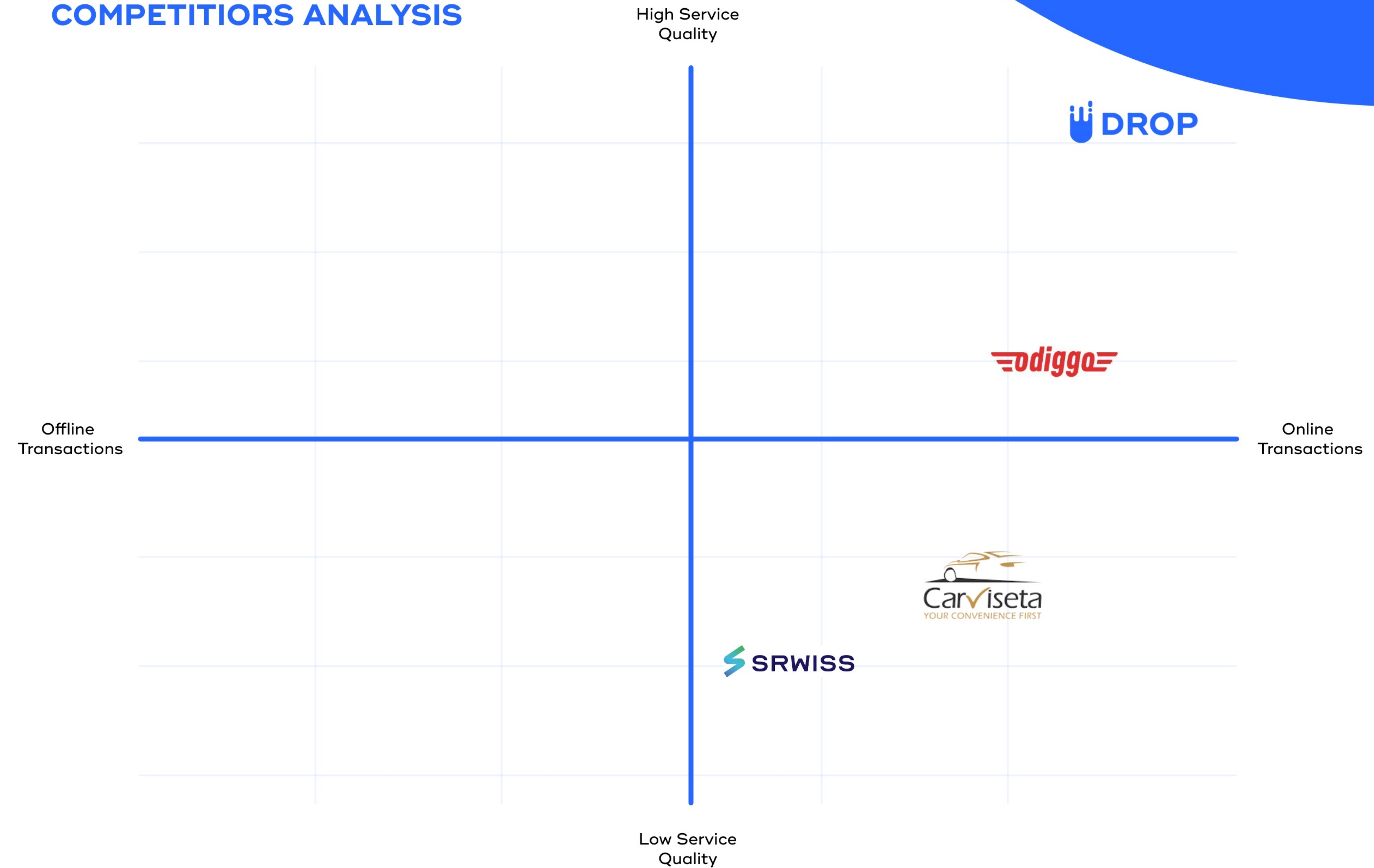
Drop's Target Market (SOM)

According to The Central Agency for Public Mobilization and Statistics (CAPMAS). The vehicles are mainly concentrated in Cairo (2.5 million/22.8 percent), Giza (1.3 million/11.6 percent), and Alexandria (702,300/6.4 percent). **A total of 4.5M vehicles in 3 cities**

- Targeting **500K App Downloads in 2 Years** from both App Store, and Google Play
- An **11% of (SAM)** valued at **\$120M = \$13.2M**



COMPETITIORS ANALYSIS



Go-To-Market

Fail-Proof Marketing Strategy

Social Channels



Referrals



Content
Marketing



Influencer Marketing



Partnerships



Direct Sales



As a person with a disability, This App has made it much easier for me to take care of my car without having to worry about communication barriers. The app is very simple for me to access the services I need. Thank you, for helping me maintain my independence on the road.

-Mona El-Khost

One of our interviewees

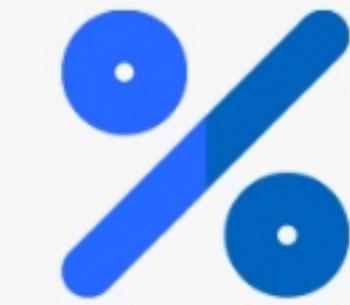
BUSINESS MODEL



**Subscription
Based**



**One-Time
Payment**



**Commission
Based**

WASHDROP



Subscription Based

Price / 1 Month: EGP650



One-Time Payment

Average Price / Wash: EGP200

WORKSHOPS

8%

**Commissions From
Workshops**

On an average of EGP2500

WASHDROP FORECAST

500K → **EGP200** → **EGP500M**

Washes/Year	AVG Price/Wash	Revenue
At 93 WashDrop Units	EGP 120 - Standard Exterior EGP 80 - Standard Interior	2023-2028

WORKSHOPS FORECAST

350K → **EGP2500** → **EGP350M**

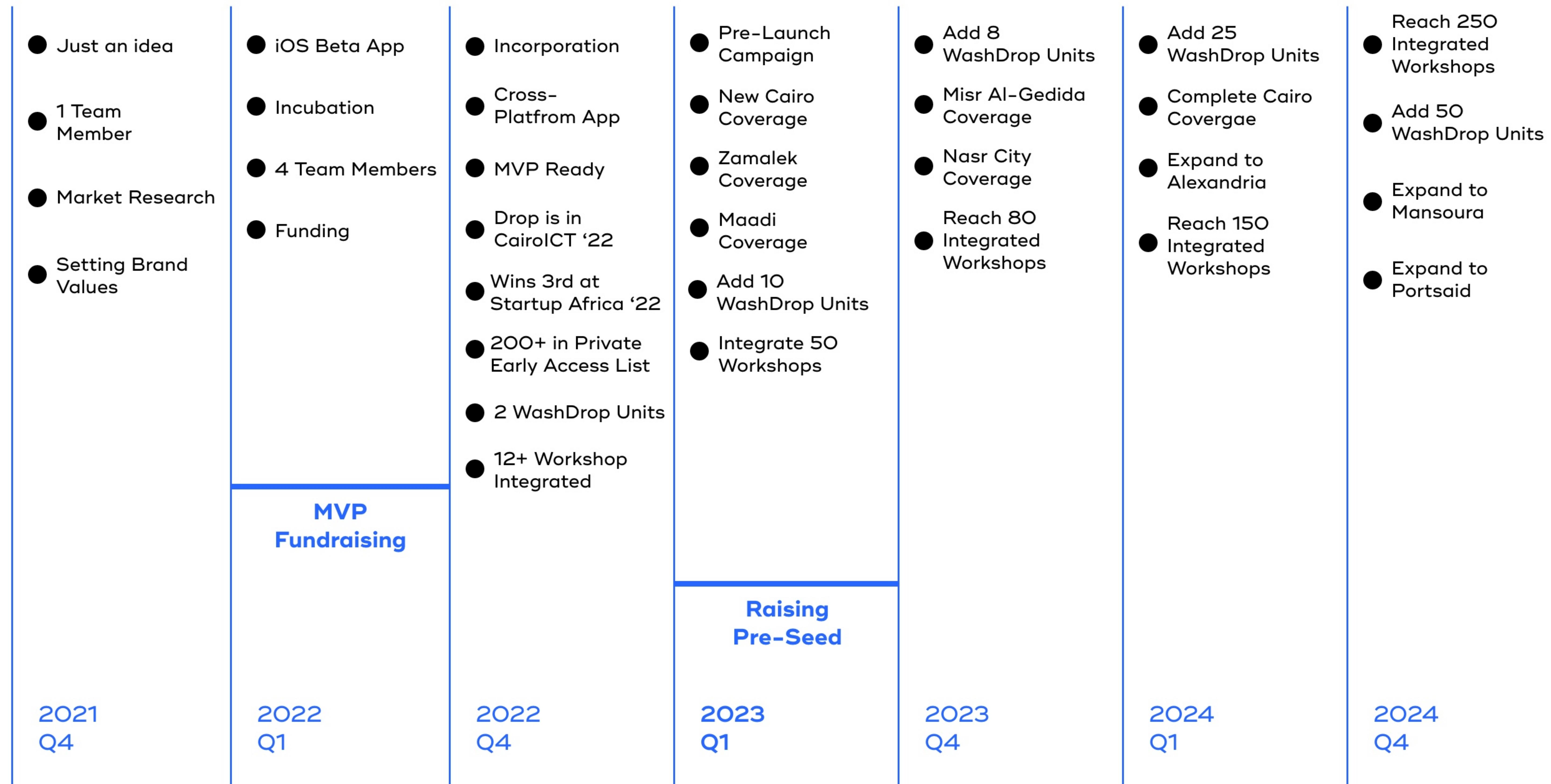
Orders/Year	AVG Price/Order	Revenue
At 250 Integrated Workshops	8% Commission Rate	2023-2028

Customers typically service their cars 2 times per year

FINANCIAL METRICS

WashDrop Unit Cost	CAC-WashDrop	CAC-Workshops	Profit Margin
EGP 80K	EGP 28	EGP 80	48%
Expected Churn Rate	Current Workshop Integration	Expected Customers 1-5 Yrs.	500k
9%	+12		

ROADMAP

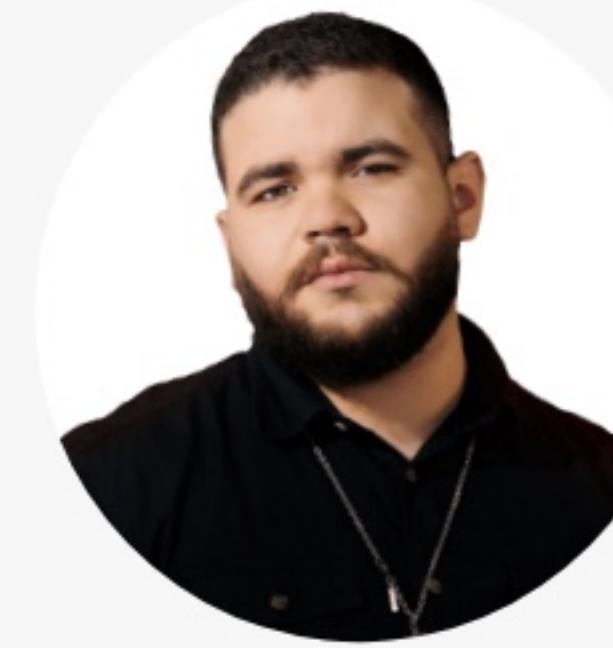


THE TEAM



Youssef Elhossary

Founder & CEO



Ahmed Alshamy

Executive Director



Bassel Shaheen

Brand Developer



Abdelhameid Karam

Senior Developer

**Experience . Competence . Alignment . Drive . Results .
Passion . Dynamic . Innovation .**

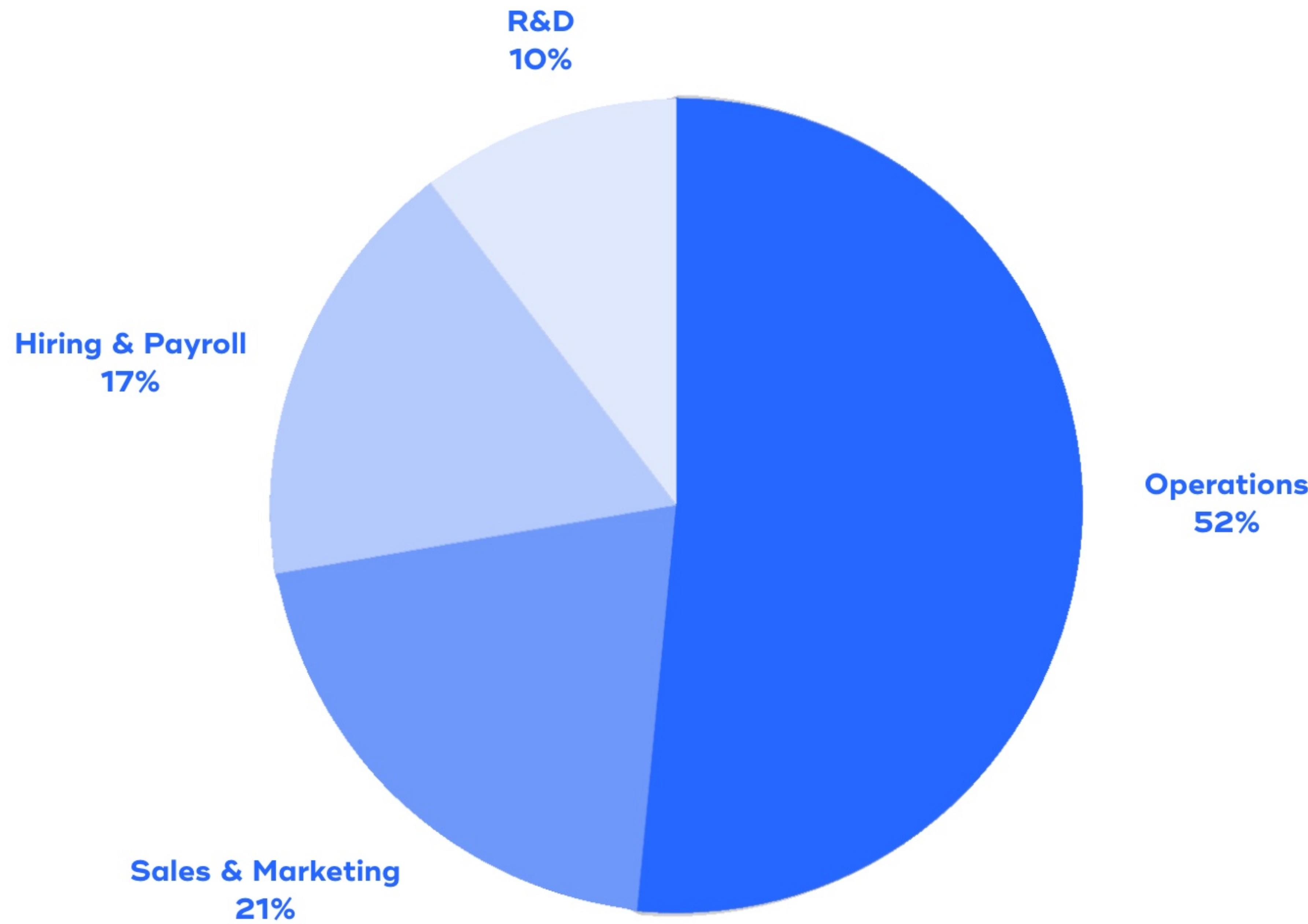
I am proud to lead a team of experts in technology, engineering, and business, who have come together with the goal of making car ownership easier, safer, and more convenient for everyone. With years of experience and a track record of success.

I have full confidence that our team has what it takes to bring Drop to the forefront of the automotive industry and drive change for the better.

- Youssef Elhossary

DEAL TERMS

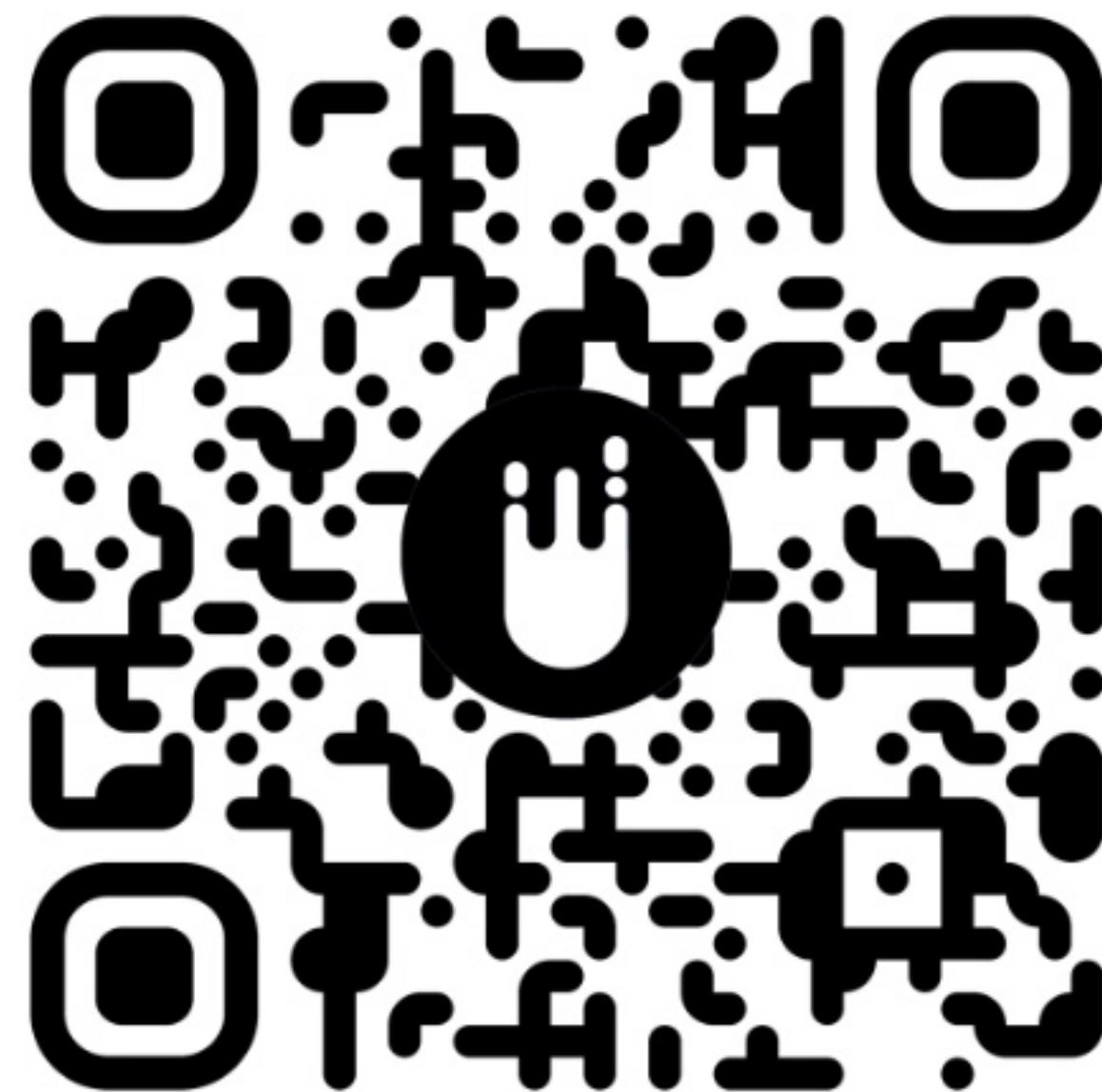
\$483K Pre-Seed





Thank you!

Don't forget to get
your early access!



For Inquiries:
YoussefElhossary@Drop-eg.com

