



Your All-In-One Car App.

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





Introduction



PROBLEM

The Problem

Owning and maintaining a car remains a headache for almost all car owners. From resource-consuming tasks such as car wash visits, to endless searches for reliable and trustworthy service centers. Car owners feel like their car is 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The problem of inefficient, inconsistent, and outdated automotive services is a major concern for car owners.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 Fedup

-According to 100+ Surveys in the Egyptian Market



Inefficient

A simple carwash consumes an average of 45 Mins, and 140L of water.



Frustrating

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



Unreliable

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



Pricey

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.



Never Visit a Carwash again.

The proper way to wash a car.



Verified Workshops In Your Pocket!

Less worrying, More driving

SOLUTION

WASHDROP

On-demand, Steam-Based Mobile Carwashing

Allows 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



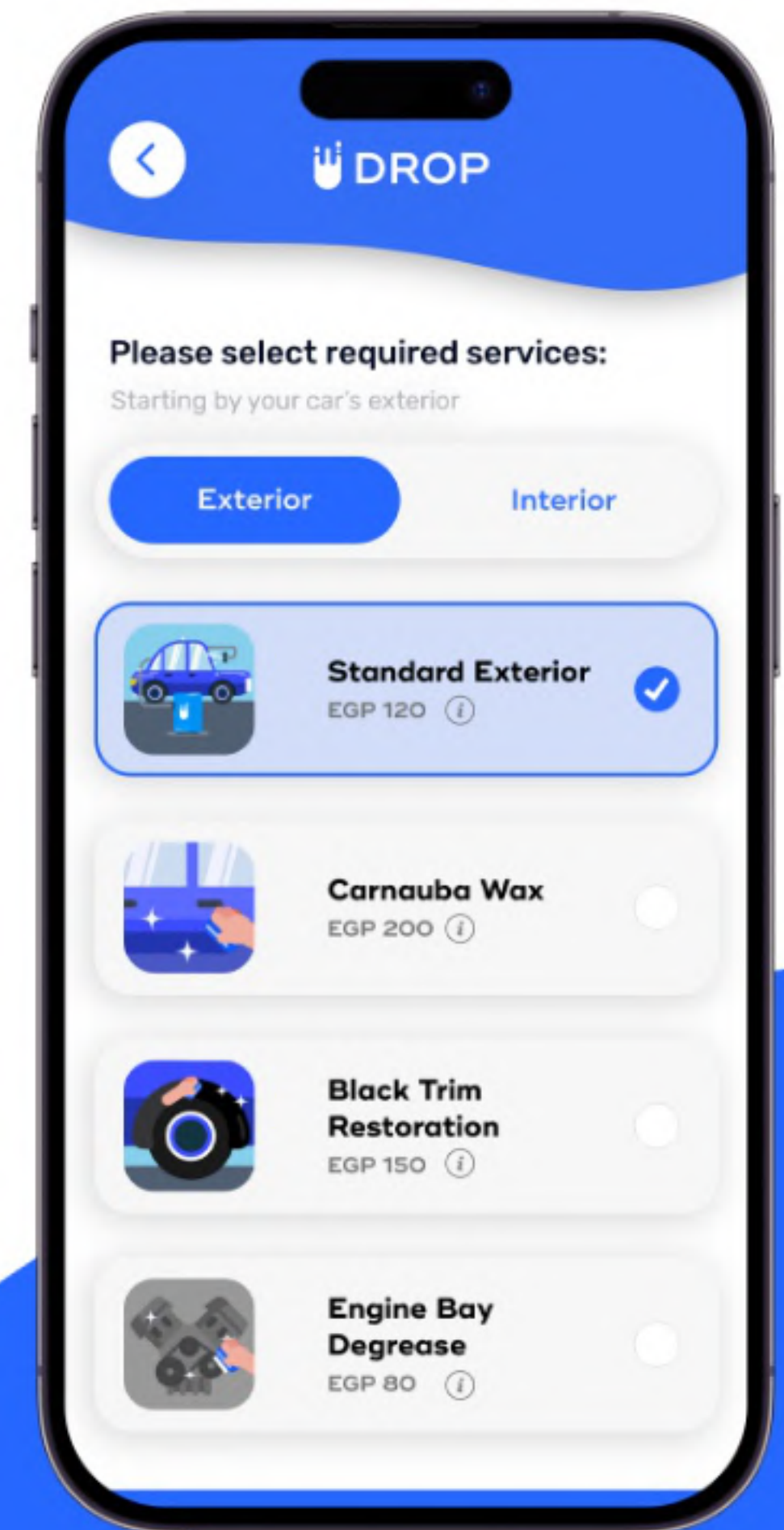
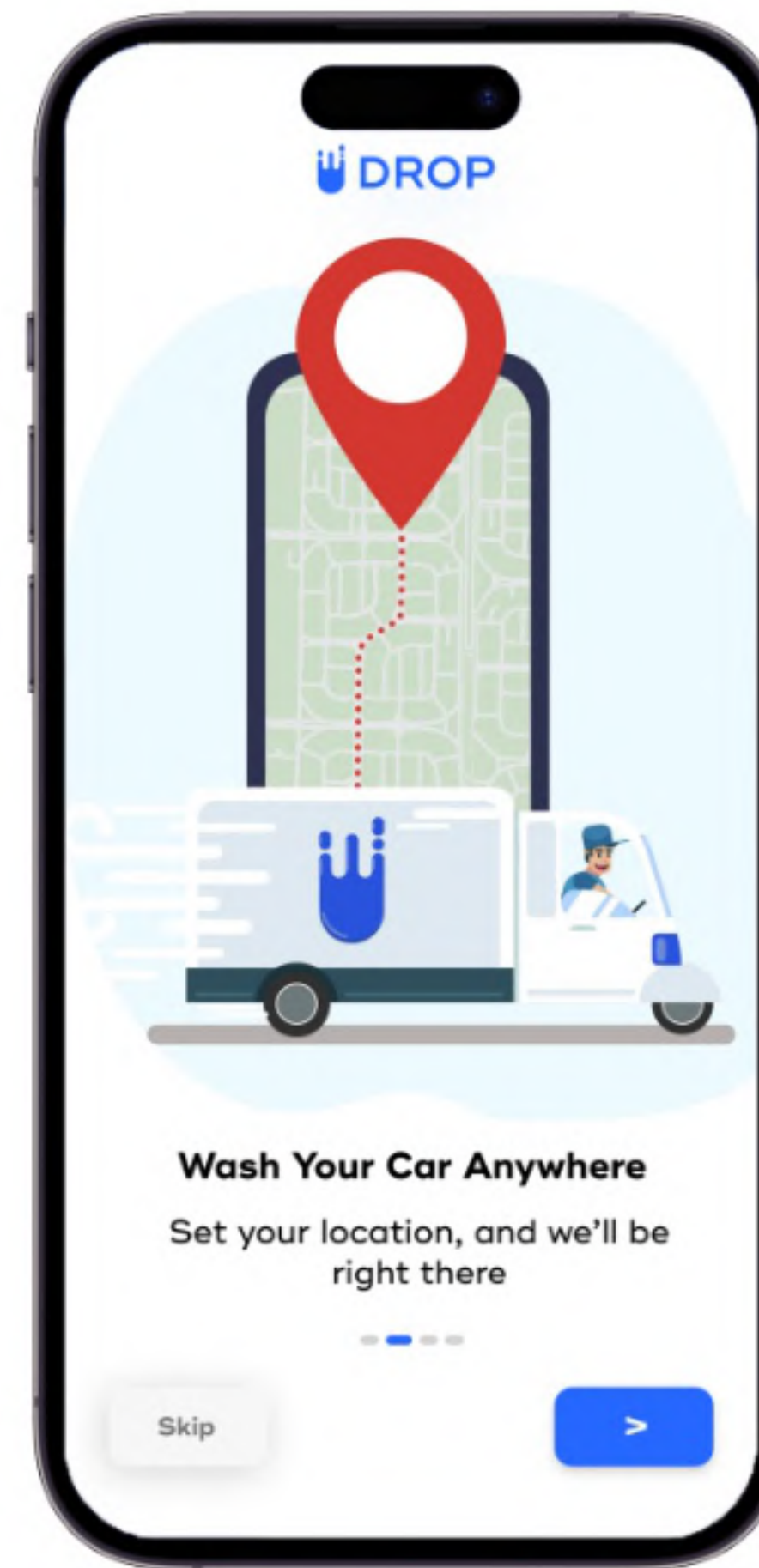
Monthly Packages

Tailored for our personas



SteamTech®

50x Less Water.





STEAMTECH[®]

Streakless, Disinfected, *Steamed!*

💧 50x Less Water.
Perfectly Detailed.



Egyptian Made

Drop Designed, and Assembled



**50x Less Water
Consumption**

Using Pressurized Steam



Sterilizes

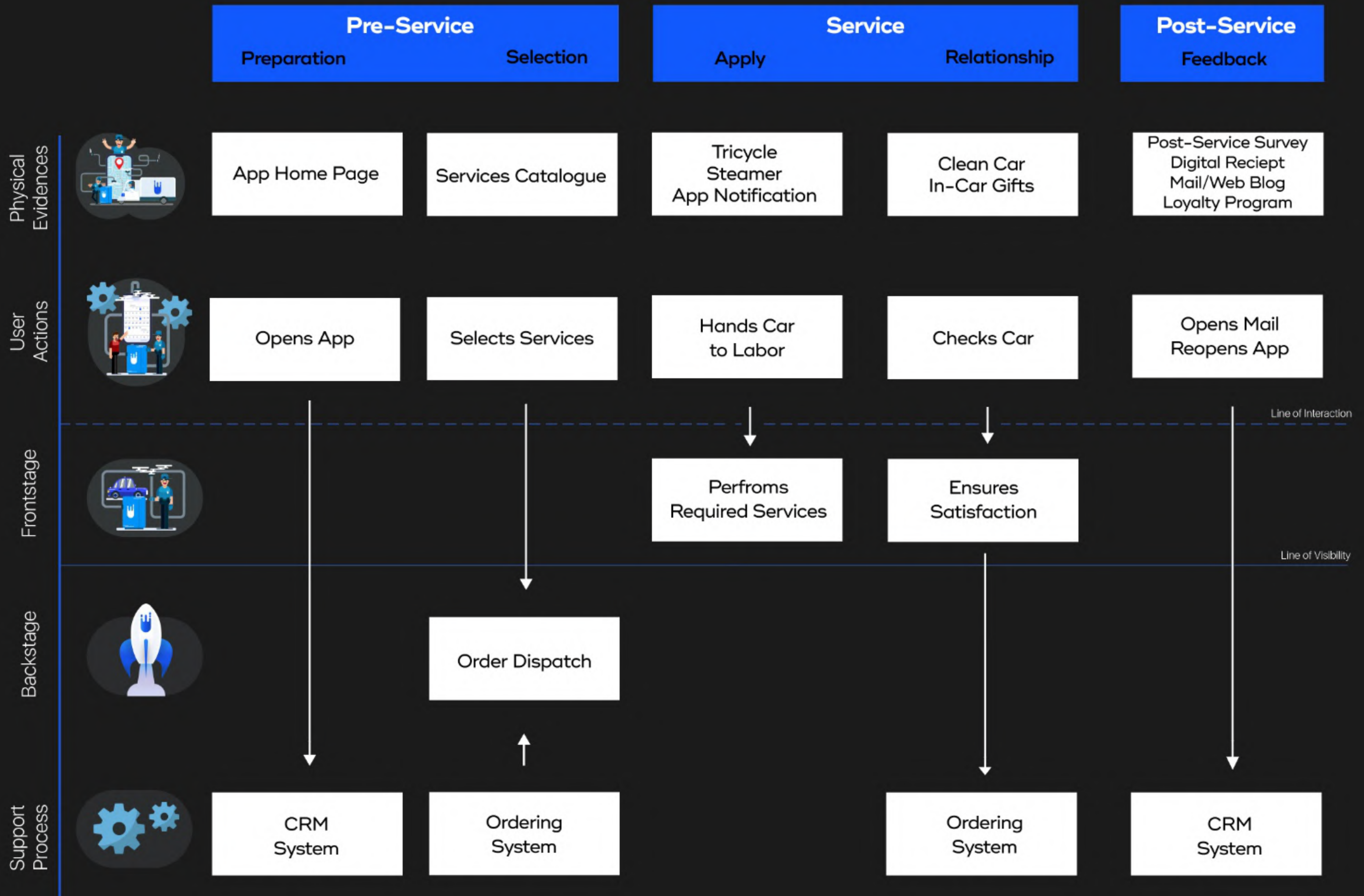
Kills 99.9% of Bacteria



WASHDROP

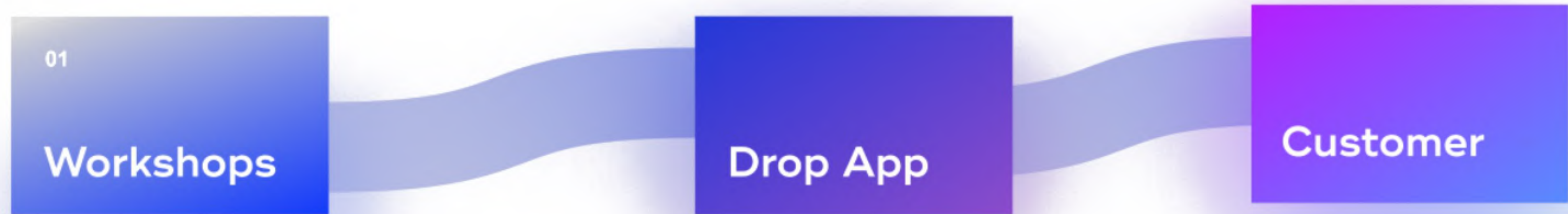
**Steam
Generator**

Sterilizing Carwash System
WD-001



SOLUTION

Empowering Workshops & Customers



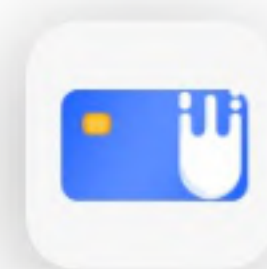
Customer Acquisition & Retention Tools For Workshops



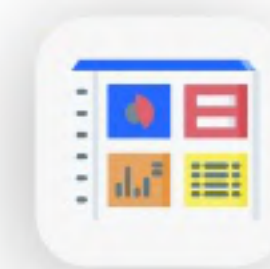
Service Listing



Appointment Scheduling



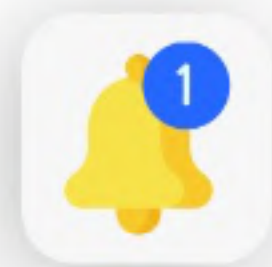
Digital Payments, and Installments



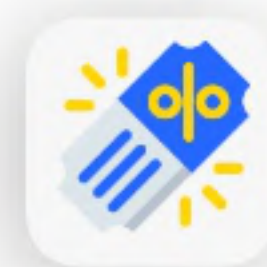
Management Dashboard



Referral Program



Push Notification



Discount Vouchers

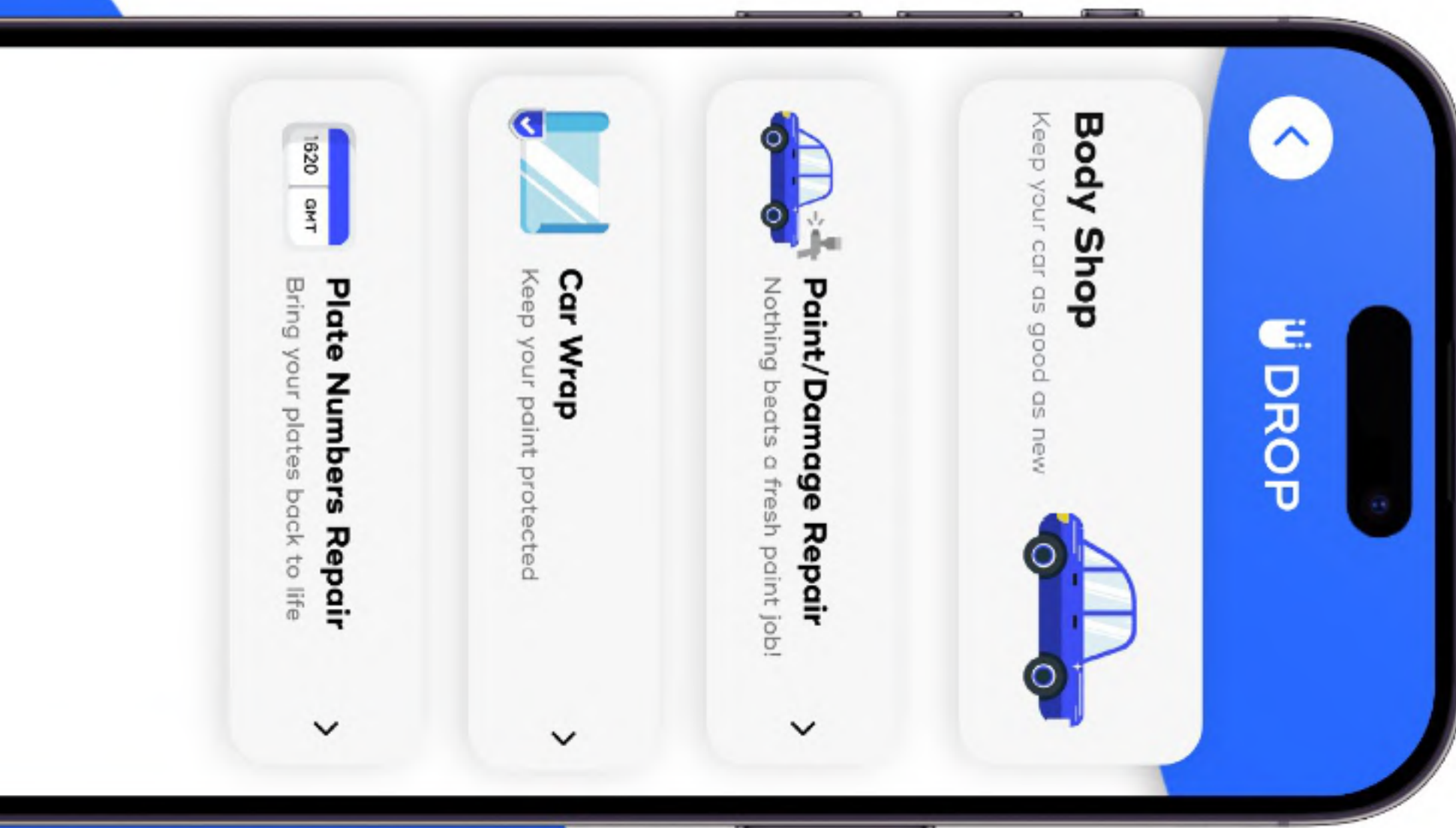


Process Gamification

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**.
- Projection 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)

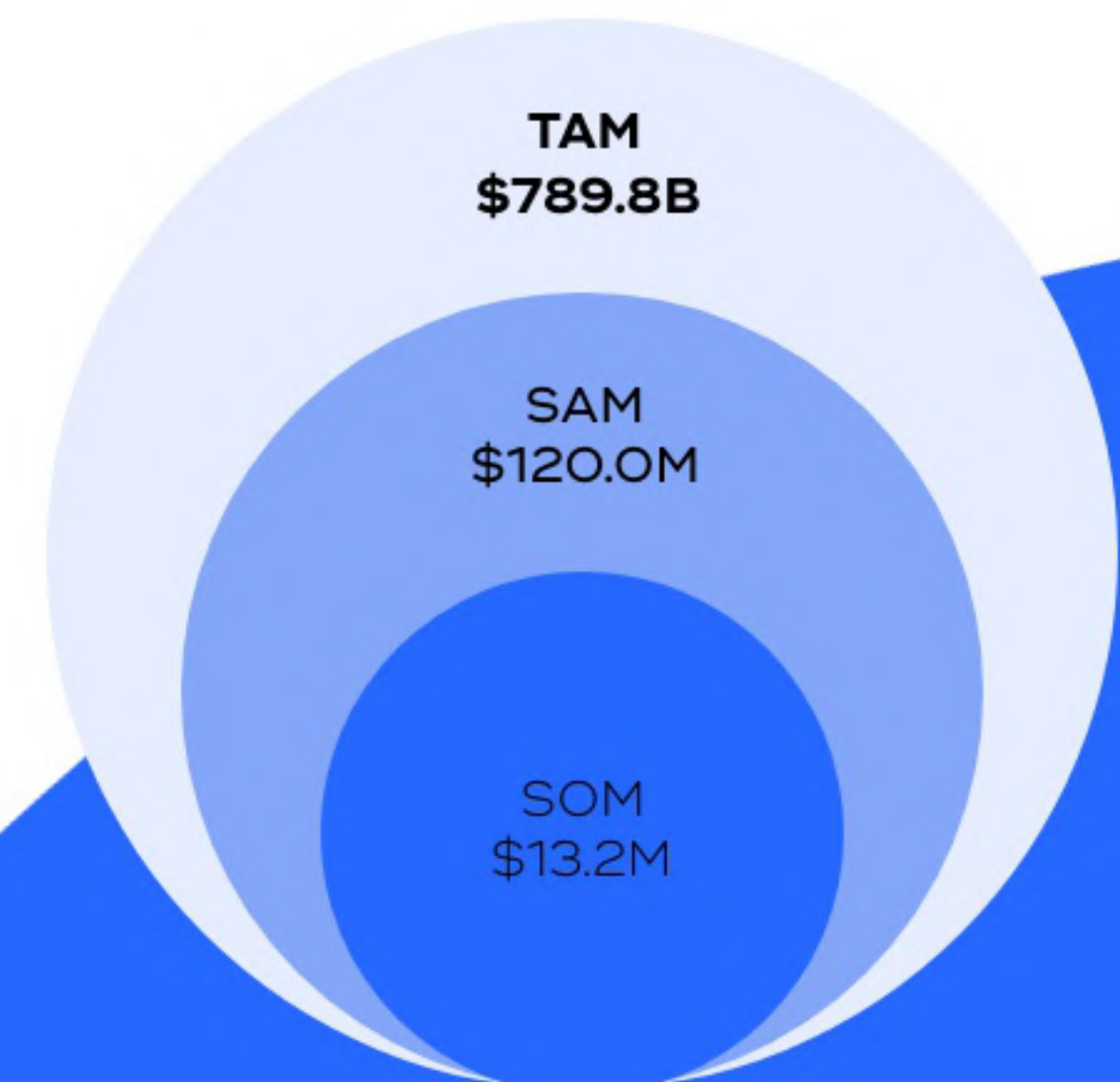
The automotive market in Egypt is rapidly growing, with an annual increase of 200,000 new private cars per year. The majority of these vehicles are concentrated in the cities of Cairo and Giza. With a total number of **6.0M private cars in Egypt**. It has been observed that number of vehicles that are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

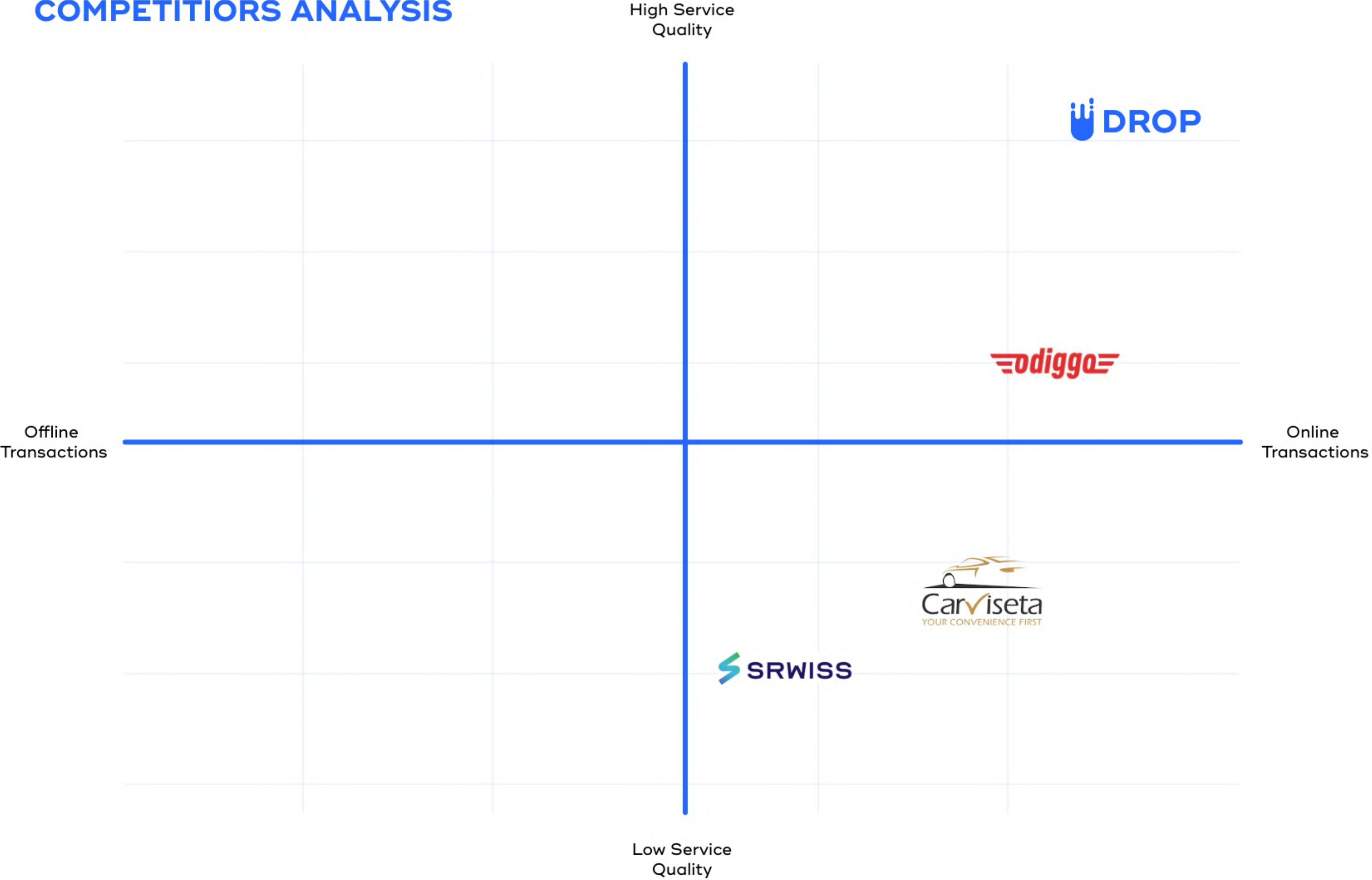
Drop's Target Market (SOM)

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 MVP phase customers

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 → EGP 500M

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

EGP 85K

CAC-WashDrop

EGP 78

CAC-Workshops

EGP 180

Profit Margin

48%

Expected Churn Rate

9%

Current Workshop Integration

+15

Expected Customers
1-5 Yrs.

500k



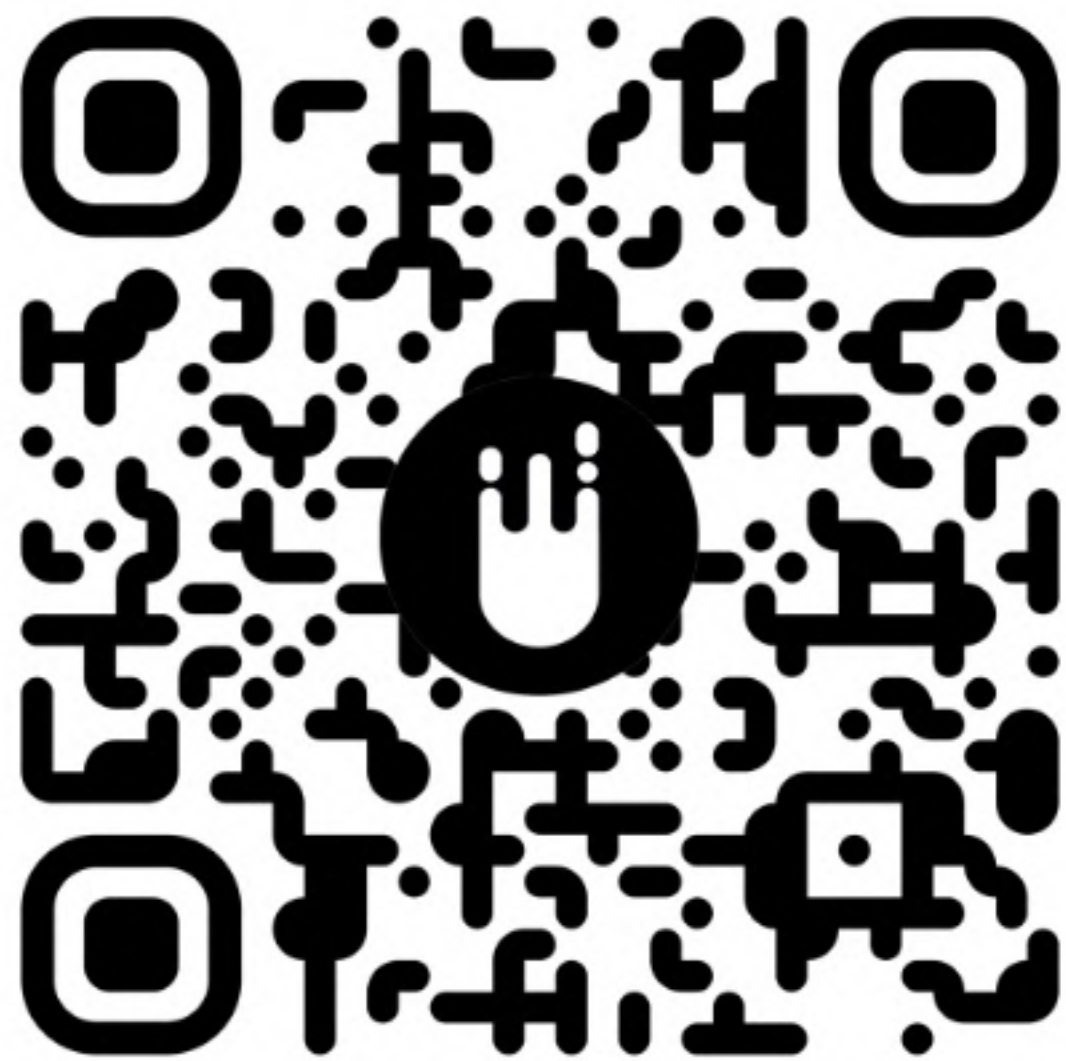
ROADMAP

<ul style="list-style-type: none"> ● Just an idea ● 1 Team Member ● Market Research ● Setting Brand Values 	<ul style="list-style-type: none"> ● iOS Beta App ● Incubation ● 4 Team Members ● Funding 	<ul style="list-style-type: none"> ● Incorporation ● Cross-Platform App ● MVP Ready ● Drop is in CairoICT '22 ● Wins 3rd at Startup Africa '22 ● 200+ in Private Early Access List ● 2 WashDrop Units 	<ul style="list-style-type: none"> ● Pre-Launch Campaign ● New Cairo Coverage ● Maadi Coverage ● Integrate Egypt's Top 15 Workshops 	<ul style="list-style-type: none"> ● Beta testing My Workshop App ● Beta testing My WashDrop App ● Launch Drop in Early Access 	<ul style="list-style-type: none"> ● Add 50 WashDrop Units ● Zamalek Coverage ● Nasr City Coverage ● Reach 50 Integrated Workshops 	<ul style="list-style-type: none"> ● Add 40 WashDrop Units ● Full Cairo Coverage ● Expand to Alexandria ● Reach 80 Integrated Workshops
	MVP Fundraising		Raising Pre-Seed			
2021 Q4	2022 Q1	2022 Q4	2023 Q1	2023 Q4	2024 Q1	2024 Q4



Thank you!

Don't forget to get your early access!



For Inquiries:
YoussefElhossary@Drop-eg.com

