

Fast Laundries

Founder Raydon Muregi.

Looking to start a small-scale company

The Problem

- Laundry services are slow, inconsistent and inconvenient in Kenya.
- We also recognize that laundry being a service, it could always be done faster, better, and a more convenient way.
- The pain point for the client is the slow, inconvenient process of figuring out who to **trust** with one's clothes to deliver and pick from the laundromat.

Having to rely on weekend laborers, access to only a limited number of laundromats, choosing **proximity** over quality.

- The pain point for the laundromats is the inconveniences of **tracking** the customers location via phone calls.
High marketing expenses.

A lack of **technology** to make waiting times transparent to their clients, and limited reach in how far they can carry out deliveries and pickups.

The Product

- Works like Uber.
- Laundry location is only seen upon booking.
- Customer facing - forces use of my delivery service.
- It's a familiar technology. Easy to market to adopt.
- Complex implementation and scaling.



Request Laundry Pickup

Pickup now ▾



1 Bag 🧑 4

7 mins away • 0:15

Affordable laundry discounts

Ksh 600



2 Bags 🧑 6

14 mins away • 0:13

Affordable rides for groups up to 6

Ksh 1050

3 Bags 🧑 4

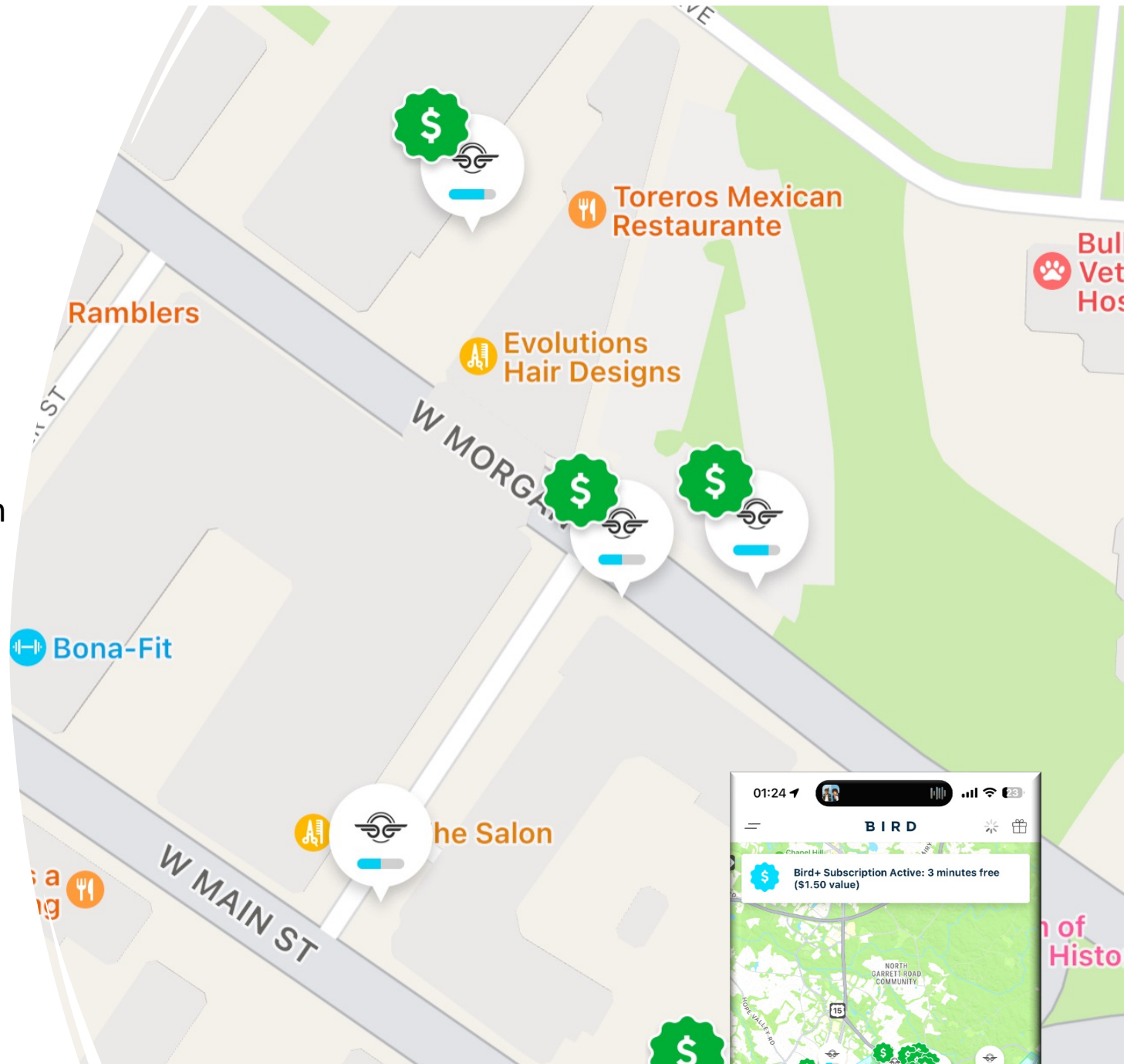
Ksh 1700

Ray ••••4615

Request 1 Bag pickup

Or

- Works like the scooter app, Bird.
- Laundry location and distance can be seen prior to booking.
- Laundromat centered. – frequent manual deliveries.
- Less common in Kenya.
- Slightly simple and easy to scale. – lesser requests to servers.



Market & Competition



- **Aspiration:**
Our value is convenience in pick up & drop off,
- Laundry quality consistency.
- *(Lowering the CAC) by 20% from offering market pool to draw from for the laundromats*
- *Raise in revenue by >30%*

The 4Ps (Product, Promotion, Place, Price)

Laundry Service + Mobile App
+ Nairobi(4.3Mil) =

Price: 14.5 % Split down btwn rider & laundromat.
commission per trip.

- Retention: >50%
- Buy Rate: 4:1
- Customer Acquisition: From laundromats.
- Capture 15% of the market.

Sales

- 50 laundroshops & transporters.
- Revenue target: \$84,740 annually.
(Assuming the current market)

Why & Looking ahead

- The overall laundromat industry revenue for 2023 currently stands at \$583 million.
- Growing at a rate of 4.86% annually. With returns of **20-30%**
- Kenya's Population: **53.01 million**
- Huge potential market: Everyone got to wash your clothes on a regular basis.
- Number of registered laundromats in Nairobi: <**30** 🤖🤖 (Standard media) & **317** in Kenya.
- Average cost to start one: **\$10,000 - \$16,000.**
- Less than 20% of homes in Kenya own a laundry machine.
- Individual Laundromats averagely bring in Ksh150k (\$1000) monthly.
- Market research is well documented by partners like **LG** and **Alliance Laundries.**