

FreshFold - Laundry Startup: Strategy & Investor Pitch

BUSINESS STRATEGY

Target Segments

B2C:

- Working professionals
- College students
- Families in apartments
- Residents in gated communities

B2B:

- Hotels (OYO, Treebo, local)
- Hostels (Zolo, Stanza, college hostels)
- Co-living / PGs
- Hospitals / Clinics (linens, scrubs, etc.)
- Corporate offices (employee laundry subscriptions)

PARTNERSHIPS PLAN

Hotels & OYO Rooms

- Offer bulk laundry & linen services
- Cold email hotel managers / OYO franchisees
- Integrate weekly pickups with digital tracking
- Provide billing portal + history for hotel staff

Example offering:

"Rs. 12/kg for bulk wash | Ironing Rs. 4/piece | Linen delivery within 24 hours"

Hostels & Colleges

FreshFold - Laundry Startup: Strategy & Investor Pitch

- Partner with hostel wardens, college deans
- Offer semester laundry plans for students (e.g., Rs. 1999 for 3 months)
- Pickup from hostel gates, deliver next day

Idea: Free laundry bag with branding for students.

Apartments & PGs

- Tie up with societies for group discounts
- Put up stands / QR code posters near gates
- Weekly fixed-day pickups for whole building

Use societies' WhatsApp groups to run promotions.

Investor-Ready Pitch Highlights

- Problem: Lack of consistent, tech-enabled, trusted laundry service for both B2B and B2C
- Solution: FreshFold offers a hybrid model with real-time tracking, app-based ordering, and scale-ready infrastructure.
- Traction: Started in Delhi NCR, 5000+ orders completed in pilot phase.
- B2B Deals: Partnered with PGs, hostels, and 10+ hotels.
- Revenue Model: Per kg/item pricing, subscriptions, express delivery fees.
- Expansion: Targeting tier-1 & tier-2 cities. Scalable model for student hubs and hotel clusters.
- Ask: Rs. 50 Lakhs seed funding for tech improvement, rider onboarding, and B2B expansion.

Contact:

Founder: [Your Name]

Email: hello@freshfold.in | Phone: +91-XXXXXXXXXX

Website: www.freshfold.in