



wash wizards

THE LAUNDRY APP

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\$31M

Market Value of Global Online Laundry Market in 2023

\$450B

Expected Market Value by 2033

Compound Annual Growth Rate (CAGR) of **30%** YoY



Vision Statement

**To redefine convenience by providing on-demand
laundry services that help enhance the lives of
individuals and community!**



Problem Statement



PROBLEM:



Time management:

Outsourcing laundry, frees up personal time for other pursuits, be it work, leisure, or family.



Convenience & Timely service:

Eliminates the stress of limited or no access to a laundry unit. Ensures clothes are clean & ready whenever required.



Quality & expertise:

Prevents the worry of folding, wear and tears, ironing, Dry cleaning, tailoring, etc.



sustainable living:

Provide Eco-base / Eco-friendly facilities, and products.



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THE LAUNDRY APP

Link to Survey [Here](#)

NYC Laundry App Survey

Thank you for participating in our survey! We are interested in understanding the laundry habits and preferences of NYC residents. Your feedback will help us create a laundry app that better serves your needs. This survey should take approximately 3-5 minutes to complete.

Start

press Enter ↵

🕒 Takes 7+ minutes





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THE LAUNDRY APP

NYC Laundry App Survey

Thank you for participating in our survey! We are interested in understanding the laundry habits and preferences of NYC residents. Your feedback will help us create a laundry app that better serves your needs. This survey should take approximately 3-5 minutes to complete.

Takes X minutes

Start

press Enter ↵



<https://Ox6673vlgfv.typeform.com/to/cnKU2h7l>



Survey Question:

Section 1:

Demographics

1.1. Age: _____

1.3. Zip Code: _____

1.4. How often do you do laundry per week? (Please specify the number of times.)

Section 2: "Preferred Use of Free Time"

If you could free up the time you spend on household tasks like laundry, how would you prefer to spend that time?

What aspect of doing laundry frustrates you the most? (Please select one or more options)

Where do you typically do your laundry?

What laundry services do you use most frequently? (Check all that apply)

On average, how much time do you spend on laundry each week? _____ hours



Rank the most important factors when choosing a laundry service, from 5 being most important to 1 being least important:

- 1) Quality of Cleaning
- 2) Price and Affordability
- 3) Convenience (e.g., Pickup/Delivery Services)
- 4) Speed of Service (Quick Turnaround)
- 5) Customer Reviews and Ratings
- 6) Environmental Sustainability (Eco-Friendly Practices)
- 7) Ease of Payment (Digital Payment Options)
- 8) Availability of Special Services (e.g., Stain Removal, Dry Cleaning)
- 8) Customer Service and Support
- 9) Location (Proximity to Your Home/Work)

Section 3: Preferences for a Laundry App Provider

Have you ever used a laundry app before? (e.g., for scheduling, payments, or finding nearby laundromats)

What features do you think would be most beneficial in a laundry app? (Rank from 1 to 5, with 1 being the most important and 5 being the least important)

4.1. How much are you willing to pay for a laundry app subscription (per month)?

4.2. Are you more likely to use a laundry app provided by a well-known laundry service or a new startup? (Please explain your preference.)

4.3. Would you be interested in loyalty rewards or discounts through a laundry app? (e.g., frequent user discounts)

Unique Value Proposition

For people in urban areas or big cities who struggle with getting their laundry done our product is an app which provides door-to-door wash/dry laundry services.



User Personas

Mid-Level Finance Bro Starter Pack

“this economy
needs to crash”



2X



5X



“y is everyone on IG
travelling? Where
do they get the \$?”



“u have a high yield
savings account?”

“looks like this donut”



“i made
\$500k+ last
year, and even
i can't afford
this sh*t”

@lawradford

**complains about HCOL, drops \$3k
on a rich ppl membership club*



	Number of RSUs (in thousands)
Balance at September 26,	101,467
RSUs granted	47,100
RSUs vested	(41,326)

“this company is
f*cking me”




“can your
rolex track
calories?”



“prob just
gonna grab
dinner and pop
a gummy”



Brian	Bio	Goals
	<ul style="list-style-type: none">● Young Professional (27yo) working in Finance● Lives in Brooklyn, Works in Mid-Town● Has an active social/dating life / Busy after work on weekdays● Gym Rat / Plays Pickleball● “Works Hard, Plays Hard”● Has disposable income to pay for weekly laundry service	<ul style="list-style-type: none">● When I get home from work as a Finance Analyst, I want to spend my evenings prepping & studying for my CFP certification - not going down to the basement of my building to do laundry● When I have a busy week of after-work plans, I don’t always have time to keep up with my laundry.● On the weekends, I would rather bar-hop with my friends or meet up with a date– the last thing I want to worry about is whether I have a clean button-down to wear.



Leslie



Bio

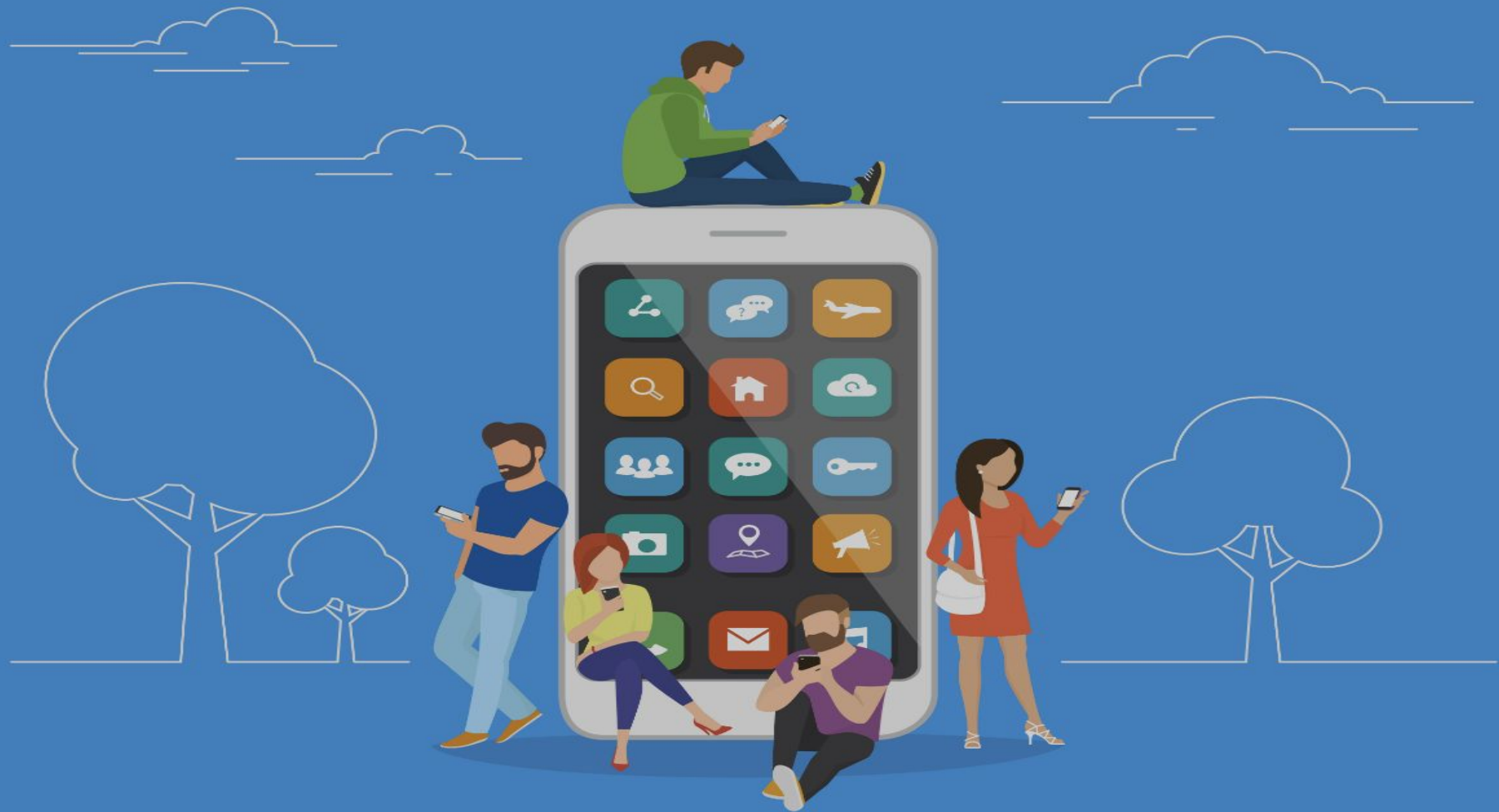
- Student (21 yo) studying art and works two jobs to help pay for tuition/spending money
- Lives in Brooklyn, goes to school in lower Manhattan
- Attends social functions and school-sponsored events regularly
- Busy Social Life

Goals

- When I have a full day of classes, volunteering and work, I need a time-efficient way to maintain a clean appearance so that I can confidently transition from work or class to social events
- When I'm constantly moving between Brooklyn and lower Manhattan, I need a convenient solution for transporting my clothing and laundry to and from my various activities, without it becoming a logistical challenge.
- When I'm loaded with coursework and job responsibilities, I need a method to optimize my study time, so I can stay on top of my academic commitments and still enjoy my social life.



MVP



Log-in/Account Details

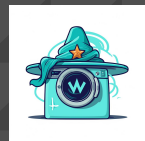
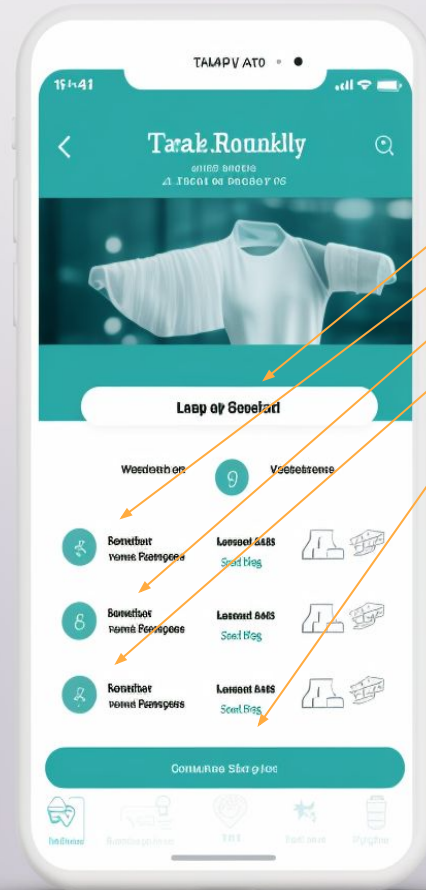
Image 1 (L)

- User Sign up
- About us
- Follow us



Image 2 (R)

- Account Details
- Address
- Contact Info
- Payment Info
- Schedule Pick-up



Submit Order/Select Location

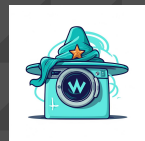
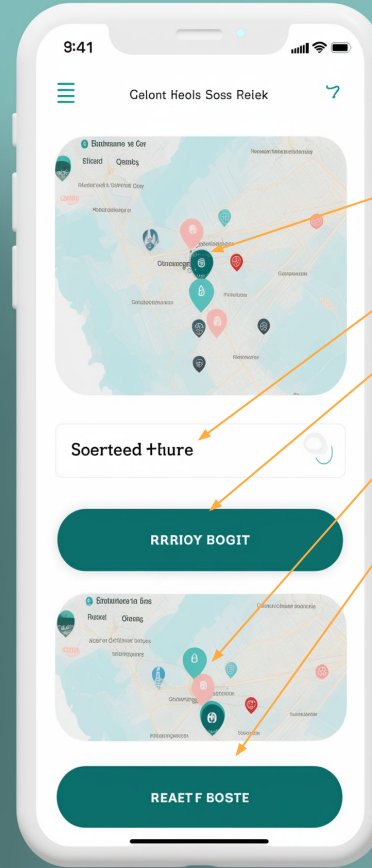
Image 3 (L)

- Sort Clothing Types
- Clothing Display
- Number of Items
- Picture Upload
- Find Location



Image 4 (R)

- Map Explorer
- Location/Distance
- Confirm Pick-up
- Track Driver
- Wash Preferences



Order Preferences/Cart Check-out

Image 5 (L)

- Soap Selection
- Wash Preferences
- Drying Preferences
- Submit Preferences

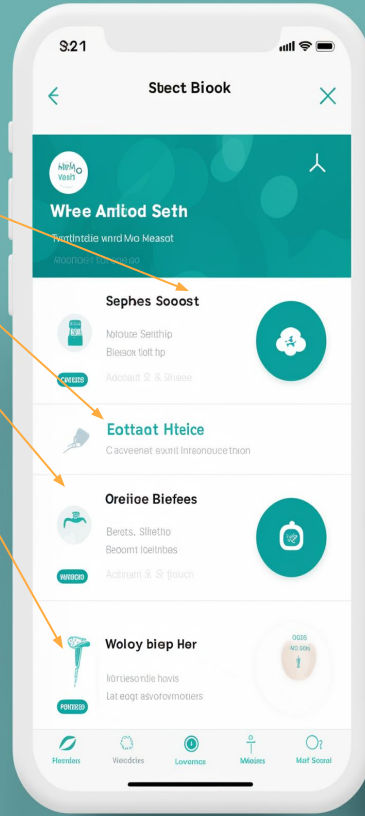
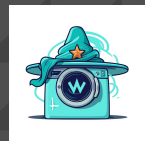
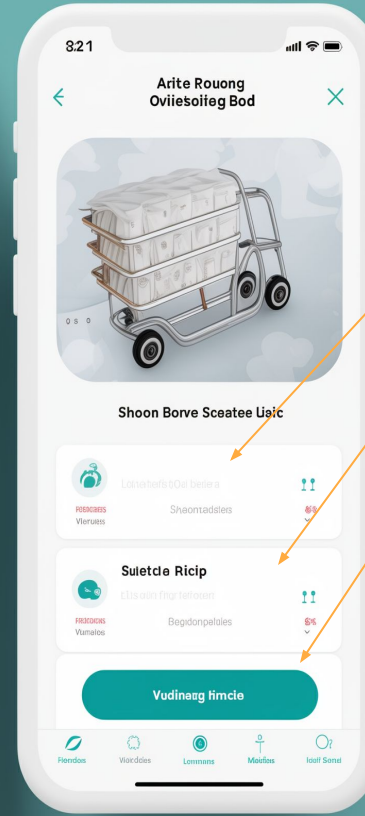


Image 6 (R)

- Same Day Pickup/Delivery
- Scheduled Pickup? Delivery
- Confirm Schedule



Payment Processing

Image 7 (L)

- Review Order
- Select Payment

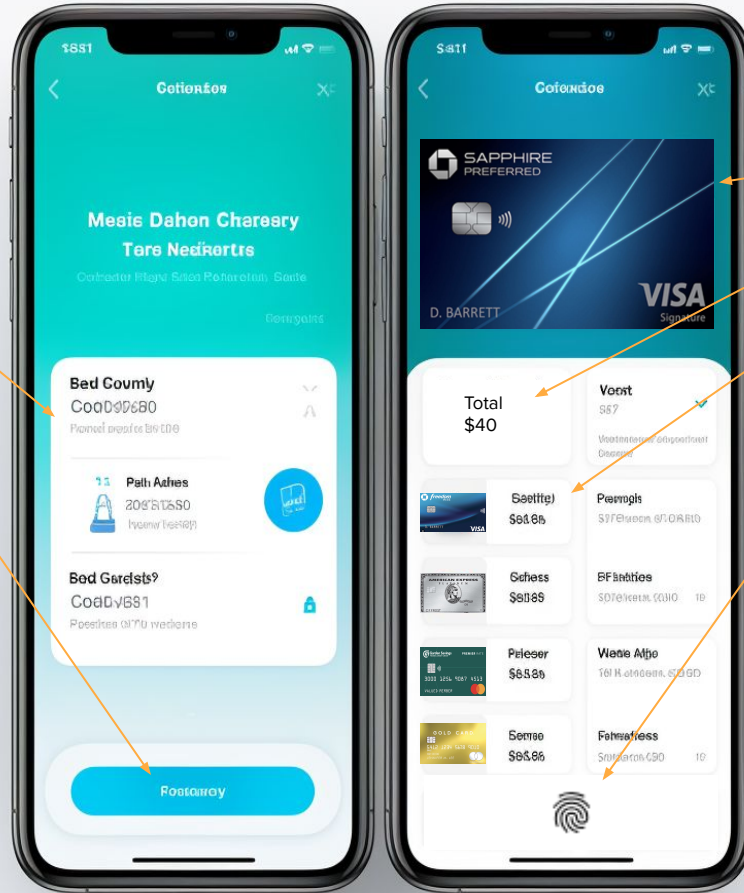


Image 8 (R)

- Card Display
- Estimated Total
- Switch Payment Method
- Digital Check-out



P&L

Projected Annual Losses: 2023 to 2026

A	B	C	D	E	F	G	H
		Margin/per lb (Beginning Years of Business)	Margin/per lb (Growing Phase)	2023	2024	2025	2026
Cost Breakdown	Units						
total loads per person	Customers (loads)	1	1	30,000	59700	95520	152832
Order Minimum	Unit (lb)/ Customer minimum	15	15	15	15	15	15
Driver Booking Fee + pick up	Scheduling Pick up	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
NYC Milage rate + distance per minute	Distance (3 min. travel time minimum)	\$1.95	\$1.95	\$1.95	\$1.95	\$1.95	\$1.95
	Cost Per Pound	\$0.80	\$0.80	\$0.80	\$0.80	\$0.80	\$0.80
	Total Units	15	15	450000	895500	1432800	2292480
	Reveune						
load X Scheduling fee = 45 converted per item (\$0.45)	Avg Revenue / Unit	\$6.75	\$6.75	\$6.75	\$6.75	\$6.75	\$6.75
	Top Level revenue	-	-	\$202,500	\$402,975	\$644,760	\$1,031,616
	Cost						
Average Rev. subtracted by Mileage rate	Fixed Cost	\$ 4.80	\$ 3.00	\$ 144,000.00	\$ 286,560.00	\$ 458,496.00	\$ 733,593.60
Cost per lbs + NYC Mileage Rate for personal vehicles	Variable Cost	\$ 2.75	\$ 2.75	\$ 82,500.00	\$ 164,175.00	\$ 262,680.00	\$ 420,288.00
	Total Cost	\$ 7.55	\$ 5.75	\$ 226,500.00	\$ 450,735.00	\$ 721,176.00	\$1,153,881.60
	Profit	\$ (1)	\$ 1	\$ (24,000)	\$ (47,760)	\$ (76,416)	\$ (122,266)

Project Profit: 2027 to 2032

2027	2028	2029	2030	2031	2032
304135.68	605230.0032	756537.504	945671.88	1182089.85	1477612.313
15	15	15	15	15	15
\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
\$1.95	\$1.95	\$1.95	\$1.95	\$1.95	\$1.95
\$0.80	\$0.80	\$0.80	\$0.80	\$0.80	\$0.80
4562035.2	9078450.048	11348062.56	14185078.2	17731347.75	22164184.69
\$6.75	\$6.75	\$6.75	\$6.75	\$6.75	\$6.75
<u>\$2,052,916</u>	<u>\$4,085,303</u>	<u>\$5,106,628</u>	<u>\$6,383,285</u>	<u>\$7,979,106</u>	<u>\$9,973,883</u>
\$ 912,407.04	\$1,815,690.01	\$2,269,612.51	\$2,837,015.64	\$3,546,269.55	\$4,432,836.94
\$ 836,373.12	\$1,664,382.51	\$2,080,478.14	\$2,600,597.67	\$3,250,747.09	\$4,063,433.86
<u>\$ 1,748,780.16</u>	<u>\$3,480,072.52</u>	<u>\$4,350,090.65</u>	<u>\$5,437,613.31</u>	<u>\$6,797,016.64</u>	<u>\$8,496,270.80</u>
<u>\$ 304,136</u>	<u>\$ 605,230</u>	<u>\$ 756,538</u>	<u>\$ 945,672</u>	<u>\$ 1,182,090</u>	<u>\$ 1,477,612</u>

Projected Revenue



Key Considerations to P&L

We're Charging \$0.80 per load
(Cheaper than our competitors)

Minimum Load per order = 15 lbs

Total loads per person annually 300

Driver Booking Fee + pick up = \$3

NYC Mileage rate + distance per minute = \$1.95
(minimum Of 3 miles per min.)

Load x Scheduling fee = \$0.45
(Price per item)

Average Rev. minus Mileage rate = \$4.80

Cost per lbs + NYC Mileage Rate for personal vehicles = \$2.75

"The average person handles a staggering 208 to 300 laundry loads each year!" - Molly Maids



Breakdown Of Potential Expenses

Research & Market Analysis

- Market research tools/subscriptions
- Surveys and focus groups
- Competitor analysis tools

Design

- User Experience (UX) design software
- Graphic design software
- Prototyping tools
- Stock images/icons (if not custom-made)
- User testing platforms (to test the prototypes)

Development **Application development starting cost - \$15,000**

- Backend development tools and platforms
- Frontend development tools and libraries
- Mobile app development (if needed; platforms like React Native, Flutter)
- Web development (if needed; platforms like React, Angular, Vue.js)
- Version control (e.g., GitHub, GitLab)

Infrastructure & Hosting

- Web hosting or cloud platforms (e.g., AWS, Google Cloud, Azure)
- Database hosting and management
- Content Delivery Network (CDN) fees
- Backend-as-a-Service or serverless functions (if utilized)

Third-party Services & Integrations

- Payment gateway (e.g., Stripe, PayPal)
- Email services (e.g., SendGrid, Mailchimp)
- Analytics tools (e.g., Google Analytics, Mixpanel)
- Customer support tools (e.g., Zendesk, Intercom)

Security & Compliance

- SSL certificates
- Security audit and penetration testing
- Compliance certification (GDPR, CCPA, etc. if targeting those markets)

Marketing & Promotion

- Website domain and setup
- Search Engine Optimization (SEO) tools
- Advertising (Google Ads, Facebook Ads)
- Content creation (blogs, videos)

Personnel

- Salaries or payments to:
 - Developers
 - Designers
 - Project managers
 - QA testers
- Benefits (if applicable)

Licensing & Legal

- Software licenses
- Legal fees for drafting Terms of Service, Privacy Policy, etc.
- Intellectual property protection (trademarks, copyrights)

Miscellaneous & Unforeseen Costs

- Unpredicted software or hardware expenses
- Emergency fund for unexpected challenges or pivots



Total Addressable Market

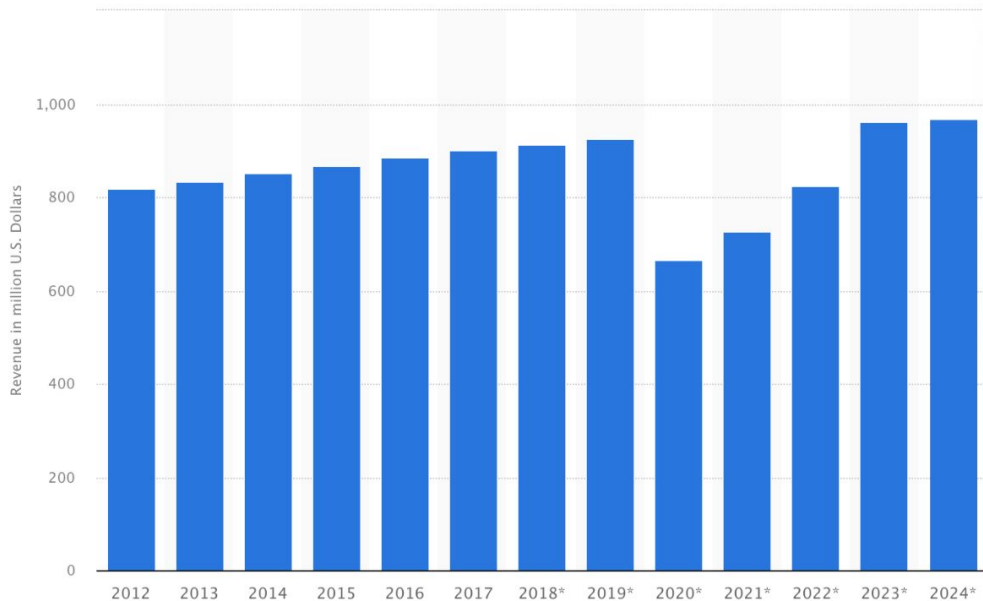
Initial Market Breakdown

- 1) 8.468 million residents in NYC
- 2) 5,673,560 people rent (67%)
- 3) Of the people that rent, 73% of don't have in-suite laundry
(4,141,699 renters use laundromats)
- 4) 2,794,440 people own their place (33%)
- 5) Of the people that own, 61% don't have in-suite laundry
(1,704,608 owners use laundromats)
- 6) Total of 5,846,307 NY'ers need laundry services
- 7) Average person does 208 to 300 laundry loads each year
- 8) 1,216,031,856 - 1,753,892,100 loads done per year!!



Industry revenue of “dry cleaning and laundry services” in New York from 2012 to 2024

(in million U.S. Dollars)



[Additional Information](#)

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Sources

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Release date

February 2021

Survey time period

2012-2017

Supplementary notes

* Estimate - This also applies for past years as data provided by statistical institutions often is not available for more recent years.

Currency conversion factor: (-> USD) = 1.000

The industry classification is based on the Naics



Success Metrics

Key Performance Indicators

- User Sign Ups
- # of Laundromat Partners
- User Feedback / Positive Sentiment
- Frequency of Usage (Repeat Customers)
- User Engagement
- # Referrals
- Sustainable Revenue Growth Over Time



Product Positioning

Wash Wizards

What is it?

Laundry service Application

Market Category

Outsourced services marketplace application

Primary Differentiation

Focus on quality. Guarantees for things like no rips, no missing items, delivered on time etc

Target Segment

Large City residences
(Young adults, Millennium, Gen. X)
For quality tier, or people that want to save time - standard tier

Competitive Alternatives

Poplin, Rinse

Key Benefit

Laundry being done without leaving the house or time inconveniences, helps transition to eco-friendly products and laundry care.



Poplin



Must-Haves			
Subscription tiers	No	Yes	Yes
Sign up for customer, laundromat, and drivers	Yes	Yes	Yes
Mobile -First (App-based)	Yes	Yes	Yes
Performance Benefits			
Customer chatbot	No	No	Yes
Select choice of laundromat	No	No	Yes
Real time tracking (on-time Pick Up / Drop Off)	No	No	Yes
Delighters			
Integration with Apple/Google pay/Venmo	Yes	Yes	Yes
Personalized Tailoring	No	No	Subscription base

Go to Market: Key Differentiators

Using laundromats as a sales channel

Wash Wizards Guaranteed Protection Plan:

- Itemized laundry
- All items are screened upon drop-off by laundromat and logged if damaged or discoloration spotted before wash. This helps to protect customers, items and laundry mat from being held responsible for damages and discoloration.
- If laundromat fails to log any items, damaged or discolored, the laundromat will be responsible for reimbursing the customer for damaged items.
- Wizard drivers: pre-screened before hired to ensure the safety of our customers and belongings
- Expedited pickup/drop off
- Guaranteed pickup/drop within 15 minutes of specified time

Use of laundromats that are eco focused (high standards of detergents, etc)



Potential Pivot

Potential Pivot Idea

We definitely identified a problem space of people not wanting/having the time to do laundry (specifically in large urban cities). However, it's still unclear whether they would pay for a laundry delivery service, or pay enough to make a sustainable business.

A potential pivot idea we had was instead of doing laundry delivery, is to have a mens and womens business shirt rental product. The business model would be to supply customers with freshly washed shirts on a recurring basis. The customer would then return the dirty shirts on a recurring basis. This not only solves the original user needs of saving time etc, but also has the added benefit of not having to buy a full wardrobe of shirts, not having to replace old shirts, and being able to easily change shirt styled when desired.

This is a true pivot because of the following reasons:

1. The core user problem remains the same
2. The user persona of our original product is also the same
3. The product vision statement is unchanged



Summary

"Mission Beyond Surface-Level Convenience"

- Aims to improve individual and community well-being.
- Simplifies mundane tasks.
- Emphasizes positive, sustainable impacts.
- Dedication to customer-centricity and community betterment.
- A compelling proposition for the modern world.



Questions?