



# Proposal

[www.laundrybox.com](http://www.laundrybox.com)

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Strictly Private & Confidential

# Laundrybox Proposal

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- **What is Laundrybox:** A Dubai company, that's the first of its kind in the world, changing the way laundry is done by using technology and innovation to provide your tenants with the ultimate convenience
- **What we do:** We install luxury high tech locker systems inside residential buildings (currently have 25 buildings) so that tenants can drop and collect their laundry at their own time 24/7 without having to talk to anyone, wait for anyone or leave their building!
  - Other convenient services will also be offered to your tenants in addition to Laundry service by using our locker systems
- **Objective:** To secure a lease agreement for Laundrybox lockers in your community so we can provide a convenient service to your tenants while enabling the owners association to monetize idle wall space
- **Highlight of our Lease Terms:** Our lease agreement is simple and is designed to be in favor of the Owners Association eg:
  - Lease term is 1 year (renewable) – **Contract has already been drafted and approved by Emaar Legal Team**
  - Laundrybox pays rent for space allocated in 1 check paid upfront
  - Laundrybox will pay AED10,000 per locker system per building per year
  - Lease can be terminated with 2 month notice at anytime
  - Laundrybox bears all liabilities including customer service issues as well as any damage to space etc
- **Existing Clientele:** We have established working relationships with Emaar properties including, Burj Residences, Southridge and the Lofts in Downtown. In Marina we are present in Princess Tower, Elite Residences, The Torch, Ocean Heights and Bay Central

# Proprietary High-tech & Luxurious Locker Systems

## Specifications

- Size and color can be customized to match and enhance the decor of any environment (as shown - lockers have a high end look and feel)
- Laundrybox can quickly and easily install the locker systems and will also take care of any maintenance required
  - **Space requirement:** a wall space with 3-4 meters in width and 2 meters in height
  - **Electricity:** 1 regular electric socket (very low power consumption similar to a personal computer)
  - **Preferred Locations:** Common areas with heavy foot fall

## Emaar Burj Residences – Building 6 Lobby



## Emaar Southridge – Building 5 Lobby



## Damac Park Towers – Tower B Lobby



# Achievements Since Our Launch 6 Months Ago

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- ✓ Our locker systems are **currently deployed in 25 locations** including residential communities with Emaar, Damac, Select Group, DIFC and Tameer
- ✓ Our plan is to reach **100 buildings by 2014**
- ✓ Over **1000 registered users** and 7000+ laundry cycles completed - testament to the value and convenience of our concept
- ✓ On average 40% of the tenant population of a building sign up to use our service
- ✓ **90%+ repeat rate** - almost every customer who tries our service once comes back again
- ✓ We have had great feedback from our customers appreciating the convenience and quality of our service as well as great coverage from the press (Gulfnews, Zawya, AMEinfo, My Startup World etc.) due to the novelty of the concept
- ✓ Received **numerous franchise requests from international cities** such as London, Montreal, Sydney, New York, Rio De Janeiro etc

# A Compelling Proposition for Your Tenants

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Laundry Box has thought of every single way to enhance the laundry experience for your tenants. No more laundry hanging outside apartment doors or overwhelming the concierge desk with laundry tasks.

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## Benefits For Your Tenants



- 1 Ability to drop and pick up laundry at anytime at their own time
- 2 Preferences can be set online once to get laundry done the way they want every time
- 3 Ability to earn and redeem reward points
- 4 Flexible payment options (credit card & cash)
- 5 Next day delivery at no extra charge
- 6 Strong commitment to quality and customer service
- 7 Real time tracking system for their garments (no more lost items)
- 8 Value for money (our prices are set to the average of the market)

# How It Works – Quick & Easy

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A hassle free and convenient laundry service in 5 simple steps.

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## How It Works



Create an account at [www.Laundrybox.com](http://www.Laundrybox.com) or at the locker kiosk



Put your laundry in any bag or the custom laundrybox bags

- \* If not using Laundrybox bags just tell us if you want your clothes to be cleaned or only ironed by putting a note in the bag(s) or using the comment box in our kiosk application



Login at the locker kiosk

- \* Select if you want a locker delivery or a home delivery



Drop off your laundry in the locker

- \* No need to tell us about stains or whether to wash or dry clean your clothes, its the job our fabric experts to know



Clothes will be cleaned over night and returned to you the next day

# Our Locker Systems Will Provide Other Convenient Services

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Our lockers will also be used to provide other convenient services that your tenants will appreciate thereby adding more value to the property.

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