

2 laundrapp

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#edrelf



tweet us for a surprise
#laundrapp

digital entrepreneur / 20 years experience

**Mind
Candy[®]**

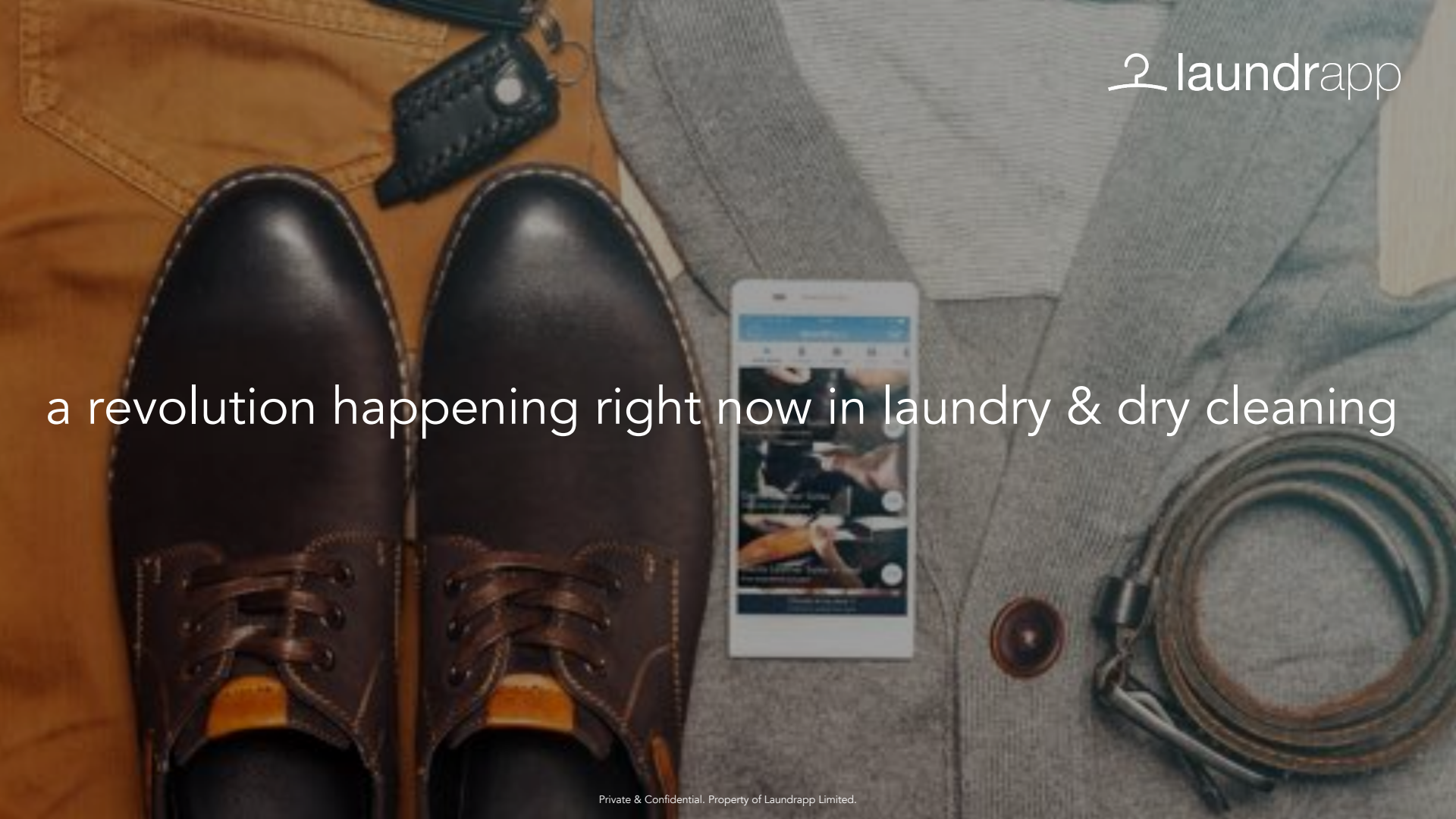
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“How Laundrapp leveraged technology to
disrupt laundry & dry cleaning...”

“...and some insights along the way”



laundrapp

a revolution happening right now in laundry & dry cleaning

that revolution is digital

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DELIVEROO
PROPER FOOD, PROPER DELIVERY

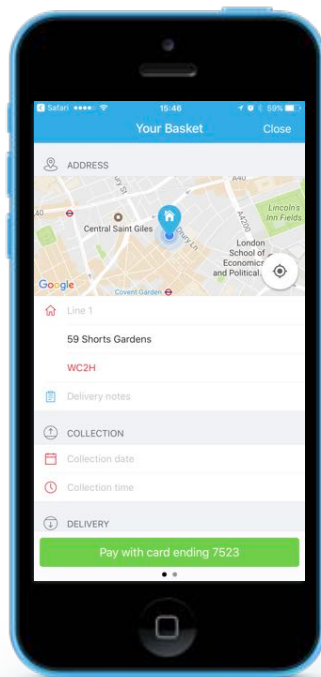
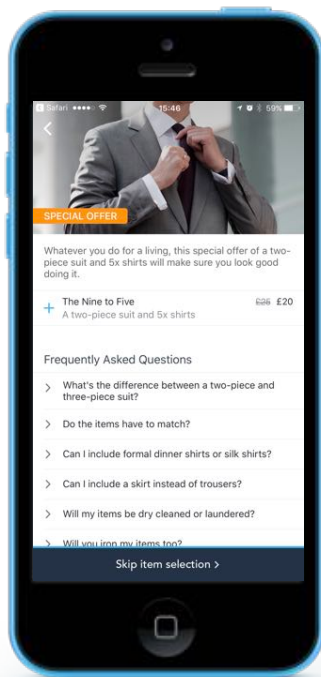
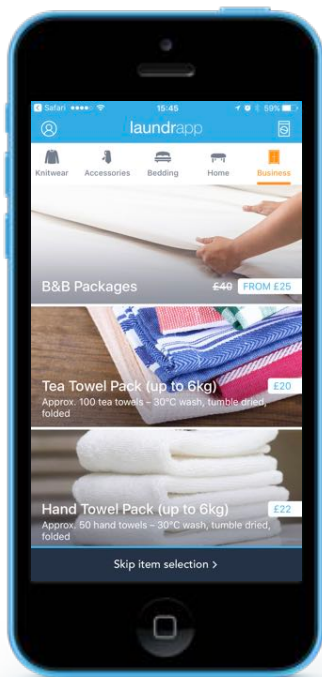
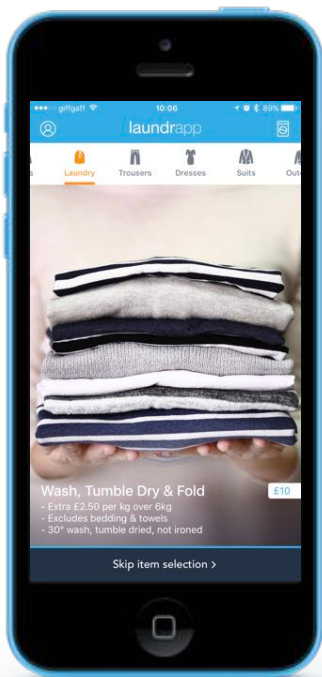
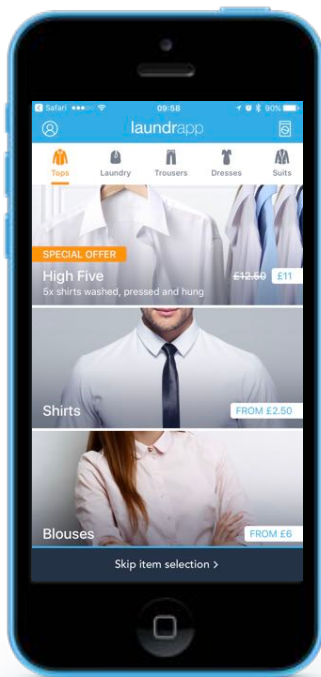
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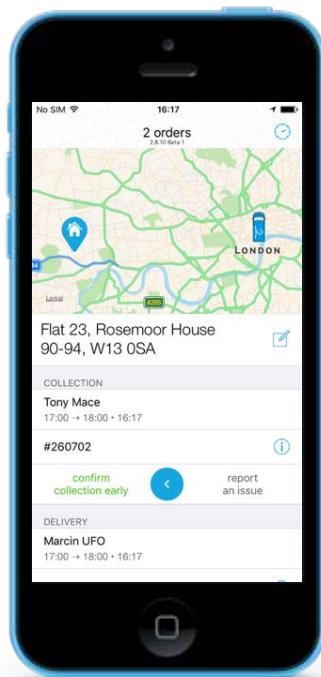
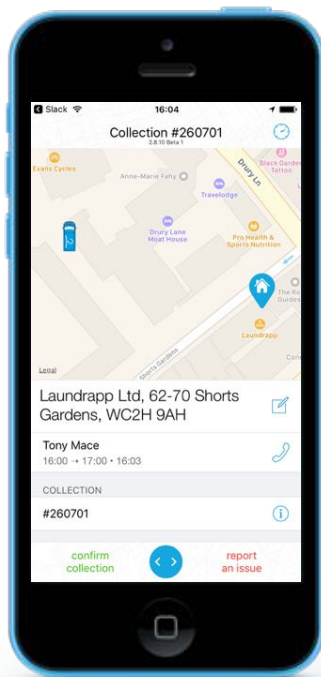
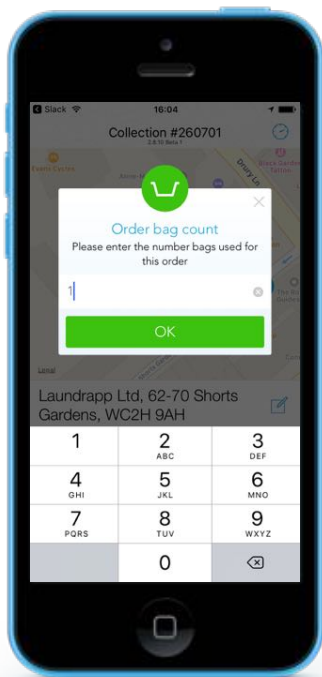
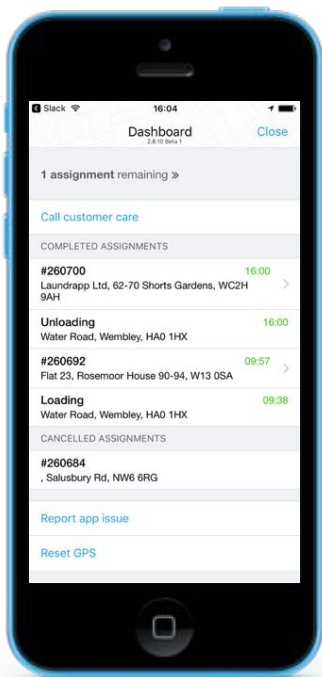
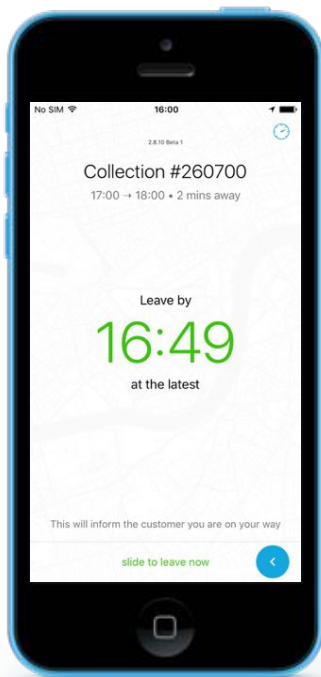




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POWERED BY

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remote controls for our lives

BIG challenge, changing consumer habit



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...to create a habitual service.

...change is easier to influence before habit is formed



convenience & quality

the world's most advanced
on-demand laundry & dry cleaning platform.

a multi-billion £ market, untouched by digital

ss All the news and an

Now there's even an app will do your dirty washing!

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take war to the washing machine!



THE co-founder and chief executive of Laundrapp - an app that lets people arrange to have their dirty laundry collected and returned clean - is expanding the business beyond London.

Previously chief customer officer at M&S, the firm behind M&S's online - a children's game that has spawned a series of books - Ed

the app that... ride requests with drivers. He said: 'We built Laundrapp so it is easy to use. We have just launched in Edinburgh and will launch in Bristol, Manchester, Birmingham and Cardiff in the next few weeks.'

'We saw an opportunity to bring tech to the laundry space. We had a vision of an Uber for dry cleaning. We built the product and we launched in November.'

The app was set up with

£1.5million of seed funding from Dominic Perks, who had the idea, and Rupert Handley, former chairman of Handley Bank and founding partner of investment firm Vantage Perks.

Reid said: 'The laundry industry has been relatively untouched since its height in the 1960s, when there were 12,500 laundries in the UK. Today there are only three or four thousand and the market is fairly stagnant. It's a bit like Just Eat or Hungry House. They pass on orders to takeaway.

'We have gone to industrial scale facilities. A large number of dry cleaners are just a shop front and pass on to large facilities.'

Reid has claimed it could mark the end of the washing machine, but admitted: 'I have not got rid of mine yet but it's not been switched on this year.'

Vicki Owens

useless



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a generational opportunity to change an industry

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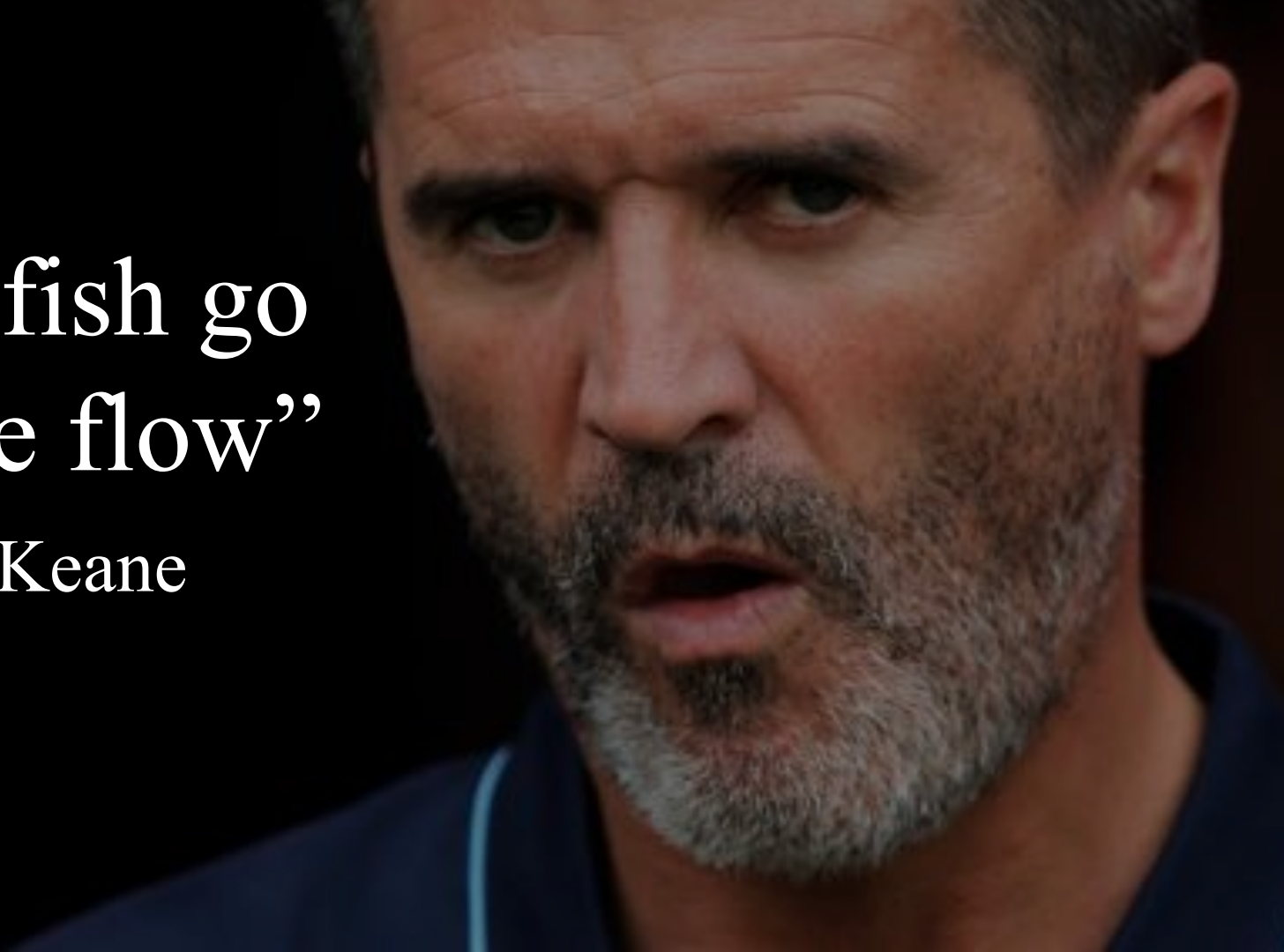


so how did we achieve this?

lets be honest, we're all learning

“Dead fish go
with the flow”

- Roy Keane



"If you never want to be
ridiculed, don't do
anything new."

- Jeff Bezos



If we truly want to innovate we
need to be comfortable with being
uncomfortable









A hand-drawn diagram of a soccer pitch on a chalkboard. The pitch is divided into three main sections by a vertical center line and two shorter lines near the goals. There are several circles representing players, some with arrows indicating movement. There are also 'X' marks, possibly representing the goalkeeper or specific tactical points. The drawing is done in white chalk on a dark background.

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there is no 'digital playbook'

if there was one it would be re-written by the
time it was finished...

-  increasing cost of installs
-  proliferation of marketing channels
-  people downloading & using fewer apps
-  remaining 'top of mind' is increasingly hard
-  driving repeat use is tough
-  most people fail

some learnings...

90% of what you do will fail
but find & scale the 10% quickly



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THREE is the magic number
CAC / LTV payback

understanding how to drive quality users
avoid vanity metrics of install / CPA (1st order)

millennials, great for acquisition / virality, do they
engage, are they spending money?

deeply understanding your customers
understand LTV by channel / demographic

what is our busiest time for orders?
monday morning, early morning commuters

It's obvious

These people are:

Highly organised

Live around routine

Value time

High mobile engagement

Seeking convenience

Sell / Convert / Keep
simplify the user acquisition / engagement funnel

1st order is almost irrelevant
2nd order retention is key, change consumer habit

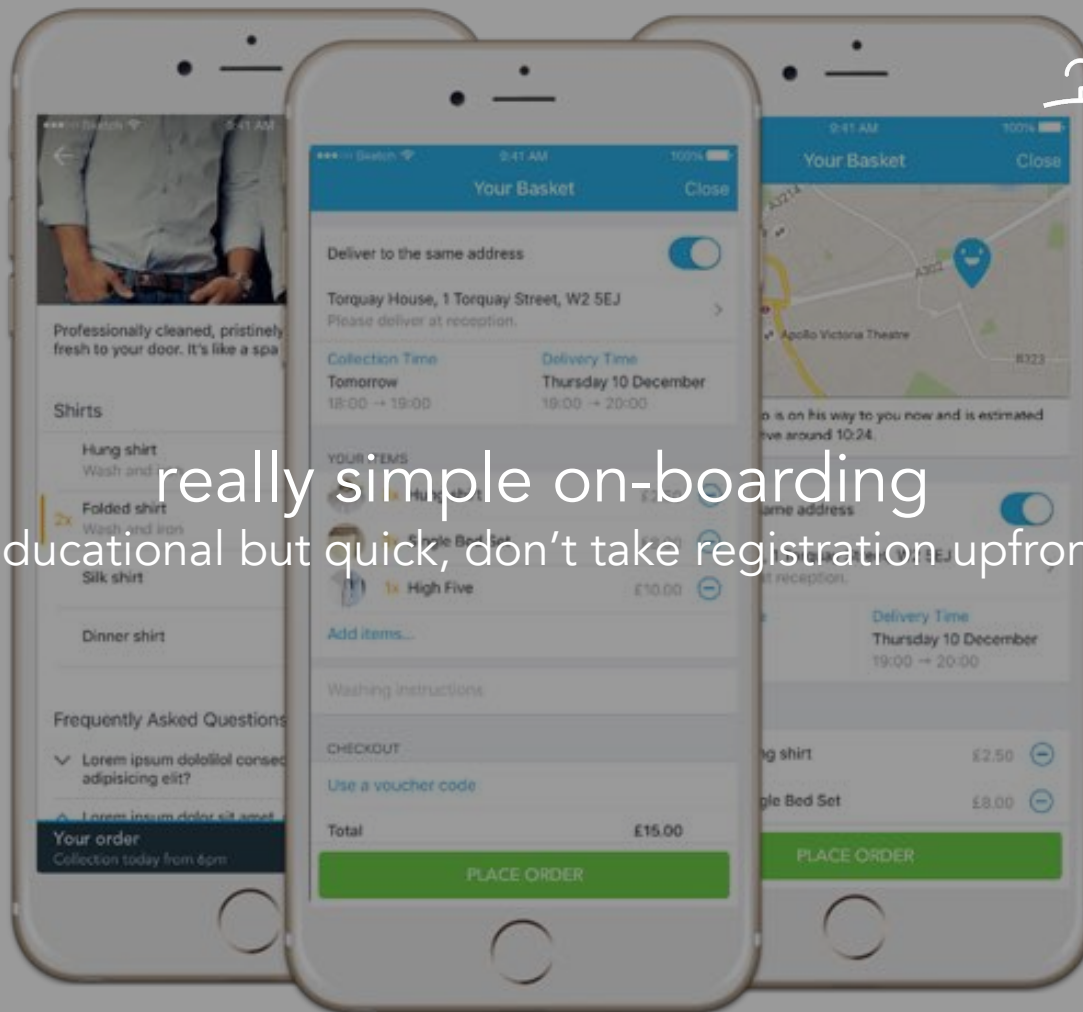
vary CPA by demographic / channel
spend more for quality users with higher LTV

appstore optimisation

android variant testing (imagery, ASO) iOS implementation

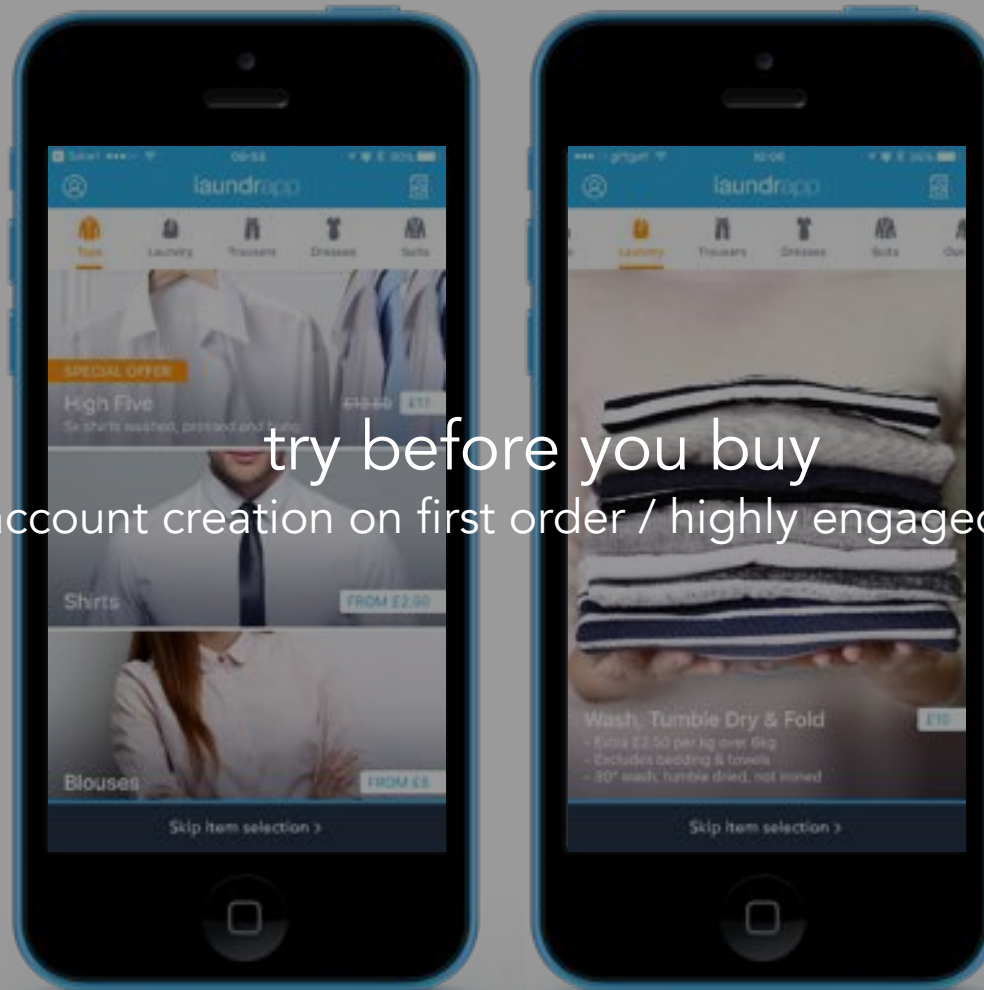
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really simple on-boarding
educational but quick, don't take registration upfront



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try before you buy
auto account creation on first order / highly engaged audience



expedited onboarding
instant orders, some people simply don't have time or patience

test engagement driving channels
Push is fine, SMS is better, Direct Mail is awesome!

always, always deep link
deep link features, call to actions, auto apply offers etc

sometimes people just want to connect!
leverage digital communication channels (chat bots / live chat)

don't allow data to control every decision
it almost always leads to inaction

consider a 'Flawless' customer journey
map out and refine the experience to 2nd order or interaction

building trust is key
polish every point of customer interaction and harness them



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Vote now to bring Laundrapp to your area

Just pop in your postcode

leverage your ambassadors
spread offline word of mouth through referral activities

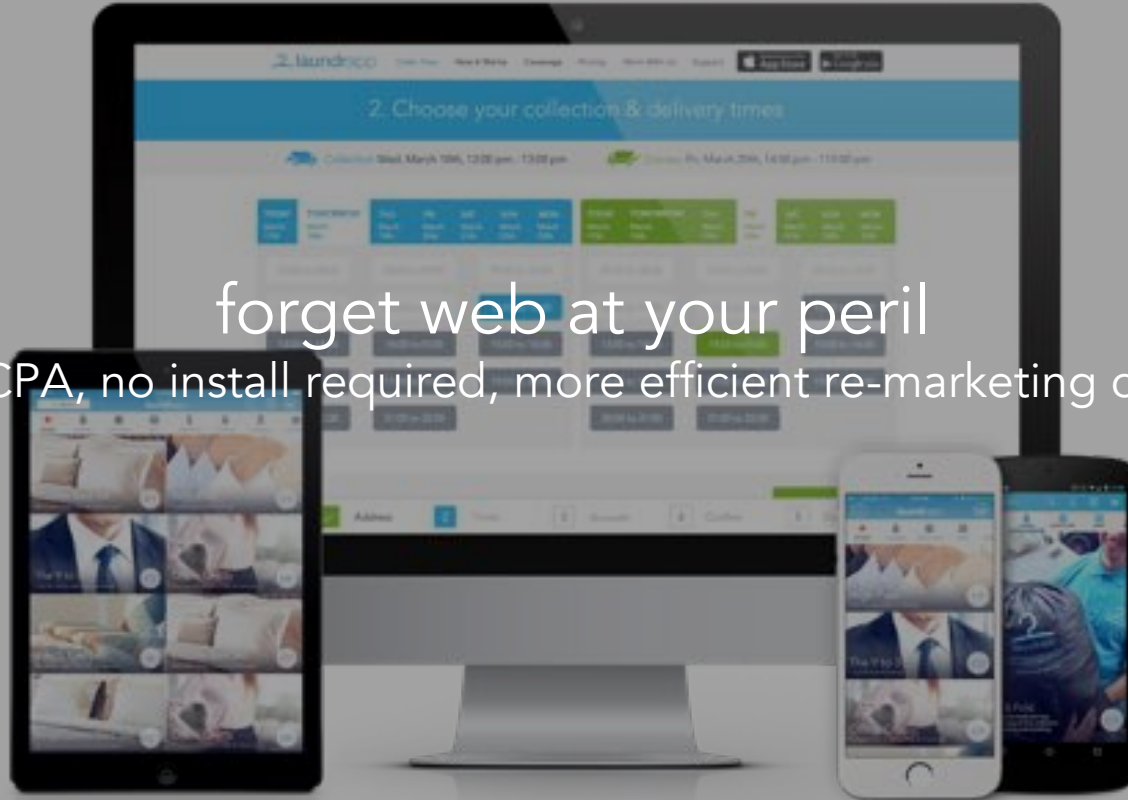


find 3 channels that will work
don't forget traditional above the line channels



multi-channel is absolutely CRITICAL
follow your customers habits (platforms / technology)

forget web at your peril
lower CPA, no install required, more efficient re-marketing channels



turn complaints into ambassadors
worry more about the people who don't complain and leave!

get the service right first
profits will then follow

A hand is shown interacting with a smartwatch. The watch face is black and displays the 2 laundrapp logo in blue. The logo consists of a stylized '2' above the word 'laundrapp'. The hand is positioned on the right side of the watch, with the index finger touching the side button. The background is a solid light gray.

there is ALWAYS room for a gut feel
let your competitors be constrained by the data

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100+ towns & cities across the UK

15 international markets in 2 years

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via our Laundrapp on-demand platform

The image shows four blue Laundrapp delivery vans parked in a row in front of a large industrial building. The vans are branded with the Laundrapp logo, which consists of a stylized '2' and the word 'laundrapp'. The text 'launched just over 2 years ago!' is overlaid in the center of the image. The sky is overcast and grey.

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launched just over 2 years ago!



get in touch
edward@laundrapp.com