

w wash. car

INVESTOR PITCH DECK

Phone

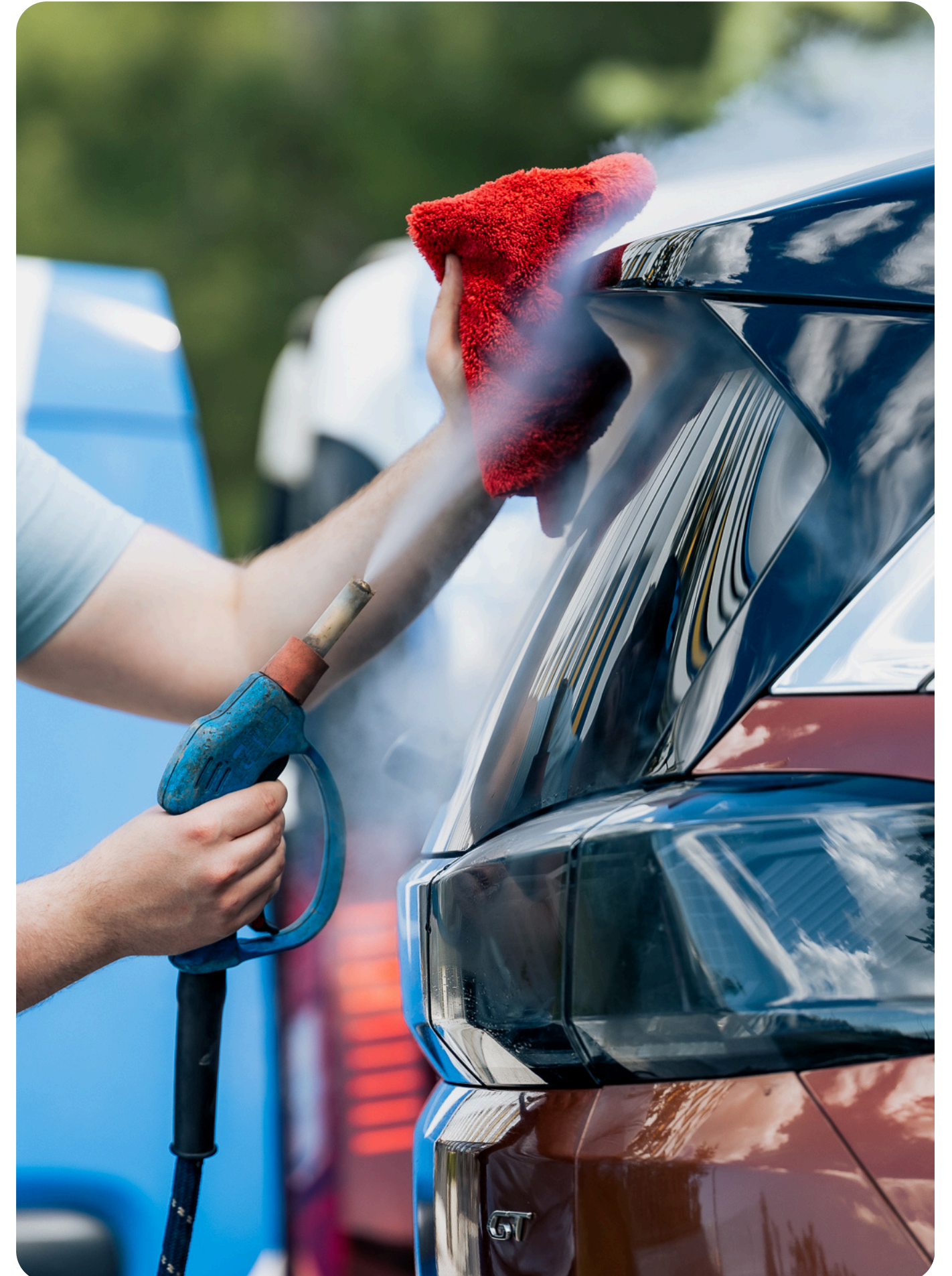
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2024

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WashCar is a mobile car washing service that provides customers with exceptional **high-quality service**.

- We offer high-pressure steam cleaning for the **exterior** and **interior** of cars. -

We rely exclusively on steam and avoid using chemicals in our work process. Utilizing high-pressure steam lets us thoroughly clean the entire car using just **3 liters of water**.

In the washing process, microfiber cloths gather all kinds of dirt, such as oil or gasoline residues, and are then sent to cleaning facilities for reuse. During steam washing, there are no water leaks and the washing water is not discharged into the city sewer system.

Our crew consists of one or two operators and an equipped Minivan (steam generator, microfiber cloths, water can, stairs, etc.)



Due to this capability, we can offer our services to any location within our operational area.

Quick and mobile

- Simple reservation process on the app;
- Quick arrival time;
- Fast and simple clean-up procedure;
- Convenient to use in any location;
- Can be utilized during the charging of an electric vehicle;
- Moving the car after cleaning is not required.

Environmentally conscious:

- Just 3 liters of water needed to wash a single car;
- Cleaning using no chemicals;
- All materials that will be utilized can be reused;
- Sewer not necessary;
- There is no waste left.

High standard

- Washing the car manually;
- Absence of brushes and absence of scratches;
- After being washed, the car is both clean and dry;
- Steam washing results in a natural shine;
- Image prior to and post completion of task;
- Inspecting the car's condition during each cleaning session.

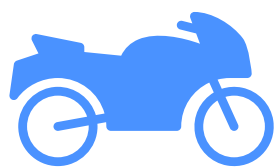


EXTERIOR cleaning

Time 60 min, price from 22,99 €

Includes - body steam cleaning and drying, cleaning of doors and arches, bug removal, exterior window cleaning, and applying tire shine.

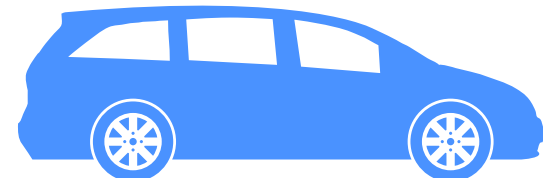
Extra	Price
+ Extensive bitumen removal	32,52 €
+ Textile floor mats washing	17,23 €
+ Bitumen removal light	16,29 €
+ Fast Wax	16,26 €
+ Removal of tree resin	32,52 €
+ Light removal of tree resin	16,26 €



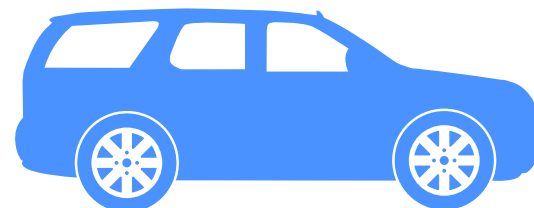
22,99 €



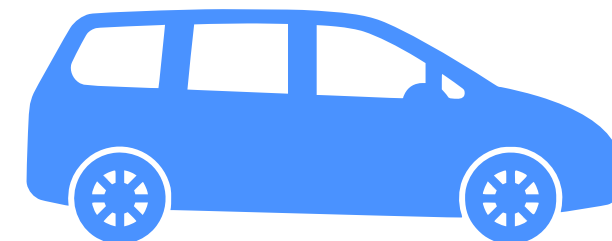
22,99 €



26,04 €



28,07 €



33,15 €



38,24 €

INTERIOR cleaning

Time 60 min, price from 22,99 €

Includes - garbage collection, cleaning of doors and arches, vacuuming the interior and trunk with a vacuum cleaner, cleaning of leather seats, textile floor mats washing, cleaning of panel, plastic and leather elements, cleaning of sunshades and mirrors, and interior window cleaning.

Extra	Price
+ In-depth leather salon treatment	45,74 €
+ Car interior disinfection	18,15 €
+ Animal fur cleaning	18,15 €

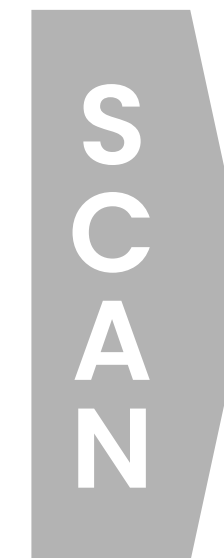
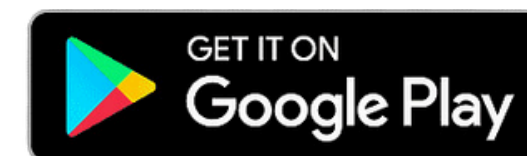
How it works?

The **WashCar** app operates on a straightforward basis and it has free access for everyone.

Below are five steps detailing how to access our services at your location via the app:

1. Download the app and register your vehicle;
2. Select your desired services;
3. Specify your location and reserve a time slot;
4. Review the provided information;
5. Complete the payment process.

The WashCar app can be accessed on the App Store and Google Play.



Target:

Private individuals and companies who value convenience and high-quality service.

Health-conscious customers: People who place special emphasis on disinfection and hygiene, including families with children, carpooling, and people with health concerns.

Companies with company fleets: Business customers who need to have their vehicles cleaned and disinfected regularly to ensure a safe and clean working environment.

Vehicle rentals and dealers: Companies that want to offer clean and sanitized vehicles to their customers.

Competitive analysis:

Few direct competitors in the field of mobile car wash, there are mainly stationary car washes.

Market size:

Increasing demand for mobile services, especially in urban areas.

Location analysis:

Selected cities and the territory around them offer an ideal mix of urban and rural areas with a high density of cars and wealthy clients.

Advertising and promotion:

Open marketing: *A user-friendly website with an online booking system, SEO optimization, and responsive social media activities on platforms such as Facebook and Instagram, including targeted advertisements.*

Flyers and local advertising: *Engaging flyers and local ads in newspapers and magazines, as well as partnerships with local companies.*

Opening offers and discounts for first-time customers: *Attractive opening offers and discounts for first-time customers, as well as a referral and loyalty program for customer loyalty.*

Customer acquisition and retention:

- High-quality customer services;
- Loyalty Programs and Special Promotions;
- Regular customer surveys to improve service.

2 BIRDS WITH ONE STONE!

CODE: HOCKEY

10% DISCOUNT

Discount valid until 19.05.

The graphic features a background image of a car being washed. In the foreground, two stylized birds (one blue, one white) are shown. A television set displays a hockey game. The WashCar logo is visible in the bottom left corner.





Ģirts Vilciņš



Ralfs Vilciņš



Artūrs Rācenis



Kaspars Aleksis



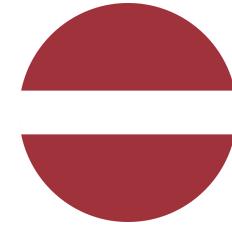
Jānis Cāns



Elīza Vilciņa

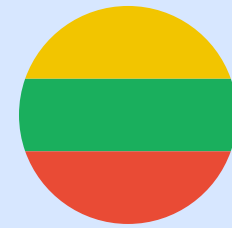


Market Territory



Latvia

Riga, Jurmala



Lithuania

Vilnius, Kaunas



Estonia

Tallinn, Tartu



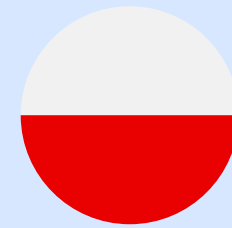
Finland

Helsinki



Sweden

Stockholm



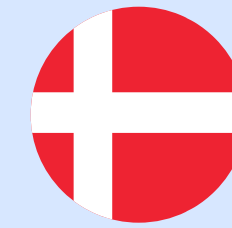
Poland

Warsaw



Netherlands

Amsterdam



Denmark

Copenhagen



Germany

Berlin



Spain

Malaga, Marbella,
Barcelona

Riga - Jurmala

Residents of Riga (632 614), Jurmala (49 325),
Pieriga (371 089): total 1 053 028 citizens
Cars in this territory: **431 367**

Estimated crews: 15

Estimated crew operators: 30

Set cleaning price: 35,00 € + VAT



Latvia

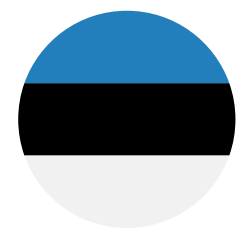
Tallinn - Tartu

Residents of Tallinn and Tartu:
total 526 120 citizens
Cars in this territory: **277 000**

Planned crews: 40
Planned crew operators: 80

The average price for a sedan set car wash in
this territory: 45,00 €

Our price: 40,00 € + VAT



Estonia

Vilnius - Kaunas

Residents of Vilnius and Kaunas:
total 883 681 citizens
Cars in this territory: **535 000**

Planned crews: 50
Planned crew operators: 100

The average price for a sedan set car wash in
this territory: 40,00 €

Our price: 35,00 € + VAT



Lithuania

Market size

Stockholm

Residents of Stockholm:

total 975 000 citizens

Cars in this territory: **550 000**

Planned crews: 75

Planned crew operators: 150

The average price for a sedan set car wash in this territory: 70,00 €

Our price: 65,00 € + VAT



Sweden

Helsinki

Residents of Helsinki:

total 660 000 citizens

Cars in this territory: **300 000**

Planned crews: 50

Planned crew operators: 100

The average price for a sedan set car wash in this territory: 60,00 €

Our price: 55,00 € + VAT



Finland

Amsterdam

Residents of Amsterdam:

total 900 000 citizens

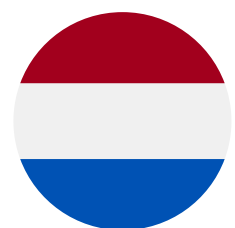
Cars in this territory: **320 000**

Planned crews: 50

Planned crew operators: 100

The average price for a sedan set car wash in this territory: 80,00 €

Our price: 75,00 € + VAT



Netherlands

Copenhagen

Residents of Copenhagen:

total 650 000 citizens

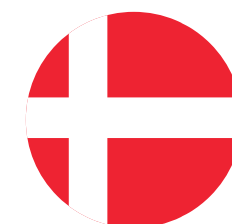
Cars in this territory: **300 000**

Planned crews: 50

Planned crew operators: 100

The average price for a sedan set car wash in this territory: 115,00 €

Our price: 110,00 € + VAT



Denmark

Berlin

Residents of Berlin:

total 3 700 000 citizens

Cars in this territory: **1 200 000**

Planned crews: 100

Planned crew operators: 200

The average price for a sedan set car wash
in this territory: 85,00 €

Our price: 85,00 € + VAT



Germany

Warsaw

Residents of Warsaw:

total 1 800 000 citizens

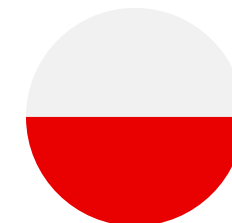
Cars in this territory: **1 200 000**

Planned crews: 100

Planned crew operators: 200

The average price for a sedan set car wash in
this territory: 40,00 €

Our price: 40,00 € + VAT



Poland

Malaga - Marbella

Residents of Malaga-Marbella:
total 752 871 citizens
Cars in this territory: **360 000**

Planned crews: 45
Planned crew operators: 90

The average price for a sedan set car wash in
this territory: 45,00 €

Our price: 45,00 € + VAT

Barcelona

Residents of Barcelona:
total 1 620 000 citizens
Cars in this territory: **700 000**

Planned crews: 50
Planned crew operators: 100

The average price for a sedan set car wash in
this territory: 45,00 €

Our price: 45,00 € + VAT



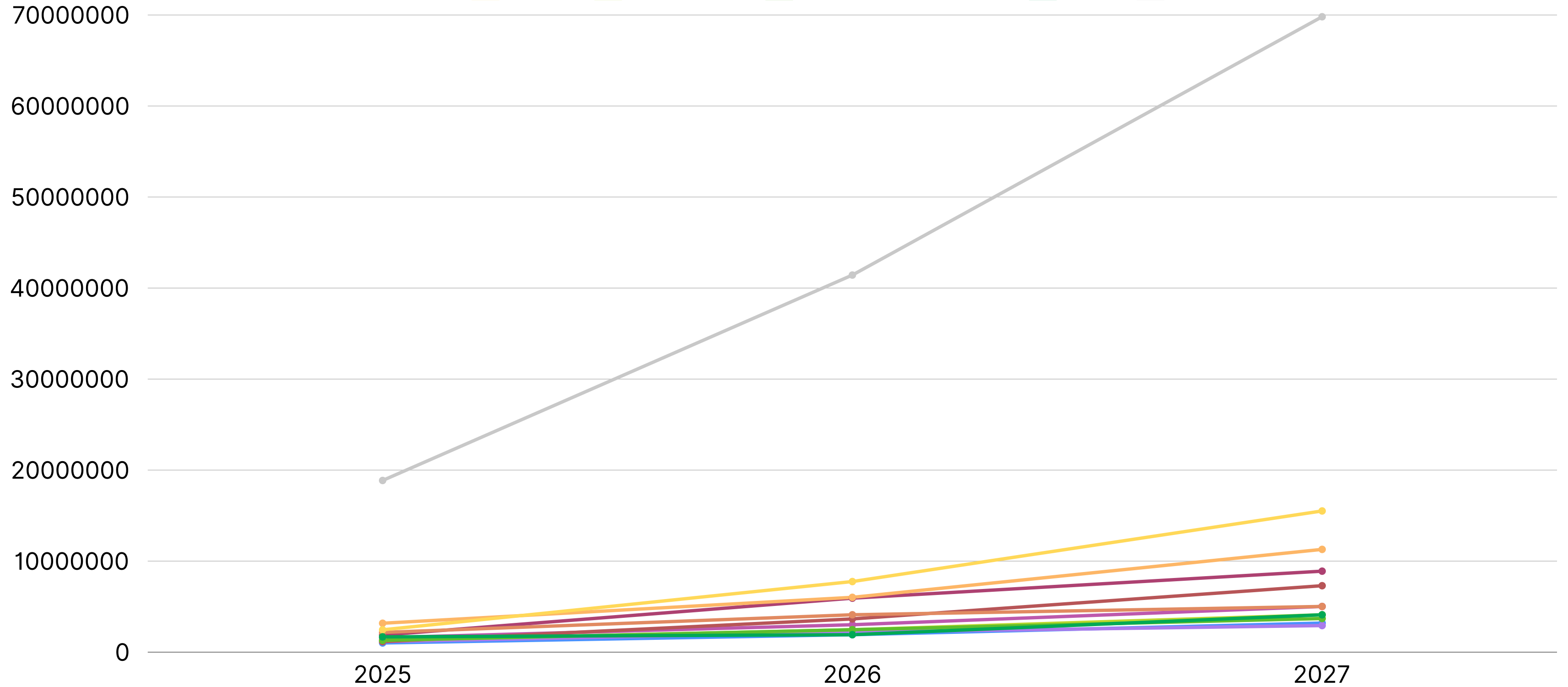
Spain



SALES FORECAST

Global

- Vilnius - Kaunas
- Tallinn - Tartu
- Helsinki
- Stockholm
- Warsaw
- Amsterdam
- Copenhagen
- Berlin
- Barcelona
- Malaga - Marbella
- Riga
- Total

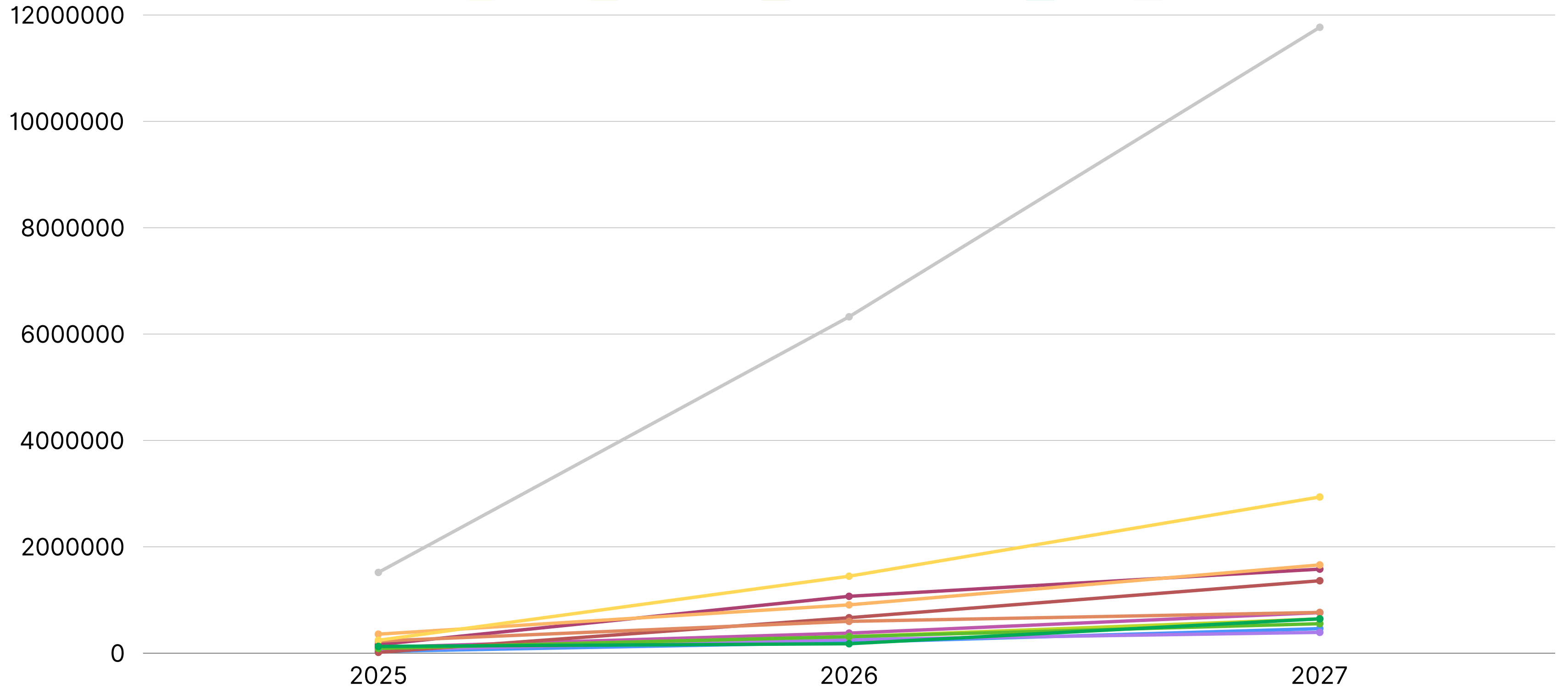




PROFIT FORECAST

Global

- Vilnius - Kaunas
- Tallinn - Tartu
- Helsinki
- Stockholm
- Warsaw
- Amsterdam
- Copenhagen
- Berlin
- Barcelona
- Malaga - Marbella
- Riga
- Total





To launch WashCar in all target cities
we seek **Series A** investment up to

€ 3'710'000

to finance business expansion for
next 3 years.

Crew expenses

€ 2'642'500

660 full equipped Wash cars

Marketing expenses

€ 1'067'500

Digital marketing, printed advertisements,
outdoor advertising

Investment type: both debt and equity investments will be considered. Investment in tranches is possible.

Planned exit strategy: **Series B** investment.



Thank You



Find us



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