

 **BEST
STARTUP.eu**

 | **JUST WASH**

The car wash, reinvented

www.just-wash.com



ABOUT



We are a Brussels-based tech start-up, known for our [mobile car wash platform](#) and whose mission is to bring car wash & car services to the 21st century.

We make it easy for busy people to have their car cleaned at home or at work by one of our washer partners at the push of a button.

Soon, we will also allow people to have the same experience for almost [all their car needs](#).



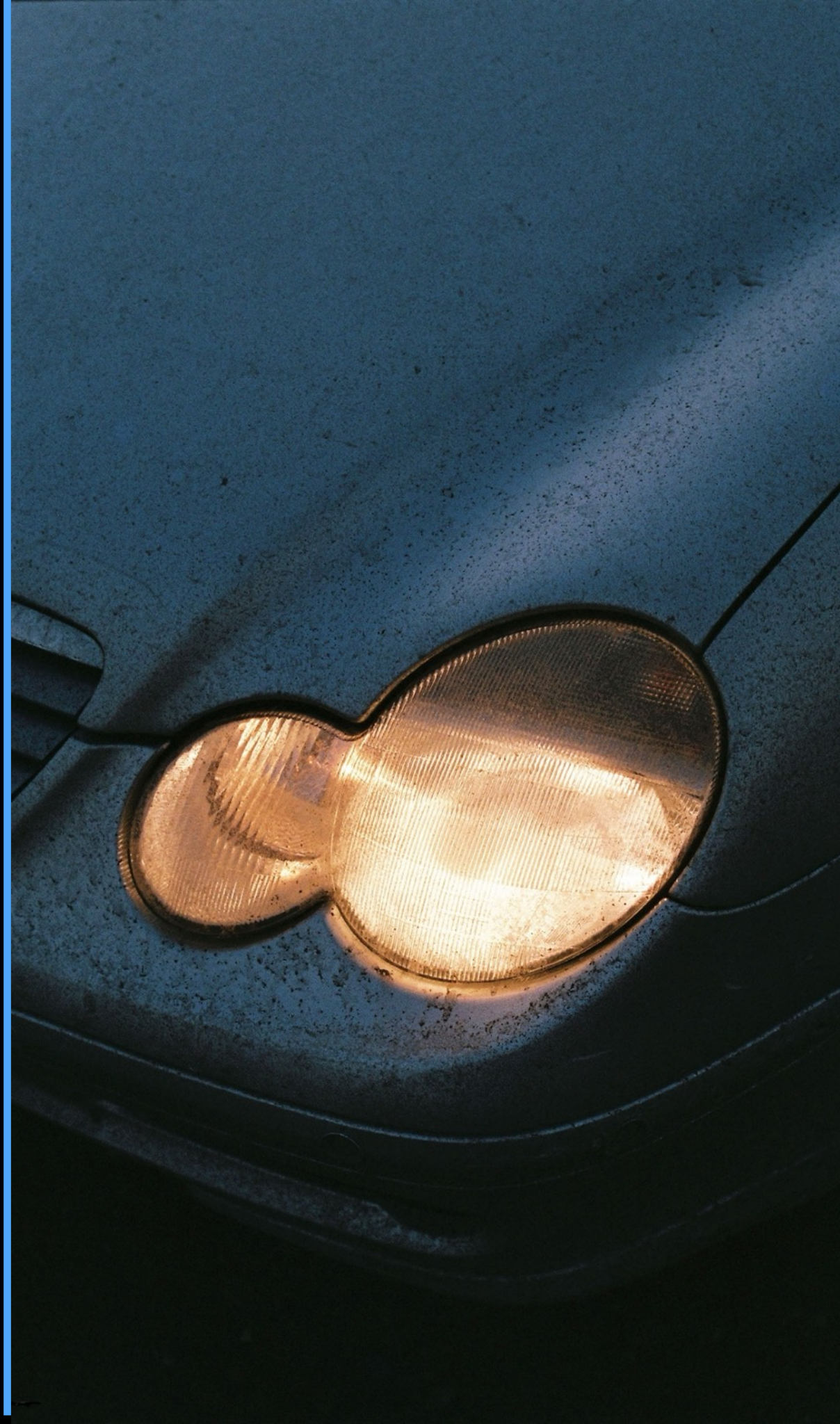
PROBLEMS

THE CAR WASH STATION IS A WASTE OF TIME

Busy people don't have time to go to the car wash station. It's not adapted to our new consumption mode

CAR WASH INDUSTRY IS NOT DIGITALIZED

Car washing professionals & enthusiasts do a great job but do not have the digital tools to grow their business



SOLUTION

The new car wash experience



**AN APP WHERE USERS CAN ORDER A MOBILE CAR
WASH ON DEMAND**



100% DIGITAL

Order and pay online



100% MOBILE

Anytime, Anywhere



1. B2C PLATFORM

We provide the fastest & easiest way to order a mobile car wash 🚗💧

STEP 1

SELECT THE LOCATION & DATE

The screenshot shows the 'Détails' step of the app. At the top, there are three tabs: '1 Détails', '2 Options', and '3 Confirmation'. Below the tabs, there is a 'Domicile' section with a house icon and the address 'Avenue Louise, 1000 Bruxelles, Belgique'. Below this, there are two options: 'Parking couvert : Oui' and 'Prise électrique : Oui'. Further down, there are two input fields: 'Date*' with the value '08/07/2021' and 'Heure*' with the value '10:00'. Below these, there is a 'Voiture(s)*' section with a dropdown menu showing 'Audi | Q3 Sportback | LHD'. At the bottom, there are two buttons: 'Cancel' and 'Continuer'.

STEP 2

ADD OPTIONS

The screenshot shows the 'Options' step of the app. At the top, there are three tabs: '1 Détails', '2 Options', and '3 Confirmation'. Below the tabs, there is a list of options with checkboxes and prices. The options are: 'Shampooing sol' (+65€), 'Shampooing sièges (x5)' (+90€), 'Spray Wax' (+10€), 'Désinfectant' (+5€), 'Véhicule très sale' (+10€), and 'Poils d'animaux' (+10€). Each option has a brief description. At the bottom, there is a 'Total' section showing '44.90€ À payer'. Below the total, there are two buttons: 'Retour' and 'Continuer'.

STEP 3

PAY SAFELY

The screenshot shows the 'Confirmation' step of the app. At the top, there are three tabs: '1 Détails', '2 Options', and '3 Confirmation'. Below the tabs, there is a 'Payer Just Wash SRL' section showing the total amount '44,90 €'. Below this, there is a button for 'Apple Pay'. Further down, there is a section for 'Ou payer par carte' with an 'E-mail' field and a 'Informations de la carte' section. The 'Informations de la carte' section includes a card number field (1234 1234 1234 1234), a 'MM / AA' field, a 'CVC' field, and a 'Nom du titulaire de la carte' field. At the bottom, there is a 'Pays ou région' section with a dropdown menu showing 'Belgique'.

2. B2B PLATFORM

The platform allows B2B clients to manage their company's account

Car wash à bureau | Just Wash x

business.just-wash.com/home/cars

JUST WASH
For Business

FR

Général
Washes
Entreprise
Voiture(s)
User & Allowan...
Collaborateurs
Groupes
Notifications
Adresses
Profil
Se déconnecter

Commander


[conditions générales de vente](#)
[Politique de Confidentialité](#)

Voitures

Ajouter

Mes véhicules Véhicules créés Autres véhicules


Bogaerts David



Tesla Model S
1-BOG-897

MODIFIER SUPPRIMER


Mendes Bogaerts



Nissan Juke
1-NBU-008

MODIFIER SUPPRIMER


Mendes Bogaerts



Mini Cooper 3 portes
1-BCZ-345

MODIFIER SUPPRIMER


Lok Kev



Jaguar F-PACE
12333

MODIFIER SUPPRIMER

ABC Kevin



Audi A1
1AER456

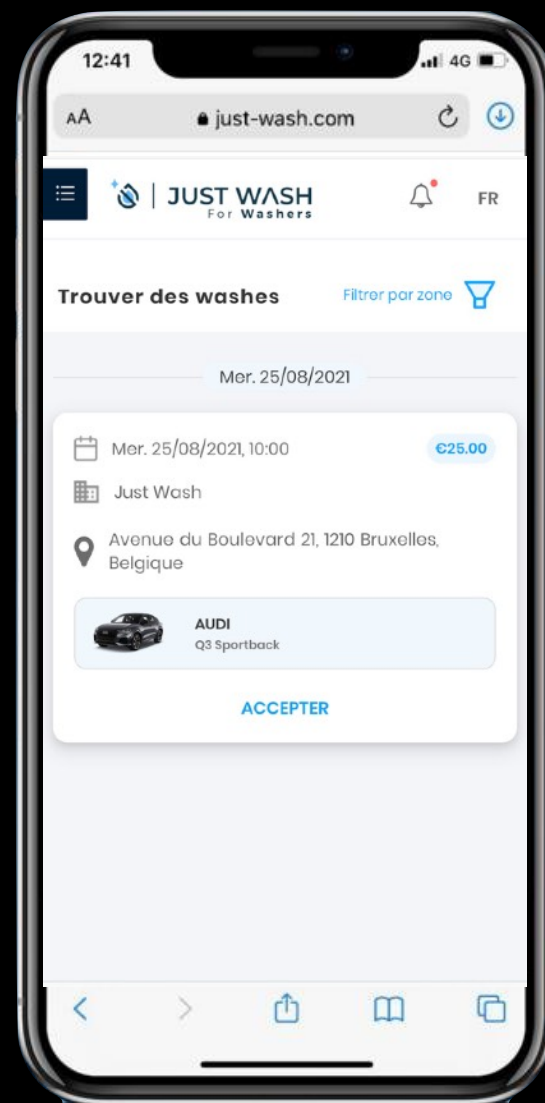
MODIFIER SUPPRIMER

3. WASHERS PLATFORM

Our partners can manage their washes, view their income and determine their availability

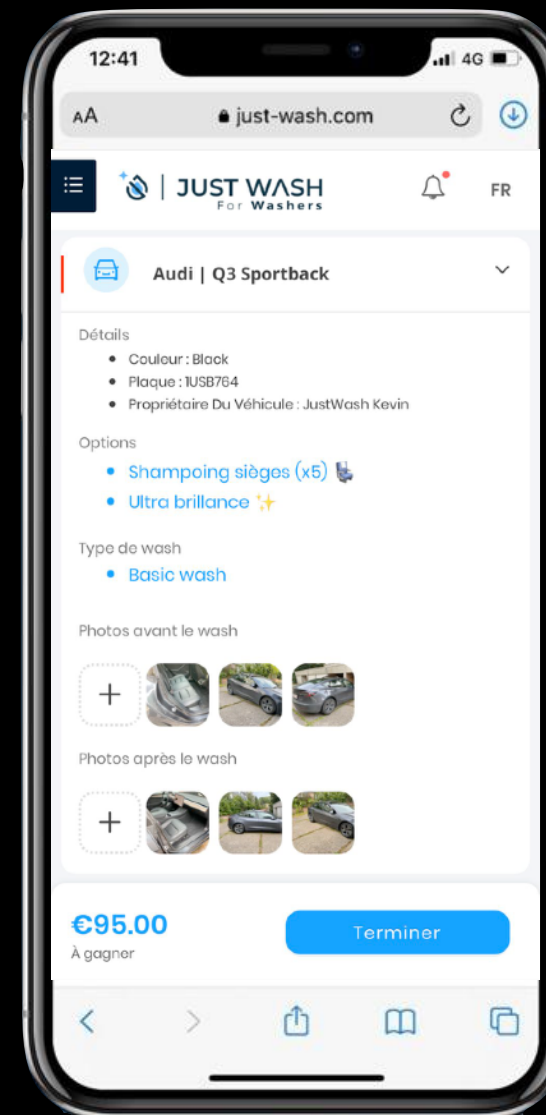
STEP 1

ACCEPT THE WASH



STEP 2

START THE WASH & ADD BEFORE/AFTER PICTURES



4. ADMIN PLATFORM

The admin platform allows us to manage the entire activity of Just Wash

AdminJustwash

manage.just-wash.com/home/users

Mettre à jour

JUST WASH

FR

Général

Washes

Entreprises

Washers

Utilisateurs

Factures

Zones

Marques

Notes

Options

Utilisateurs

Nouvel utilisateur

Recherche

Showing 1 to 20 of 582 entries

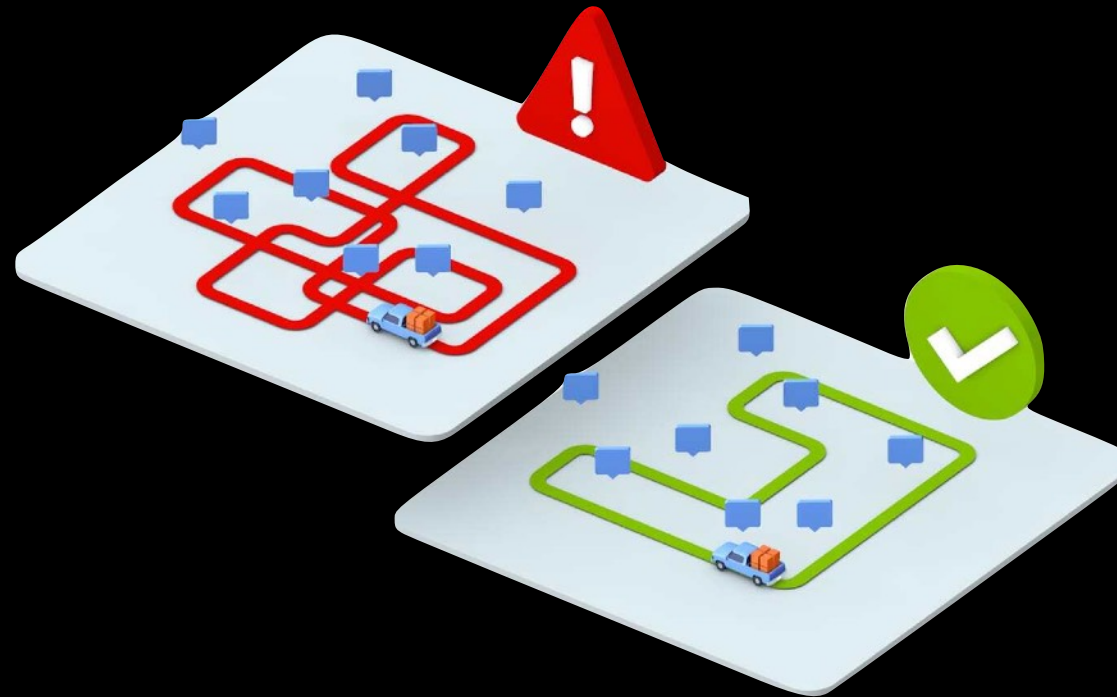
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

NOM	MAIL	TÉLÉPHONE	UTILISATEUR CRÉÉ! Date	B2B/B2C TOUT	STATUS TOUT	DÉSACTIVÉ TOUT	RÔLE
DE CLERCQ STEFAAN	STEFAAN.DECLERCQ@ZF.COM		10/09/2021	B2B	GÉRÉ		USER
KOMKOWSKA MARTA	MARTA.KOMKOWSKA@ZF.COM		10/09/2021	B2B	GÉRÉ		USER
TSHIS ILUNGA AUDREY	AUDREYTSHIS@GMAIL.COM	+32488896242	10/09/2021	B2C	ACTIF		
COKELAERE KATLEEN	KATLEEN.COKELAERE@ZF.COM		10/09/2021	B2B	GÉRÉ		USER
MARION BENOIT	BENOIT.MARION@ZF.COM		10/09/2021	B2B	GÉRÉ		USER
VANDEN ABBEELE FRANK	FRANK.VANDENABBEELE@ZF.COM		09/09/2021	B2B	GÉRÉ		USER
COUTURIER ARNAUD	ARNAUDCOUTURIER@ICLOUD.COM		09/09/2021	B2B	GÉRÉ		USER
BREULS ALICE	AL_HEY@HOTMAIL.COM	+32474960978	09/09/2021	B2C	ACTIF		

JUST WASH

ALGORITHM & AUTOMATION

We collect data to automatically optimize the planning and routing of our washers.
Less effort. More productivity



INCREASE WASHERS PRODUCTIVITY

Washers spend less time on the road
and carry out more washes per day

REDUCE ENVIRONMENTAL IMPACT

Decrease carbon dioxide emissions

TRACTION

To date, we acquire customers organically.

⚠ Without sales or ads

2 CITIES

Brussels and Liege

+6000

washes

+40

companies

+1000

users

(From 500 to 1000 in 5 months)



McKinsey
& Company



polestar



MIZUHO



SOLVAY



Befimmo



Arthur D Little



SCALABLE & ASSET-LIGHT BUSINESS MODEL

Local partners operate the washes. We take care of all the rest.
We keep 30% of the wash price

	IT (Web, app)	Branding & Marketing	Sales	Customer services	Quality control	Operations & asset investment
	✓	✓	✓	✓	✓	✗
Washer partners	✗	✗	✗	✗	✗	✓

We have the same business model as **Flixbus**:

<http://alexanderhold.com/how-flixbus-use-ai-to-make-bus-travel-sexy/>

<https://productmint.com/the-flixbus-business-model-how-does-flixbus-make-money/>

GLOBAL CAR WASHING MARKET SIZE

€30B*

5%

Projected to reach **USD 44.73 Billion** by 2028, growing at a CAGR of 3.1% from 2021 to 2028

The car wash industry has **no big players** with a market share that is greater than 5%



300M

cars in Europe

2B

cars washed/year
In Europe

TAM

3M

Serviceable Available
Market

300K

Washes per year
by Just Wash

10% share of market



| **JUST WASH**

COMPETITORS IN EUROPE



UPSTEAM 🇸🇪
Funding: +1.5M€

DROPLESS 🇬🇧
Funding: +2.5M€



zaWash 🇨🇭

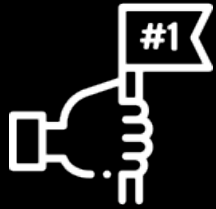
USA 🇺🇸

Washé
Spiffy
Washos

UAE 🇦🇪

Keno
Cafu
Ghaseel

COMPETITIVE ADVANTAGE



FIRST TO MARKET

Just Wash is the **#1** mobile car wash platform in Belgium



PLATFORMS

4 innovative platforms & the mobile app is coming soon. We collect data to develop an algorithm



SCALABLE

Our business model & platforms are **easy** to expand to new markets



TRANSPARENCY

Our prices are clearly displayed. There are no surprises for the customer



WASHER NETWORK

We have a large network of **washer** from Belgium, France and Luxembourg



BRAND

The Just Wash brand is going to become a **synonym** for car washing & services



FOUNDERS



KEVIN LOHANDJOLA

CEO & FOUNDER

The guy who had this great idea and set it up from scratch, without a cent

www.linkedin.com/in/kevin-lhd/

✉ Kevin@just-wash.com



CHANDAN AGARWAL

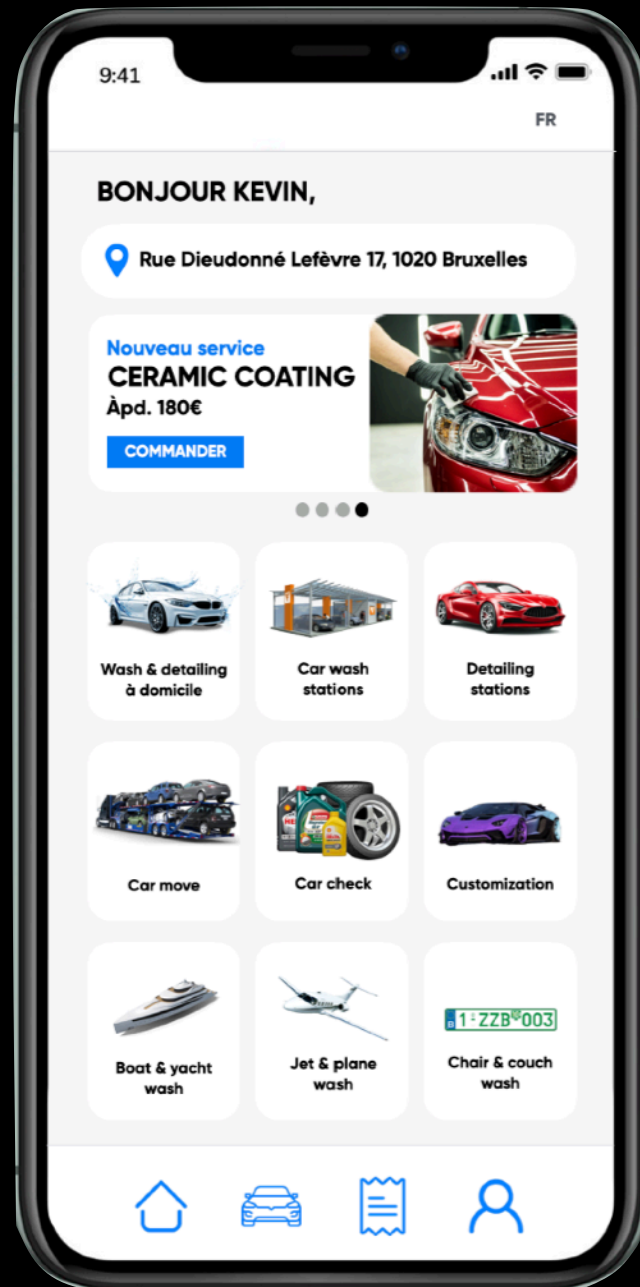
CTO & CO-FOUNDER

Full stack developer.
10+ years of experience in product development

www.linkedin.com/in/chandan-agarwal-3952547/

✉ Chandan@just-wash.com

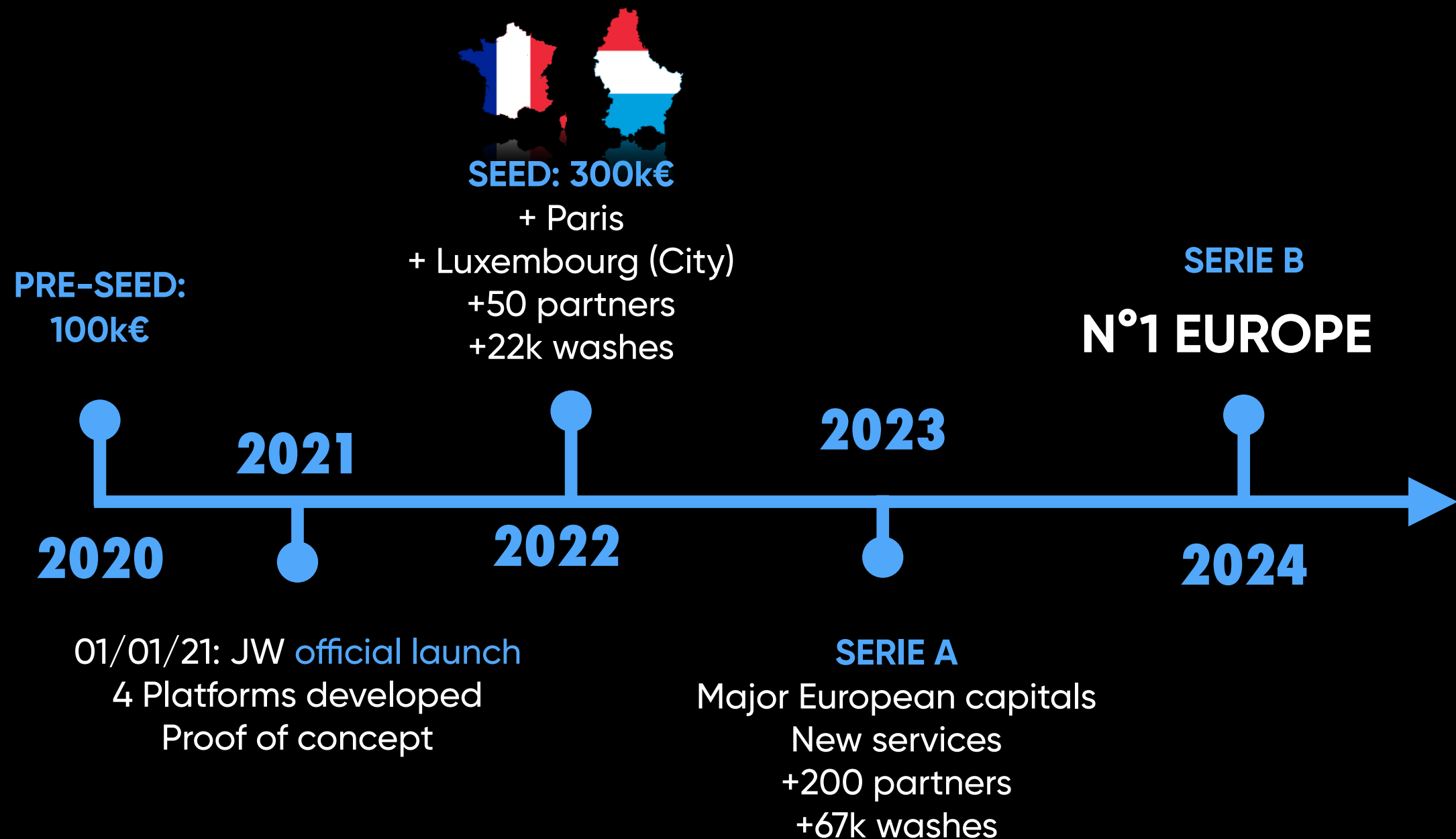
LONG TERM VISION



ALL YOUR CAR NEEDS IN ONE APP

Car wash at home
Car wash stations
Car detailing
Car moving
Car maintenance
EV Charging
Insurance

MILESTONES



WHAT WE NEED

We are looking for 12 month financing to
accelerate our growth 🚀

€300K

FUNDS NEEDED

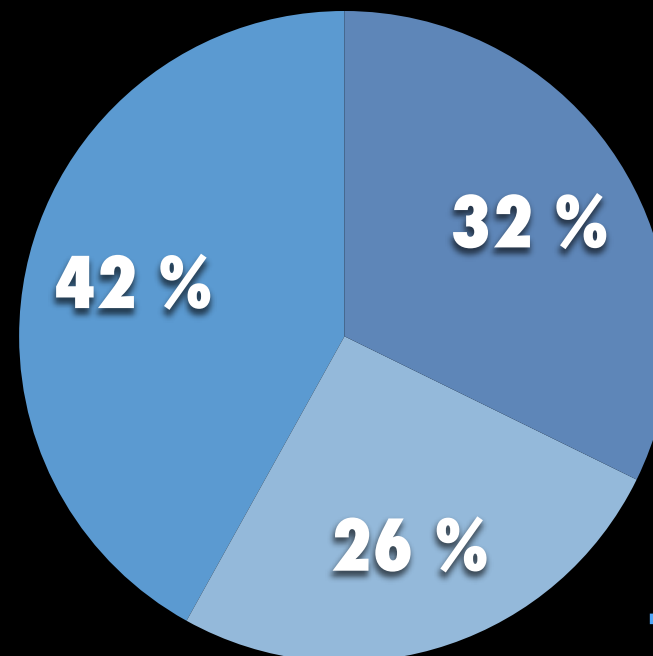
Convertible note

€150K

COMMITTED

By Digital Attraxion

IT
Creating **mobile apps** and
improve our platforms with
new features



SALES & MARKETING

Attract new customers
and B2B outbound
sales

TEAM

Expand the team by
investing in sales and
customer success

FINANCIAL PLAN

	2022	2023	2024	2025	2026
Number of Washes	22K	67K	155K	243K	314K
Turnover	853k€	2,6M€	6,2M€	9,7M€	12,6M€
Net profit	-37k€	353k€	2,2M€	4,2M€	6M€