



# PRISTĒM

START FRESH

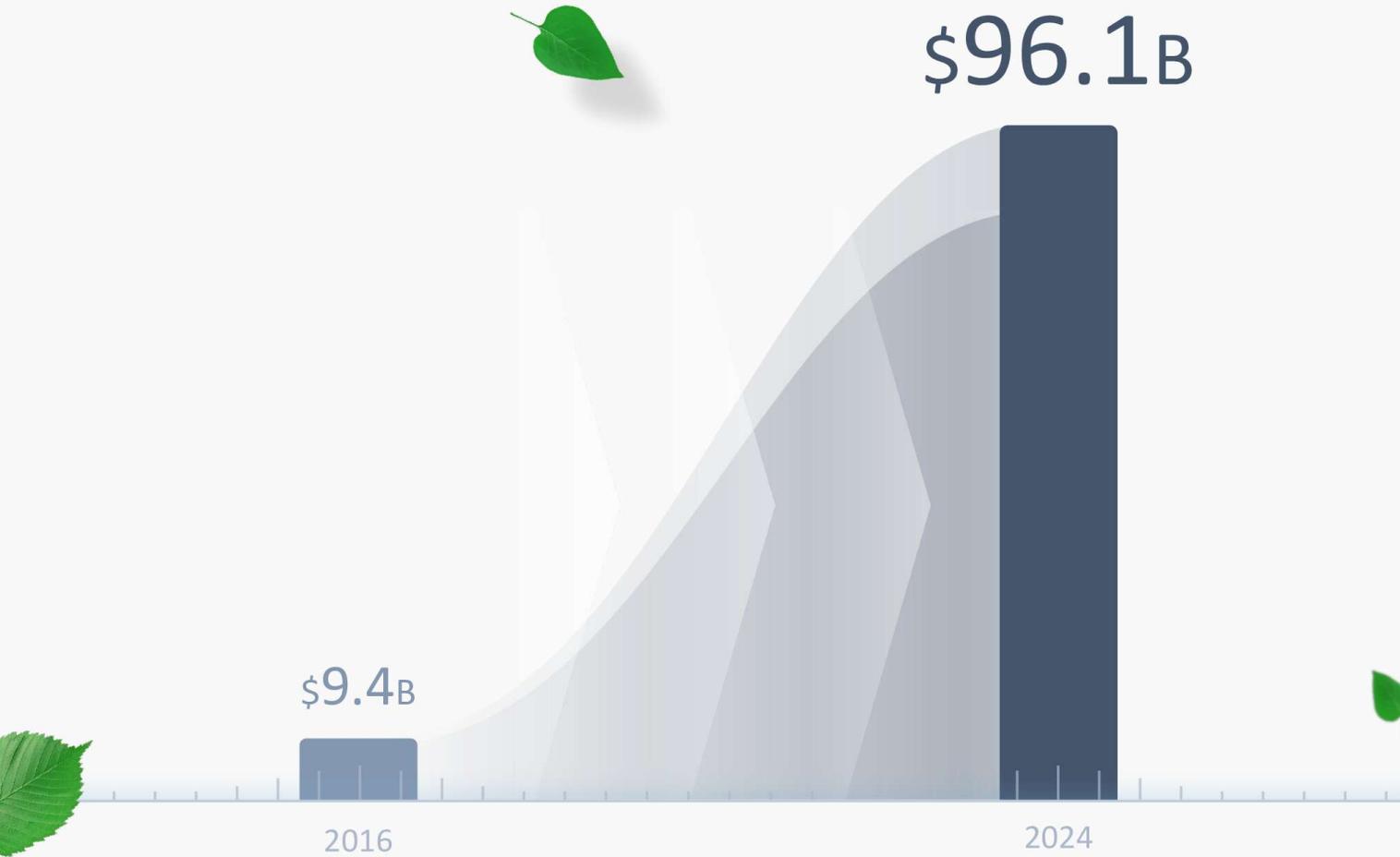
## REIMAGINING LAUNDRY & DRY CLEANING SERVICES

[naren@getpristem.com](mailto:naren@getpristem.com)

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



# ON-DEMAND SERVICES PROVIDE CONVENIENCE



Globally,  
on-demand laundry and  
dry cleaning services  
are expected to  
increase

10x\*

\*Zion Market Research

# PEOPLE ARE NOT SATISFIED - EXPENSIVE AND TAKE TOO LONG



TRADITIONAL  
DRY CLEANERS  
ARE BROKEN



Long turnarounds



Expensive



Not eco-friendly



## Cleanly

★ ★ ★ ★ ★ 12/28/2019

They are not careful with inventory-ing items they clean and their reimbursement policy sucks. Never using them again.



## FlyCleaners

★ ★ ★ ★ ★ 12/16/2019

Do NOT use FlyCleaners. They keep no-showing without an explanation and are in possession of at least \$2100 worth of my clothes. Not sure I'll ever get them back, so I'm about to go to the police.

# INSTANT LAUNDRY & DRY CLEANING FOR SHARED SPACES – KILLS BACTERIA & VIRUSES



Pristēm is convenient but also fast, affordable, and eco-friendly.

Self-service 

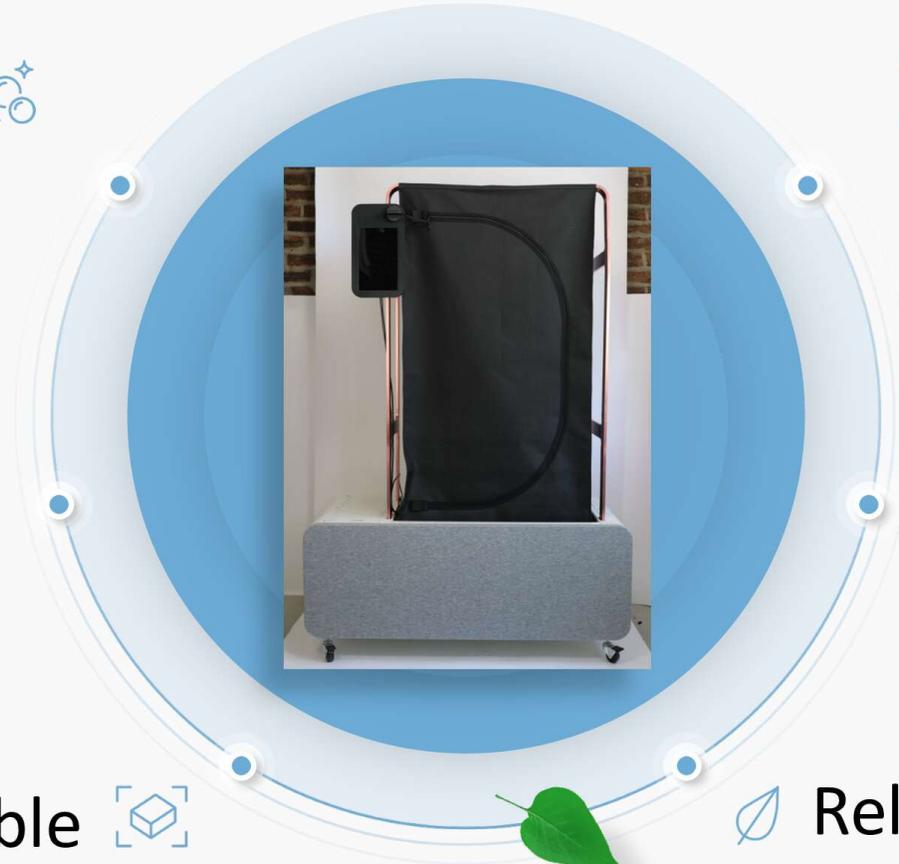
 10 minutes - 3 garments

Highly accessible 

 \$1 per garment

Infinitely scalable 

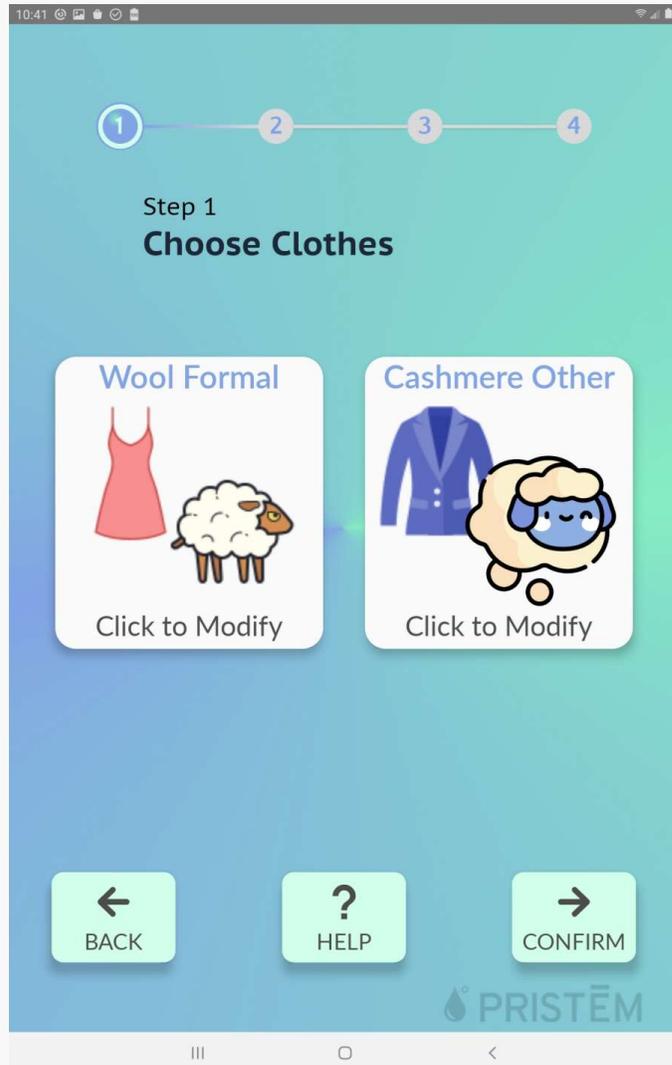
 Reliable



# MAKING OUTSOURCING LAUNDRY & DRY CLEANING PRACTICAL



Web app gives users access to a trusted network of clothing care options.



Find and reserve the nearest Pristēm device

Collect data on consumers wardrobes

Future: Connect users to all local clothing care options



# QUICKLY REFRESH CLOTHES BACK TO PRISTINE CONDITION AND REWEAR



People want a high quality clean as fast and cheap as possible.

## PRIMARY

The power dry cleaning user



Spends \$100+ / month



Goes to dry cleaner every week



Occupation requires dress code



Limited time



## SECONDARY

The conscious cleaner



Wants to save money



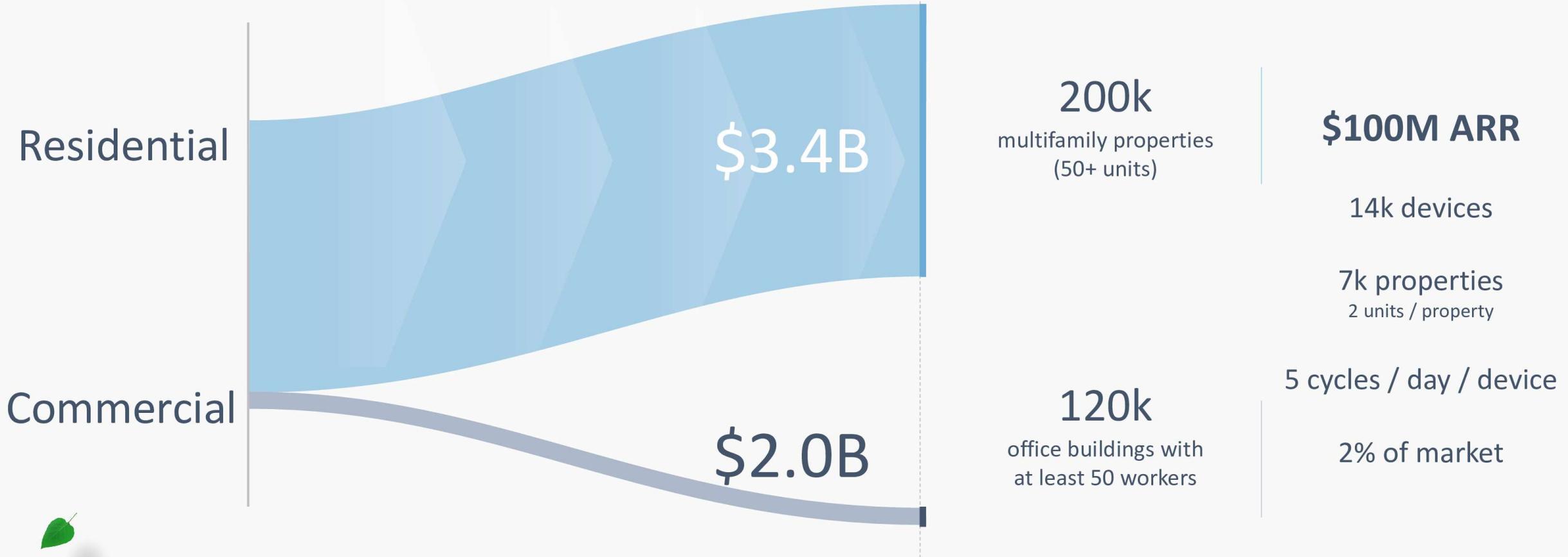
Believes the wash is too harsh



Frequently re-wears outfits between washes



# MASSIVE MARKET OPPORTUNITY – RESIDENTIAL & COMMERCIAL AMENITY



Future opportunities

 Hotels

 Short-term rentals

 Retail

# STRONG SIGNS OF INITIAL PMF - \$100M+ PIPELINE



<p><b>1</b> paid contract + 3 pilots</p>	<p><b>4.9/5</b> Customer Satisfaction Rating</p>	<p><b>84</b> NPS</p>	<p><b>400+</b> cycles run</p>	<p><b>150+</b> unique users</p>	<p><b>35%</b> Adoption Rate</p>	<p><b>68%</b> 30-day retention rate</p>
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Free device

+ \$500 setup fee

+ subscription

OR

\$5,000

+ no subscription



Subscription

\$299

Consumables, support, maintenance Per month

Revenue Share

50 : 50

\$5 per cycle - 3 clean garments

Payback Period

0-4 mos

First month free

# COMPETITION – DEMOCRATIZING A NEW CHOICE IN CLOTHING CARE



Pristēm is a distributed network of instant clothing care systems.

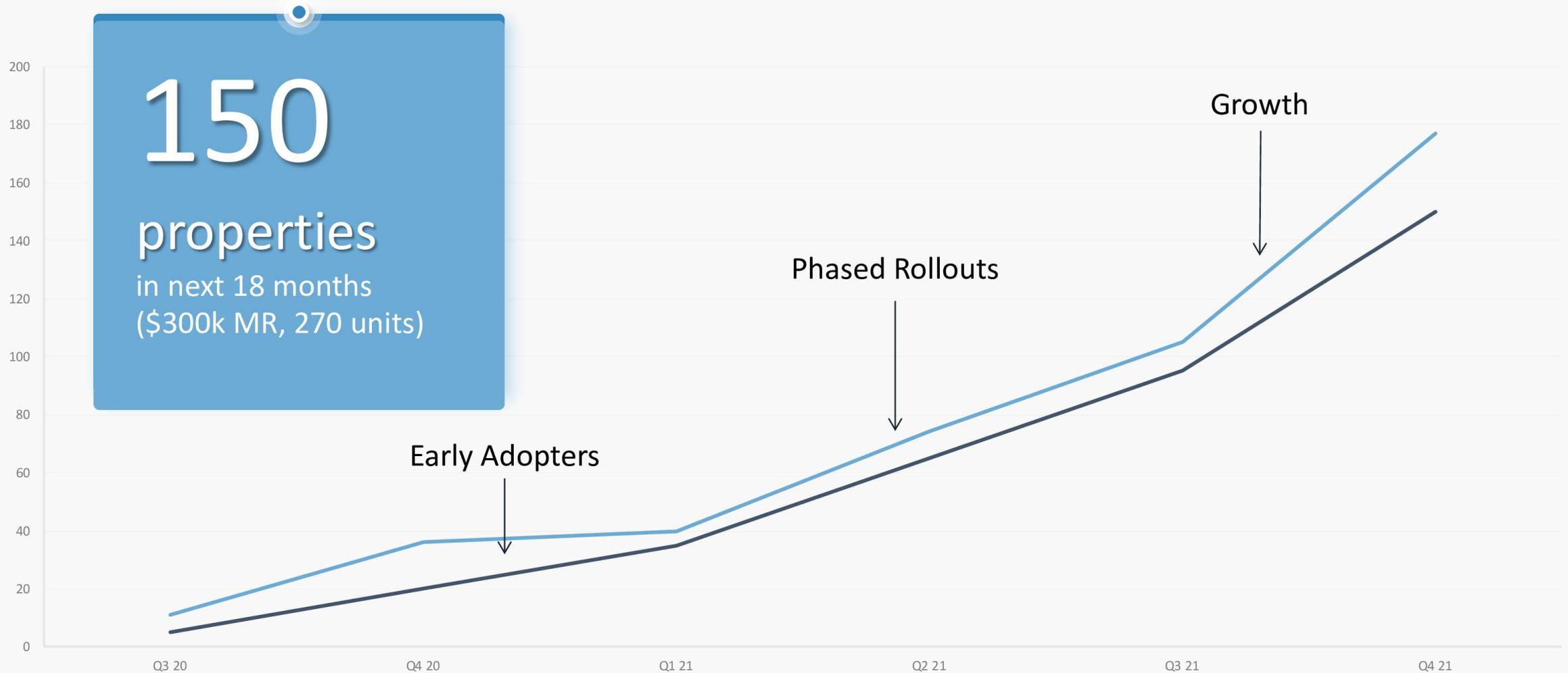
Benefits	<u>Pristēm</u>	<u>LG / Samsung</u>	<u>Dry Cleaners</u>	<u>On-demand</u>
Instant clean	✓	✓		
Low cost to adopt	✓		✓	✓
Available 24/7	✓	✓		
Shared Use	✓		✓	✓
Eco-friendly	✓	✓		

# NEXT 18 MONTHS – VALIDATE INITIAL SIGNS OF PMF AND SCALE



## SALES & MONTHLY REVENUE

- Total # of properties
- Monthly Revenue (1,000s)



# HARDWARE, SOFTWARE, AND SALES EXPERTS



**NAREN INUKOTI**  
Co-Founder & CEO



**RAHUL K SHETH**  
Co-Founder & COO



**VISHVA SOMAYA**  
Co-Founder & CTO



**TESSA GREENWOOD**  
Interim VP of Marketing



**JONATHAN SHIPPS**  
Chemical Formulation Engineer





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