

PRISTEEM

REIMAGINING
LAUNDRY & DRY
CLEANING SERVICES

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ON-DEMAND SERVICES PROVIDE CONVENIENCE



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

10x*

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



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

Self-service 

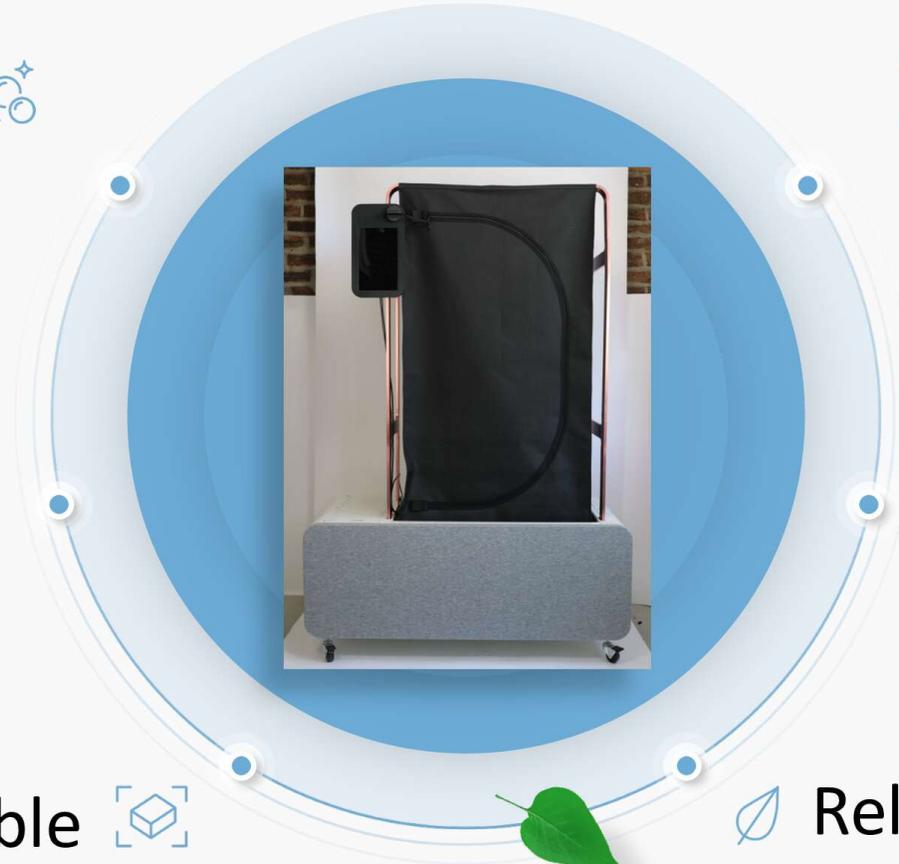
 10 minutes - 3 garments

Highly accessible 

 \$1 per garment

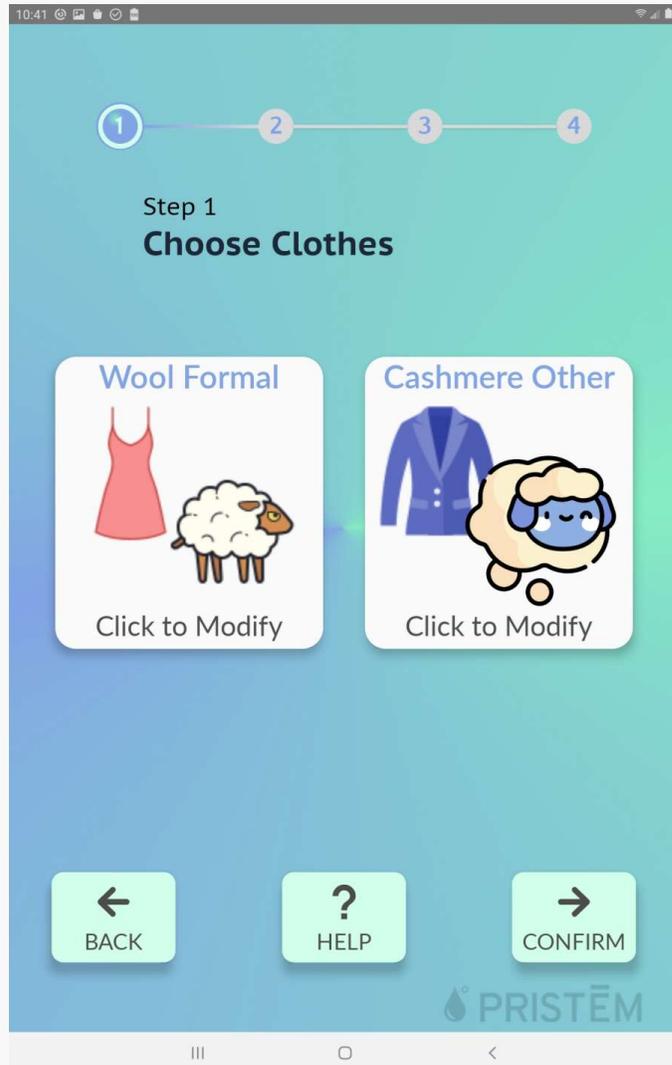
Infinitely scalable 

 Reliable





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



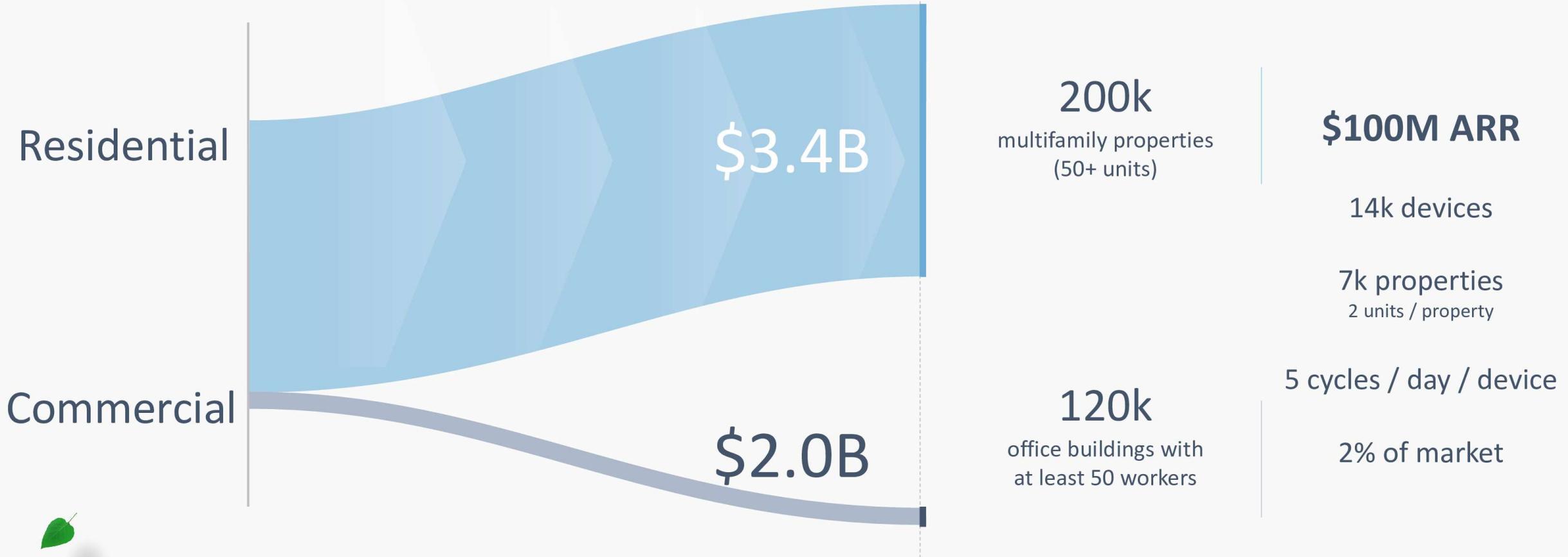
Believes the wash is too harsh



Frequently re-wears outfits between washes



MASSIVE MARKET OPPORTUNITY – RESIDENTIAL & COMMERCIAL AMENITY



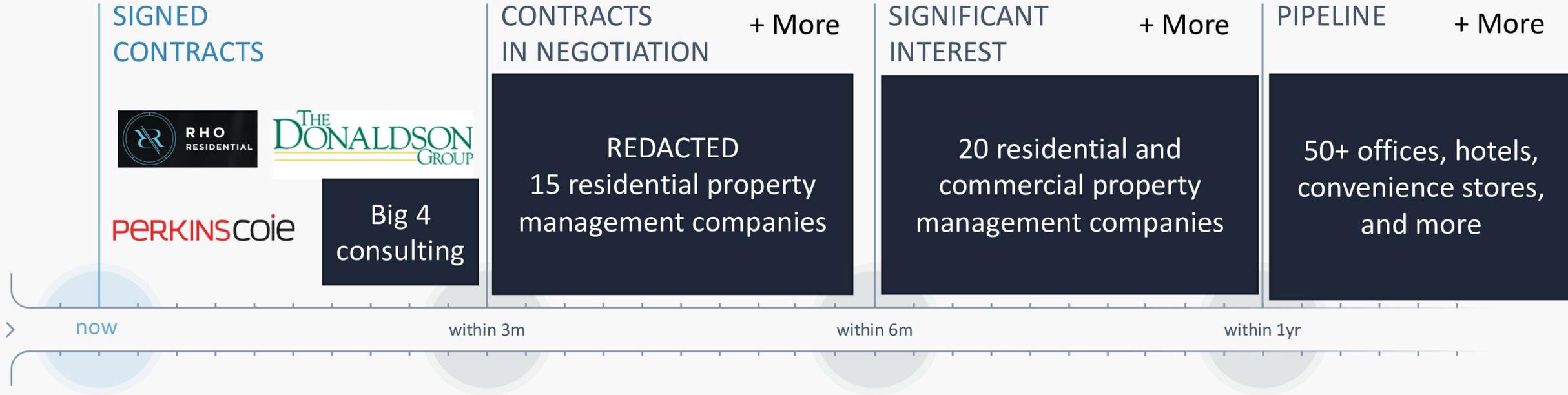
Future opportunities

 Hotels

 Short-term rentals

 Retail

STRONG SIGNS OF INITIAL PMF – REDACTED PIPELINE



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

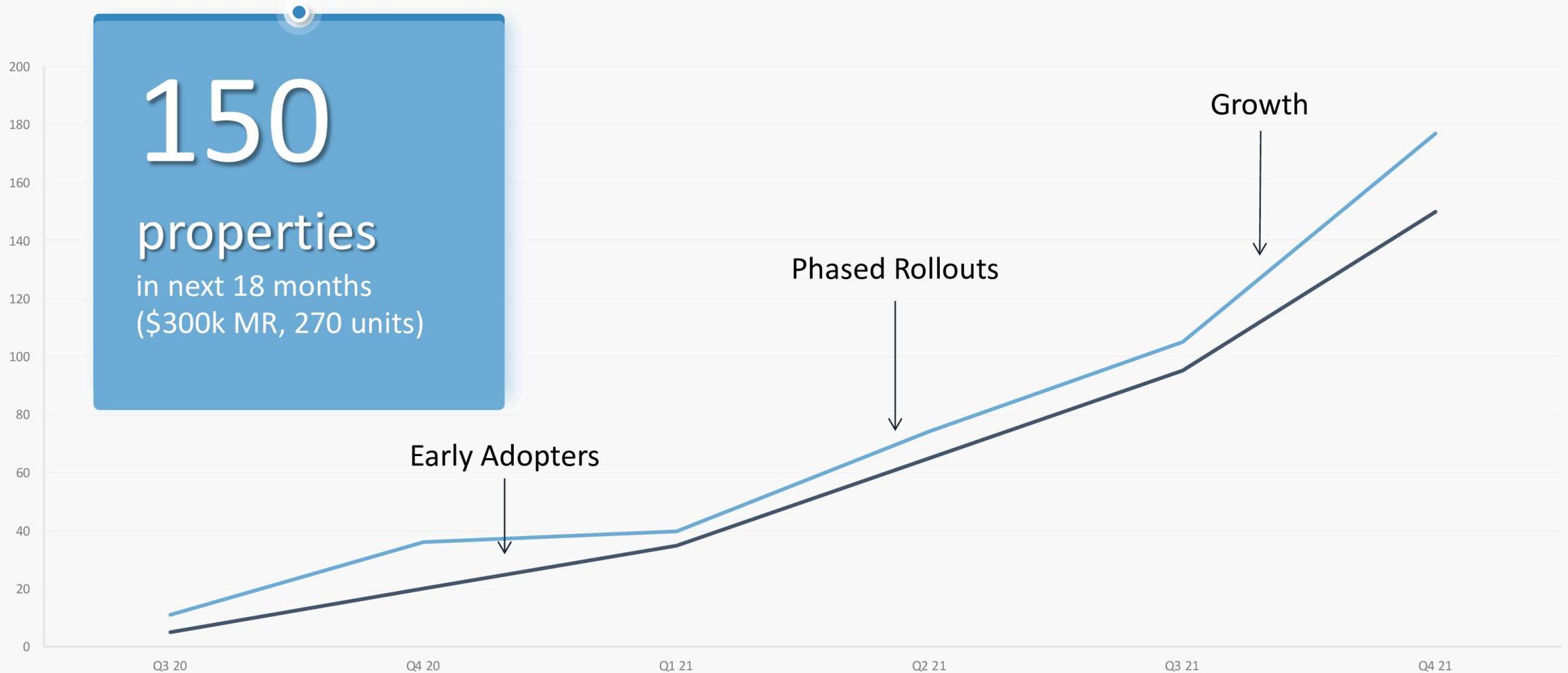
Benefits	<u>Pristēm</u>	<u>LG / Samsung</u>	<u>Dry Cleaners</u>	<u>On-demand</u>
Instant clean	✓	✓		
Low cost to adopt	✓		✓	✓
Available 24/7	✓	✓		
Shared Use	✓		✓	✓
Eco-friendly	✓	✓		

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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