

Tobyo

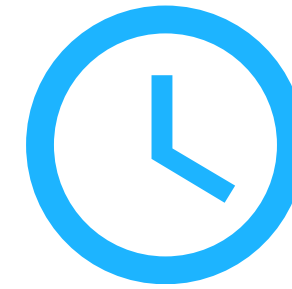
THE ULTIMATE E-LAUNDRY

PROBLEM



Inconvenient

Physical drop offs are challenging nowadays



Time Consuming & Long waiting time

Average of 18 hours per month spent on laundry and long wait times for commercial laundries



Inconsistent Quality

Unreliable service leads to damaged clothes and missed items which shows a lack of standardization across providers



Limited Operating Hours

Most of the laundries usually stop their operations couple of times per day which may be not available upon customers request

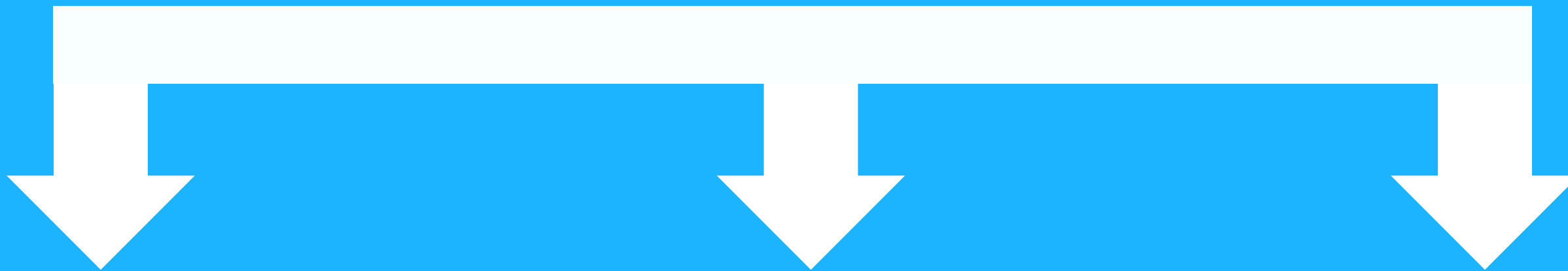
SUCCESSFUL SECTOR TRANSITIONS



SOLUTION



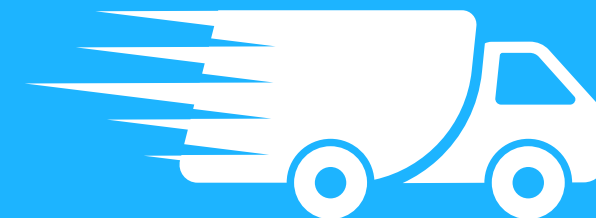
**An App where users can easily place
a laundry pick up in SECONDS**



On-Demand & Subscriptions

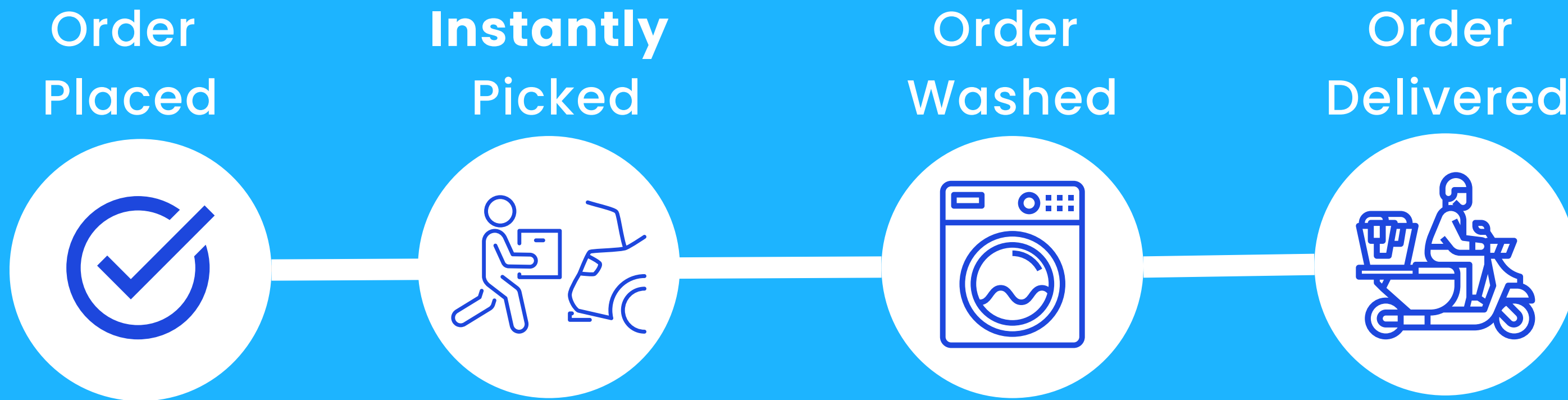


Quality

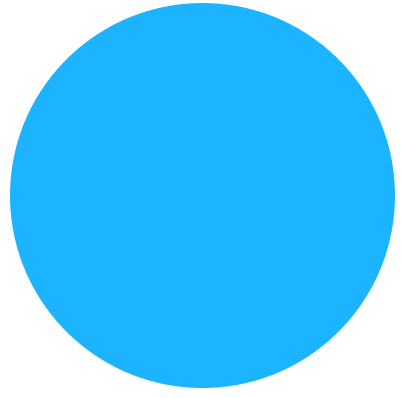


Conveniency

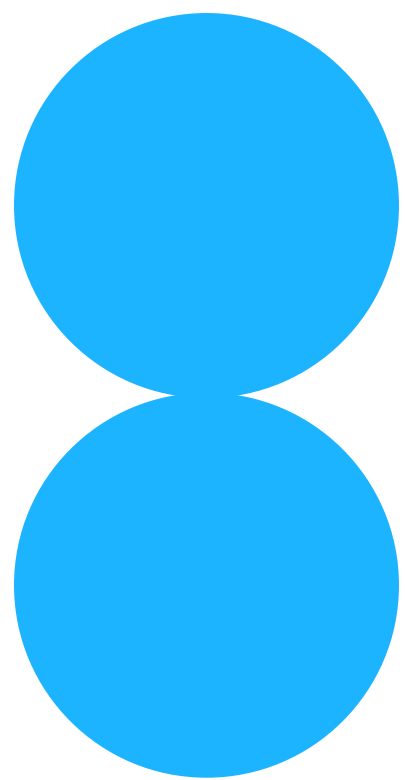
HOW IT WORKS?



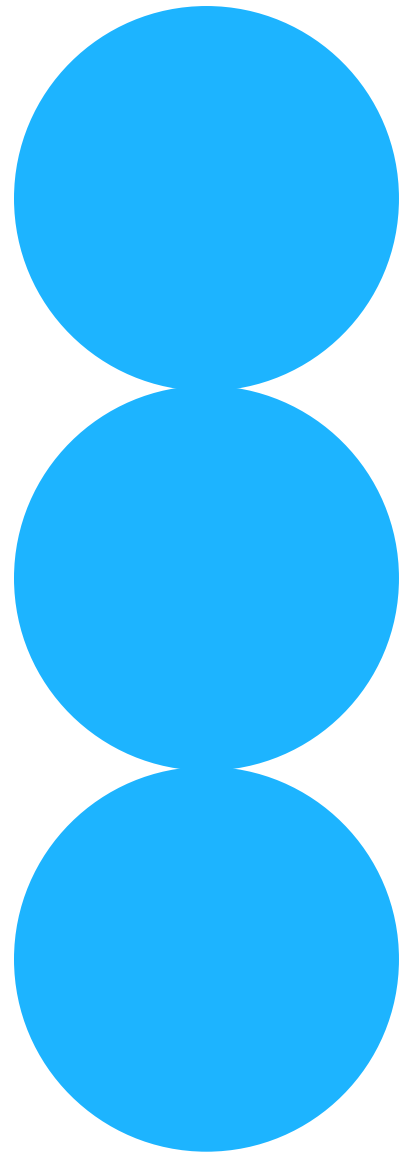
OPPORTUNITY
WHY NOW?



2,260,000,000 SAR

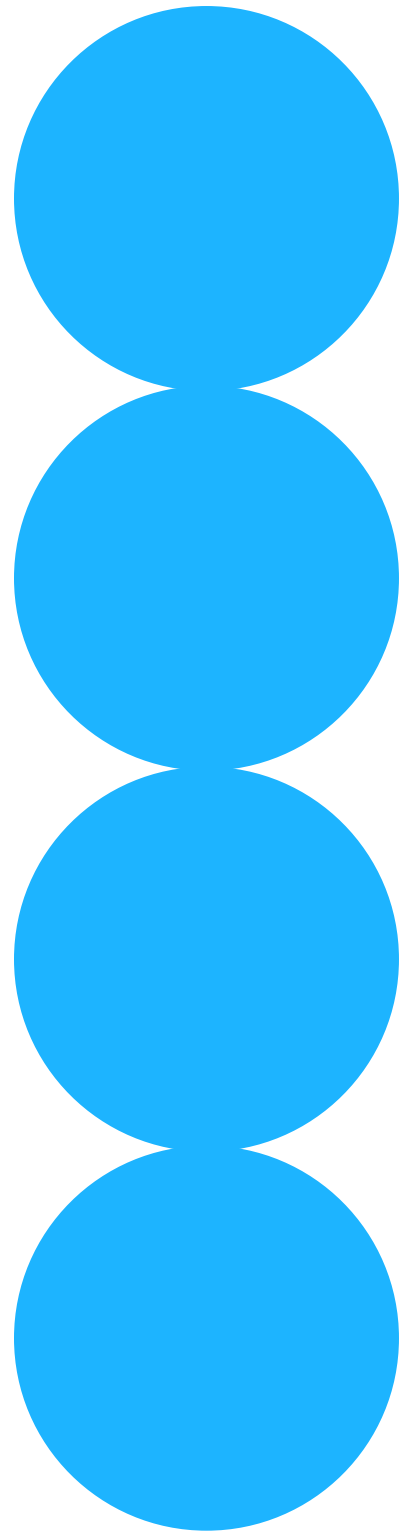


VERY RANDOM MARKET

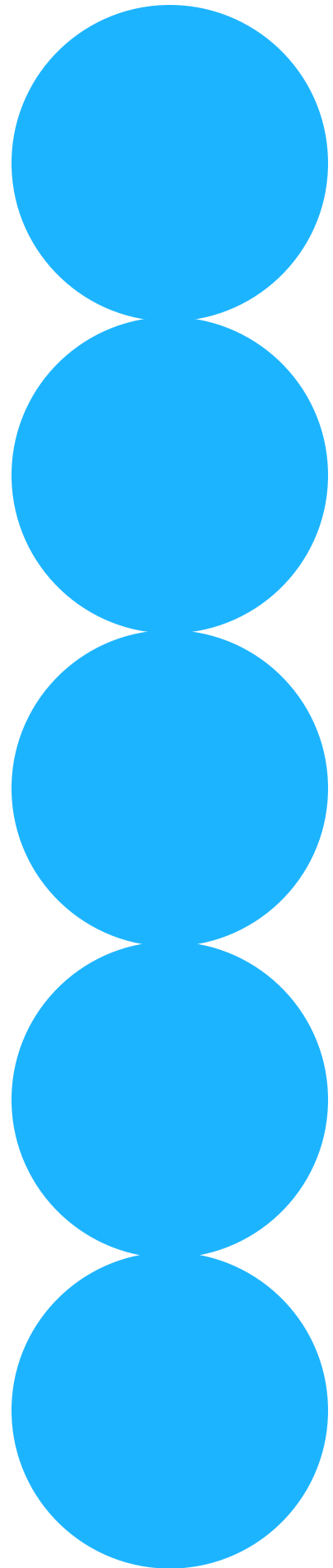


%99

**INTERNET PENETRATION
AT ITS PEAK**

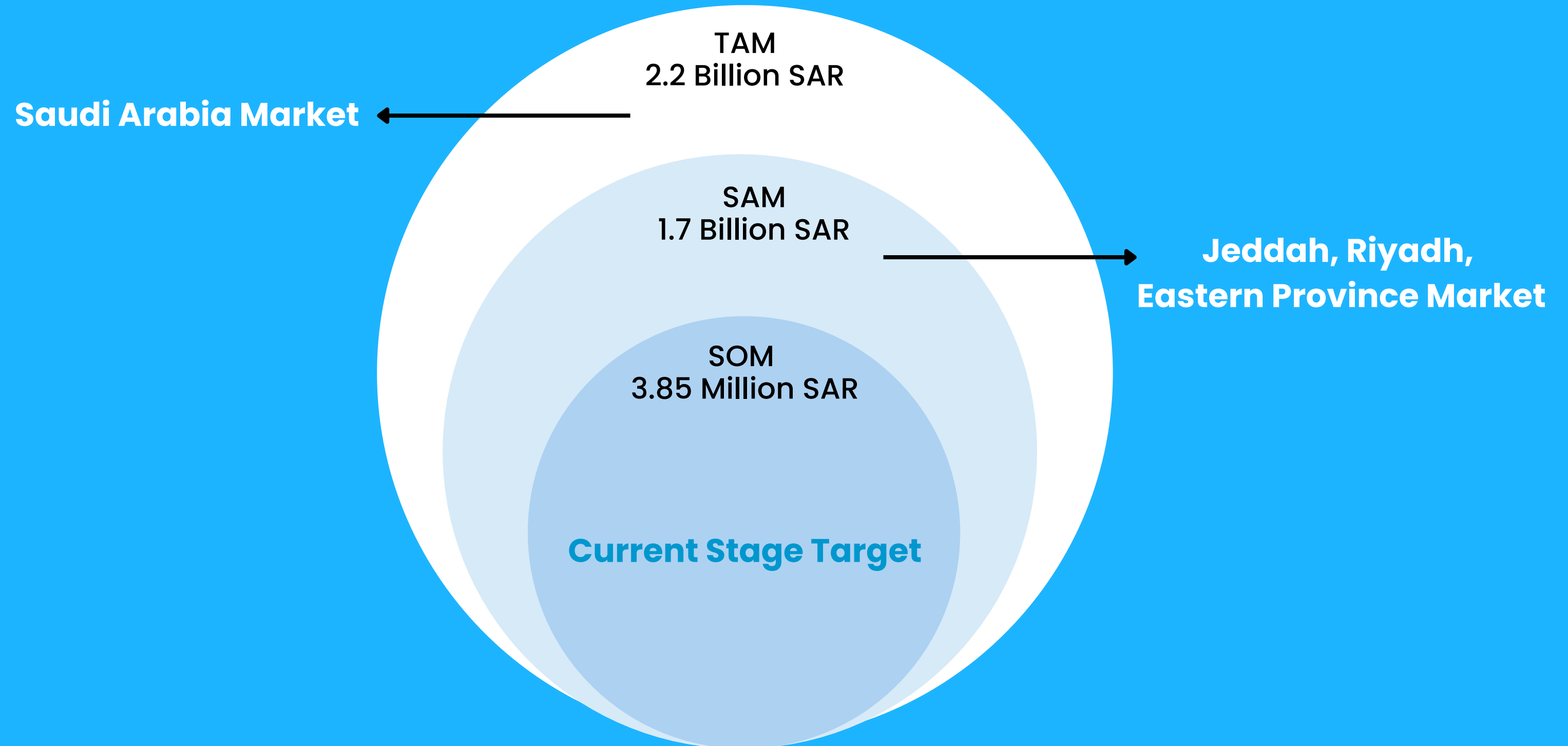


**NO DIGITAL
LEADER**



%36.8
REGION CAGR

MARKET



PRODUCT PROTOTYPE



BUSINESS MODEL



The diagram consists of three large circles arranged horizontally. The first two circles, 'ON-DEMAND ORDERS' and 'SUBSCRIPTIONS', are blue. The third circle, 'B2B', is gray. The text 'Currently not active (Considered in the second phase)' is located at the bottom of the gray circle.

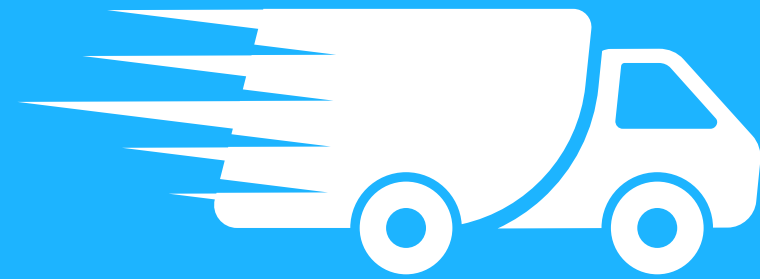
ON-DEMAND ORDERS

SUBSCRIPTIONS

B2B

Currently not active
(Considered in the
second phase)

COMPETITIVE ADVANTAGES



Speed



**Scheduled pickups
every 60 minutes**



Subscriptions



Eco-Friendly



High Quality

COMPETITION

			
INSTANT PICKUP			
60 MIN SCHEDULED ROTATION			
SUBSCRIPTIONS			
LEAST MINIMUM CHARGE AMOUNT			
FULL CUSTOMER JOURNEY CONTROL			
QUALITY			

TEAM



Waleed Najah

Holds a variety of skills specifically in financial management and consumer behavior, more than 22+ years in corporate accounting, holding an Accounting Bachelor



Ahmad Bahlas

Ex-Founder worked for more than 8 years in consumer services, 6+ years in e-commerce, business management, customer journey and an independent business consultant, holding an Environmental Sciences & Technologies Bachelor



Hussain Alhussaini

A consultant specialized in strategy development, risk assessment, and the application of PMO best practices, developing baselining and benchmarking profiles as well as comprehensive strategic plans, from vision creation to initiatives detailing, holding an Industrial Engineering Bachelor

strategy&



MILESTONES

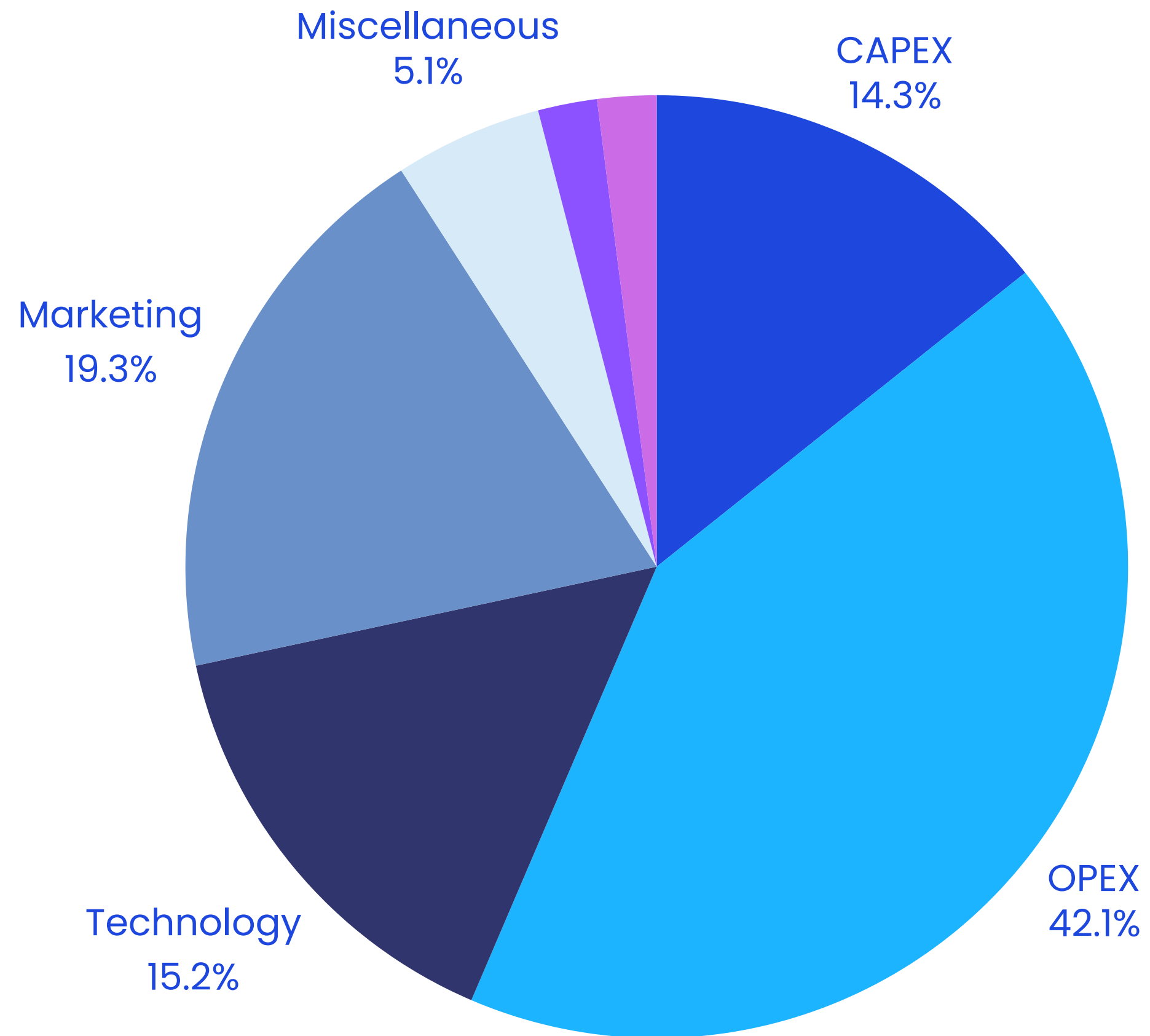


Misk Launchpad program Alumni

Shortlisted from 1,700 companies

ASK

**3.77 MILLION SAR
PRE-SEED ROUND**



**WE BET ON THE EXECUTION,
NOT JUST THE IDEA.**

THANK YOU.



LET'S TRANSFORM THIS TOGETHER