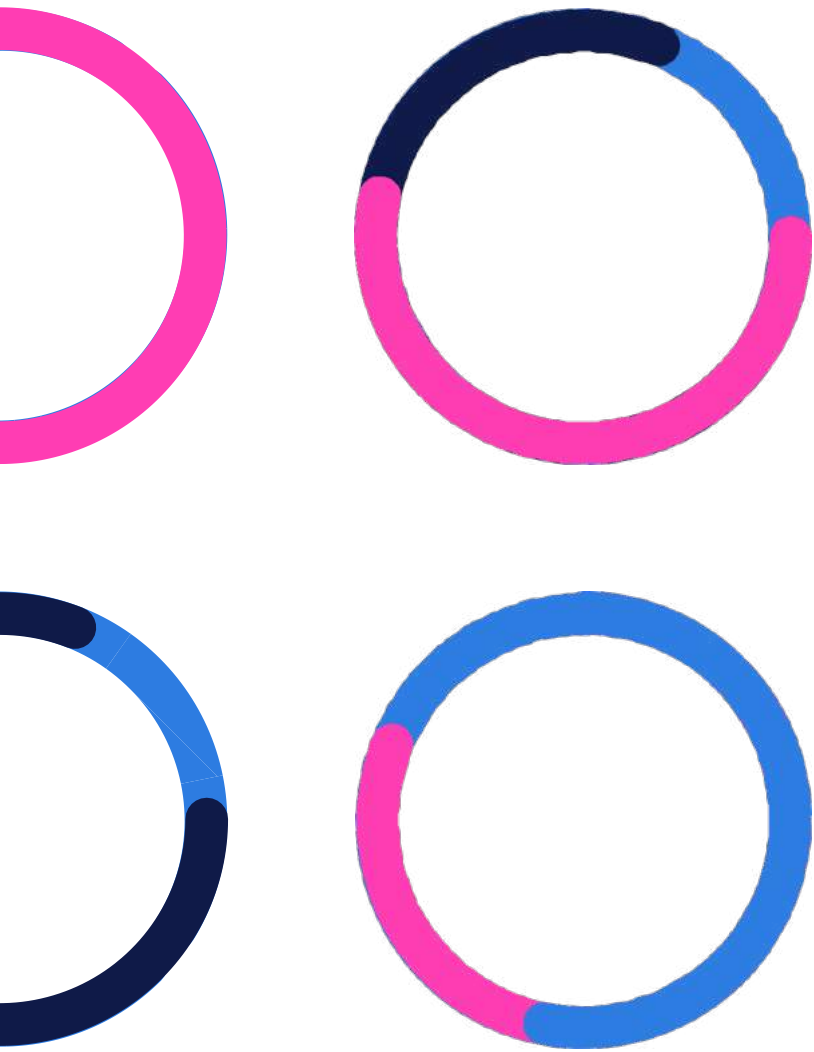


LaundroLab

A new spin on franchising





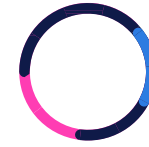
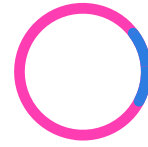
LaundroLab Vision

Creating Opportunities.
Enhancing Communities.

LaundroLab Mission

We're on a mission to establish the nation's best, most reliable laundromat brand through a 5-star customer and franchisee experience.

Our Values



Accountability

Accountability at LaundroLab means we take responsibility for our work and our actions



Community

Community at LaundroLab means we are creating a welcoming experience that extends beyond our doors.



Excellence

Excellence at LaundroLab means there is quality in everything we do.

Why LaundroLab?

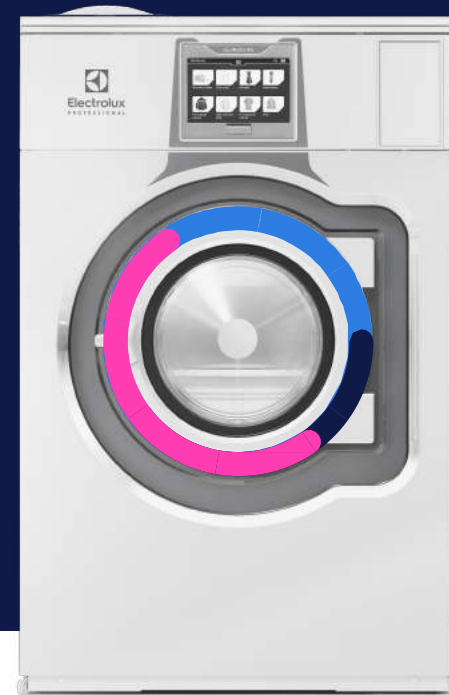
The industry is a growing \$5.3 billion in annual revenue with no dominant players in the game right now, so we plan on making a big splash.

LaundroLab is re-imagining the traditional laundromat with its customer-first approach providing a one-stop-shop for all laundry needs.

Our owners are going to elevate their communities and build a strong business along the way. Ready to learn more?



LaundroLab



What started as a college classroom project turned...

 **2016**
2Ulaundry is born.

Co-Founders Alex & Dan drop everything and start a business together in Charlotte, NC.



 **2018**
First Corporate Store

The team opens first brick-n-mortar retail laundromat, The Laundry Room, as a proof of concept. Little did they know..



 **2020**
LaundroLab is born!

The 2Ulaundry team comes together during a pandemic to incubate LaundroLab, the first of its kind franchise laundromat concept.



 **2017**
Secure \$2.5M & Meet Electrolux

2U Launches in Atlanta, GA after going through the world renown accelerator program called Techstars.



 **2019**
Breaking Records

The Laundry Room dominates it's first year in business, setting a completely new bar for the laundromat industry centered around a 5-star customer experience and revenue optimization.



 **2021**
Our first 12 owners

We were overwhelmed with interest after launching LaundroLab. We brought on partners all over the country and opened our 2nd corporate store!



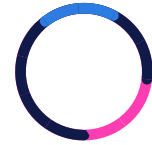
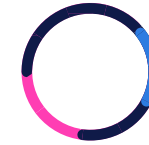
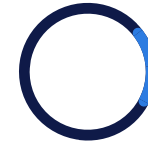
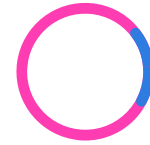
Why investors love LaundroLab.



Here's a laundry list of reasons:

- Passive Ownership
- Recession & Pandemic Resistant
- Growing \$40B Market
- No Dominant Player
- No Dominant Player
- 95% Success Rate
- 30-35% Avg. ROI
- Simple Labor

Why customers love LaundroLab.



Here's a laundry list of reasons:

- Fully Attended
- State-of-the-art equipment
- 24/7 Security
- Free Wifi
- Mobile Pay with Loyalty Program
- Clean
- Lounge Area
- Kid's Play Area
- Arcade Games
- Folding Space
- Plenty of Parking
- Laundry Carts
- Vending



Our Location & Layout

We provide a data-driven approach to site selection in class B/C retail trade areas that are pre-determined. In-line or stand-alone options available.

3k-5k Sq. Ft.

Store Size

400 Amps

Electricity

1.5"-2" Line

Water Supply

15-30+

Parking Spots





Designed with the customer in mind.
Bright, clean, and welcoming. Take a
look inside with our 360 tour.



Click to view

State-of-the-art Equipment

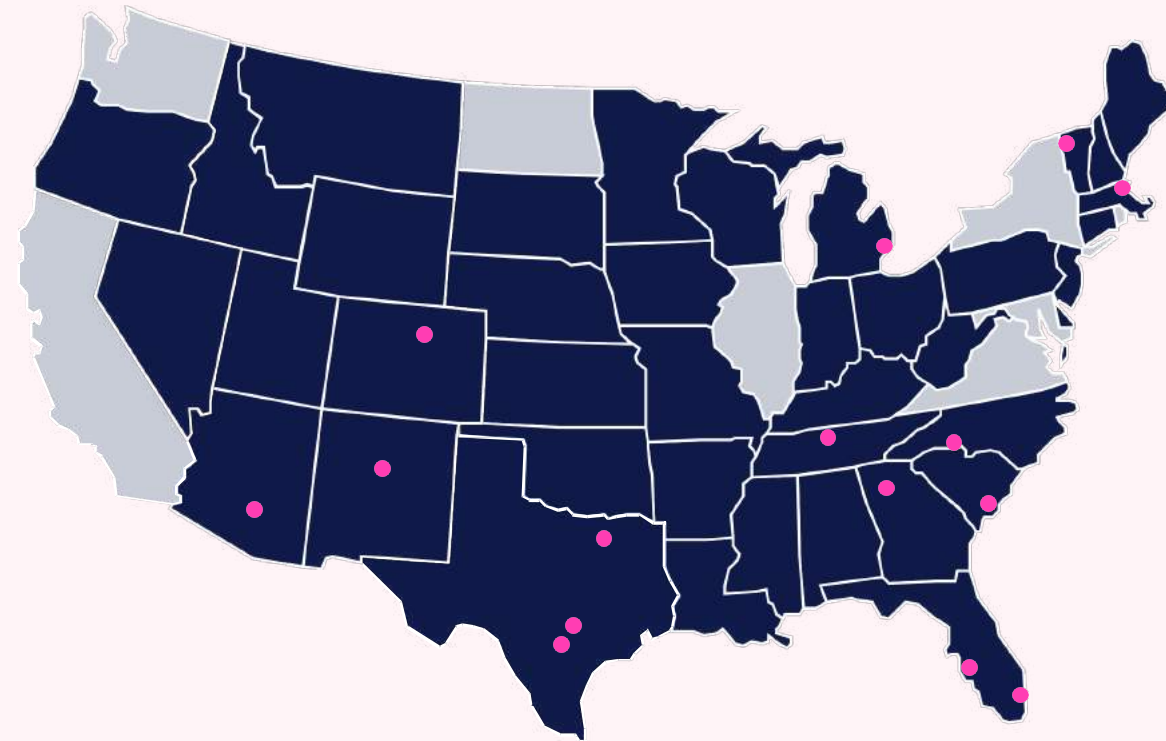
Discover Electrolux Professional, the most advanced commercial washers and dryers ever made — with owner profitability and customer satisfaction designed into every feature.

- 200g & 480g washer models
- Touchscreen controls
- Anti-virus wash cycles
- Sanitizing disinfect rinse
- Reverse drying cylinders
- HACCP-certified
- Automatic weighing system



Where we're cleaning up.

Growth Footprint



Phoenix, AZ	4 stores
Denver, CO	3 stores
Dallas, TX	3 stores
San Antonio, TX	5 stores
Atlanta, GA	3 stores
Charlotte, NC	5 stores
Boston, MA	1 store
Tampa, FL	3 stores
Miami, FL	5 stores
Charleston, SC	1 store
Burlington, VT	1 store
Detroit, MI	3 stores
Nashville, TN	4 stores
Albuquerque, NM	1 store

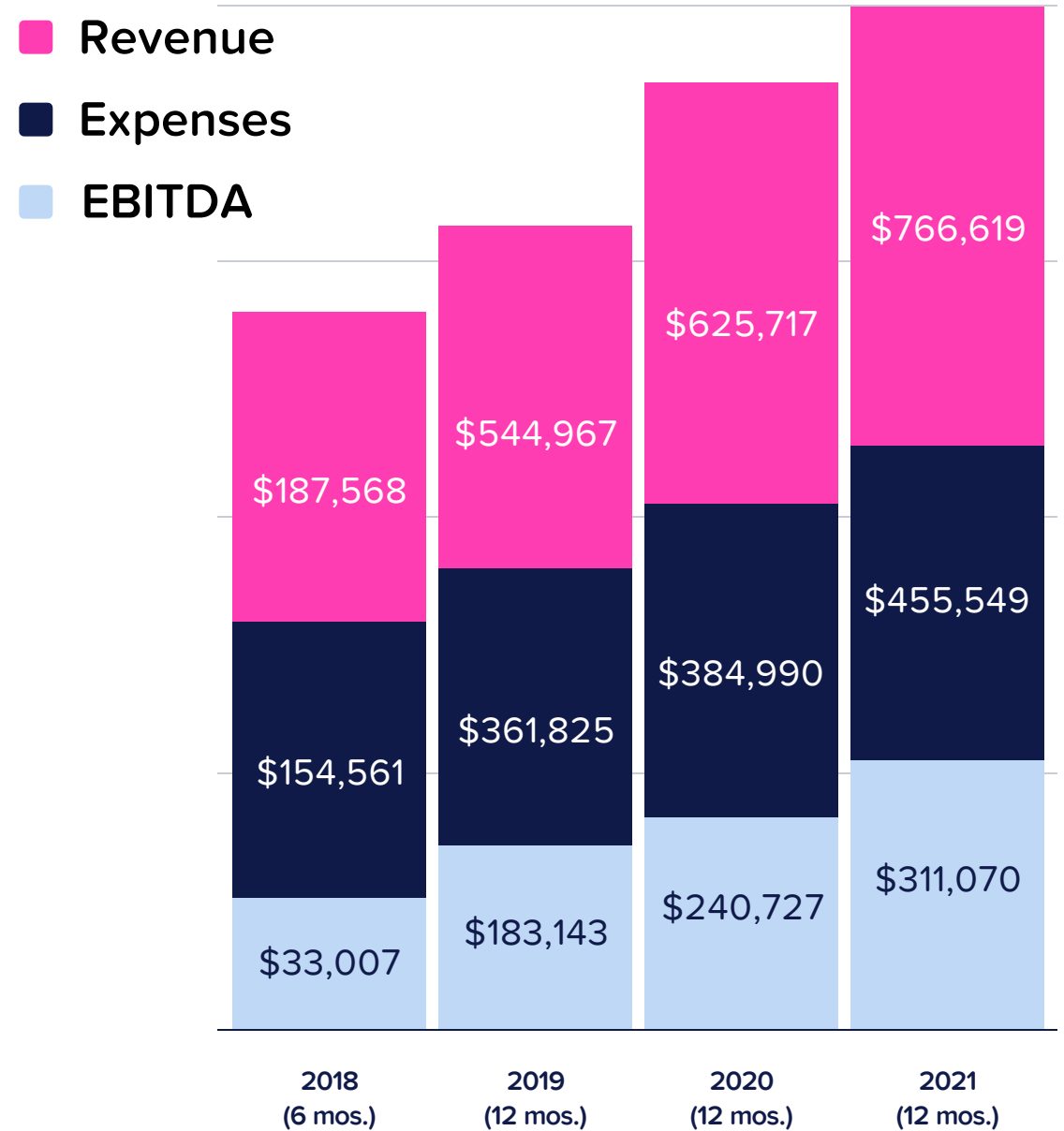
Store Performance

Avg. ~20%
YoY Growth

Avg. ~37%
EBITDA Margin

Avg. ~23%
TPD YoY Growth

*These numbers are reflected in the Item 19
section of our 2022 FDD*



Lending Options



Equipment Lending



- ~7% rate with 10 year term
- No pre-payment penalty after 2 years
- Rate reductions for multi-store owners
- *60-70% LTV of total project

SBA & 401k Rollover Lending



- SBA 7a, 504, Express, and 401k options
- Prime + 2% + 2.75% with 10-25 year terms
- No pre-payment penalties
- *70-90% LTV of total project

LaundroLab Support



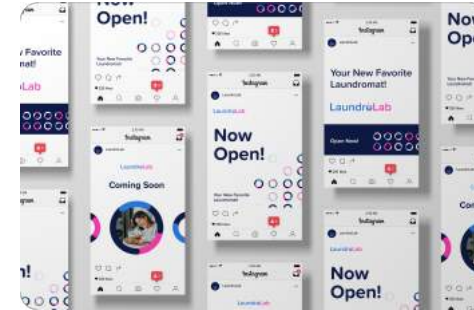
Store Development

- Site Selection
- Lease Negotiation
- Design & Architecture
- Equipment Layout & Mix
- Construction
- Store Readiness



Operations & Training

- LaundroLab 101 Training - at HQ
- LaundroLab 101 Training - at your store
- Employee Hiring & Onboarding Training
- Digital Operations Manual Access
- Strategic Business Coach



Marketing

- In-store experience
- Grand opening support
- Quarterly strategy sessions
- Digital, Traditional and SEO
- Website management
- Reporting & Analytics
- Brand Reputation
- Customer Loyalty Program



Technology

- Revenue and Store Performance
- Machine Diagnostics
- Customer Data & Analytics
- Accounting Automation

The support doesn't stop there.



Business Strategy Coach

On day 1, you'll have a dedicated Business Coach to work with throughout your ownership. They'll be your go to for all things support.

Marketing & Growth Consultant

Our marketing team will work with you hand-in-hand to develop and execute against a tailored marketing strategy from grand opening and beyond.

HR & Employee Experience Consultant

You'll have access to an HR Consultant team who can help navigate certain things when it comes to providing a 5-star work environment.

Knowledge & Resource Bank

You'll have access to guides, templates, videos, trainings, best practices, and more through our digital resource bank that's constantly evolving.

Laundropreneur Network

Our network of owners come together to share learnings, best practices, and advice through our owner-to-owner sharing platform.

Steps to become an owner



Becoming a Laundropreneur

Sign your Franchise Agreement and kick off on opening your first LaundroLab store!



Intro & Application

Introduction call to complete the pre-qualifying franchise application to see our potential fit.



Learn more in depth about the LaundroLab business model and answer initial questions.



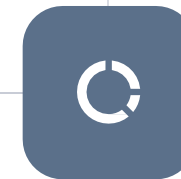
Laundry Day

Meet the whole LaundroLab team and experience our stores first-hand in Charlotte, NC.



FDD & Territory Review

Answer any outstanding questions regarding the FDD, including territory review.



Unit Economics

In-depth walkthrough of Item 7 and Item 19 to build out your financial model, showing your 5-year forecast and potential returns

National Account Program

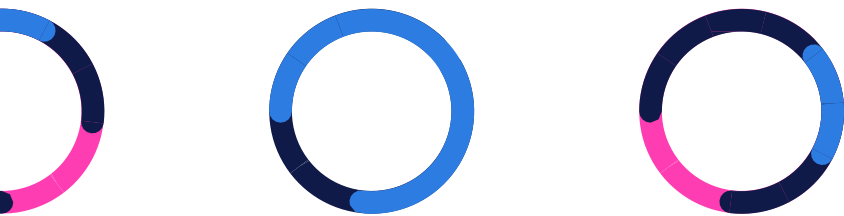
Our sister company, 2ULaundry, is changing the way laundry is done built on convenience with it's pickup and delivery service model. LaundroLab store owners get exclusive access to this partnership through a National Account Program bringing a completely new revenue stream to your store. Available in select markets. This partnership comes with:

- 🕒 New Revenue Stream
- 🕒 Ongoing Training
- 🕒 Proprietary Technology
- 🕒 Reporting & Analytics

LaundroLab X 2ULaundry



National Account Partnership FAQs



What is 2U responsible for and what am I responsible for?

2U will run the pick ups, deliveries, customer acquisition, and customer support. You will be responsible for cleaning and packaging the clothes in accordance with the service agreement.

What support and training is in place?

We'll kick off with a dedicated training of the 2U process for you and your team. You will also have a dedicated 2U account manager who will work with you daily including performance and quality metric tracking.

Is there technology to support this partnership?

Yes! You will receive access to 2U's proprietary technology to facilitate the process of mass volume cleaning.

How much can I potentially earn?

2U anticipates being able to bring 2-4 delivery vans worth of laundry orders per store each week. This can produce an additional \$250k-\$500k in gross revenue per store, dependent on market.

What is the expected volume?

2-4 delivery vans worth of volume could have about 40-50 laundry bags in total per day.



Co-Founder & CEO
Alex Smereczniak



Co-Founder & CEO
Dan Daquisto



Director of Franchise Operations
Beck Miller



Pre-Opening Project Manager
Dana Recomendendes



Marketing Manager
Sai Vasam



HR Consultant
Heather McCray



VP of Engineering
Greg Baker



Product Manager
Caroline Tolmie



Product Manager
Adam Ward



Sr. Manager - Operations & Training
Tripp Connolly



Business Coach
Turner Eckstrom



Business Coach
Dylan Buck



Office Manager
Amy West

World-class team
of experts.

Our outside support.



Board of Directors



Eric Eubank
Partner,
Pamlico Capital



Kim Jones
President,
Spanx



Jared Belsky
Founder, Acadia

Mentors & Advisors



Justin Delaney
Ex-CEO, Buff City
Soaps



Omar Soliman
CEO, College
Hunks Hauling
Junk



Lane Moore
Managing
Partner, PODS

Our ideal candidate.

LaundroLab is building a sophisticated network of store owners across the country. The best candidates have:

- Has general business experience
- Has minimum of \$500k liquidity and \$1M net worth
- Has good credit that provides financing opportunities
- Looking for a semi-absentee ownership opportunity
- Desires a rock-solid investment with potential to own real estate
- Desires a wealth building opportunity

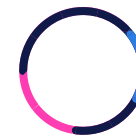
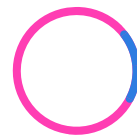


What does it cost?



FRANCHISE FEE	\$49,500
Lease Deposit (first month)	\$3,000 - \$10,000
Grand Opening Advertising	\$20,000 - \$20,000
Leasehold Improvements	\$360,000 - \$540,000
Real Estate & Construction Management	\$15,000 - \$15,000
Architecture/Engineering	\$20,000 - \$35,000
Signage	\$4,000 - \$10,000
Computer Equipment	\$500 - \$2,000
Point of Sale Equipment	\$500 - \$1,000
Laundry Equipment	\$650,000 - \$930,000
Inventory	\$2,000 - \$4,000
Licenses and Professional Services	\$500 - \$1,000
Prepaid Insurance Premium	\$900 - \$2,700
Training Expenses	\$1,000 - \$4,000
Working Capital (3 months)	\$20,000 - \$45,000
Camera & Security System	\$13,000 - \$30,000
Office Equipment	\$500 - \$1,000
Televisions	\$2,000 - \$5,000
Furniture	\$3,000 - \$5,500
Uniforms	\$100 - \$500
Legal Fees	\$2,000 - \$5,000
INVESTMENT RANGE	\$1,167,500 - \$1,721,500
ROYALTY	6%

Testimonials



Client Gulley
5-unit Owner
in Miami, FL

"Miami is thriving and ripe for something like LaundroLab."

"My decision to join LaundroLab was a matter of being in a business that is essential, one that can withstand a pandemic and be profitable.

The brand has a manageable business model, and my interaction with the corporate team has felt good as well. Franchise systems work and I'm excited to be on the ground floor of what feels like the first of its kind in this space."



Stephanie Fry
3-unit Owner in
Tampa, FL

"Tampa is dense and underserved in the laundromat category."

"My husband and I are both in sales and have 3 young boys who are always on the move. We've been looking for a business to build as a family and landed on laundry.

We can across LaundroLab and had an immediate connection to the brand and team. It's like a family and we wanted to help build it from the ground up. We're so excited to bring the first LaundroLab to Tampa in the Summer of 2022!"



Jason Churchill
3-unit Owner in
Dallas, TX

"We found LaundroLab, and it felt different."

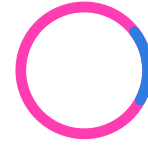
"Laundromats are essential businesses, and it felt like this brand wasn't investing in a fad. It was something that everybody needs.

This year we looked at a handful of different brands and concepts, and we felt like most of what we saw was like buying a job. We felt like LaundroLab was building something that was culturally different and we can't wait to bring LaundroLab to Dallas."

Day in the life

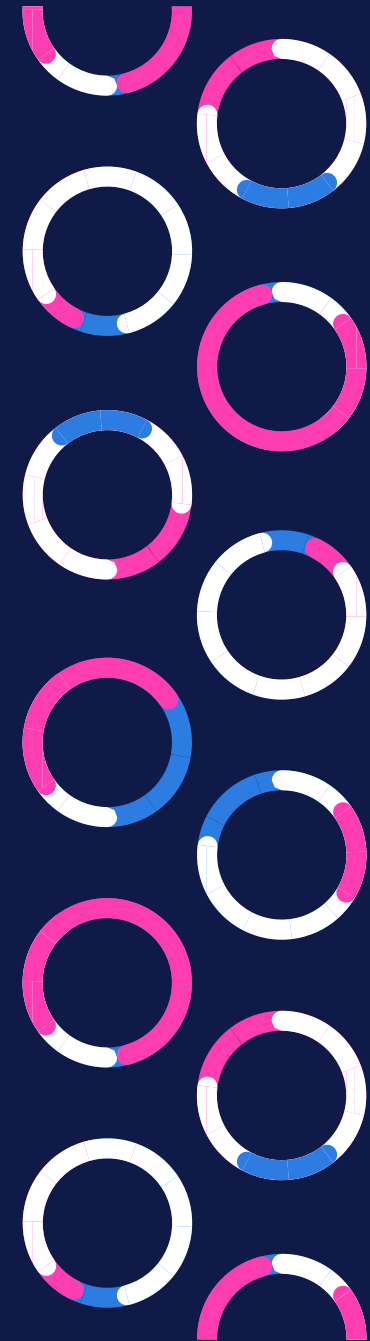
Here's what to expect as a LaundroLab store owner:

- Highly active and involved in getting your store open including weekly & bi-weekly check-in calls.
- Attend a week-long training in Charlotte, NC with on-site training during initial opening.
- Manage and grow the business through KPIs and goals, maintaining a financial model.



- Adhere to the Operations Manual and brand standards consistently.
- Hire, manage, and train staff, providing a 5-star workplace.
- Be stewards to the community setting a new bar in your area

With so many laundromat industry market forces, unit-specific benefits, and the ultimate team, tools, and technology backing your journey, an investment with LaundroLab will be the best decision you ever make!



Thank You!

Are you ready to be
a Laundropreneur?

