

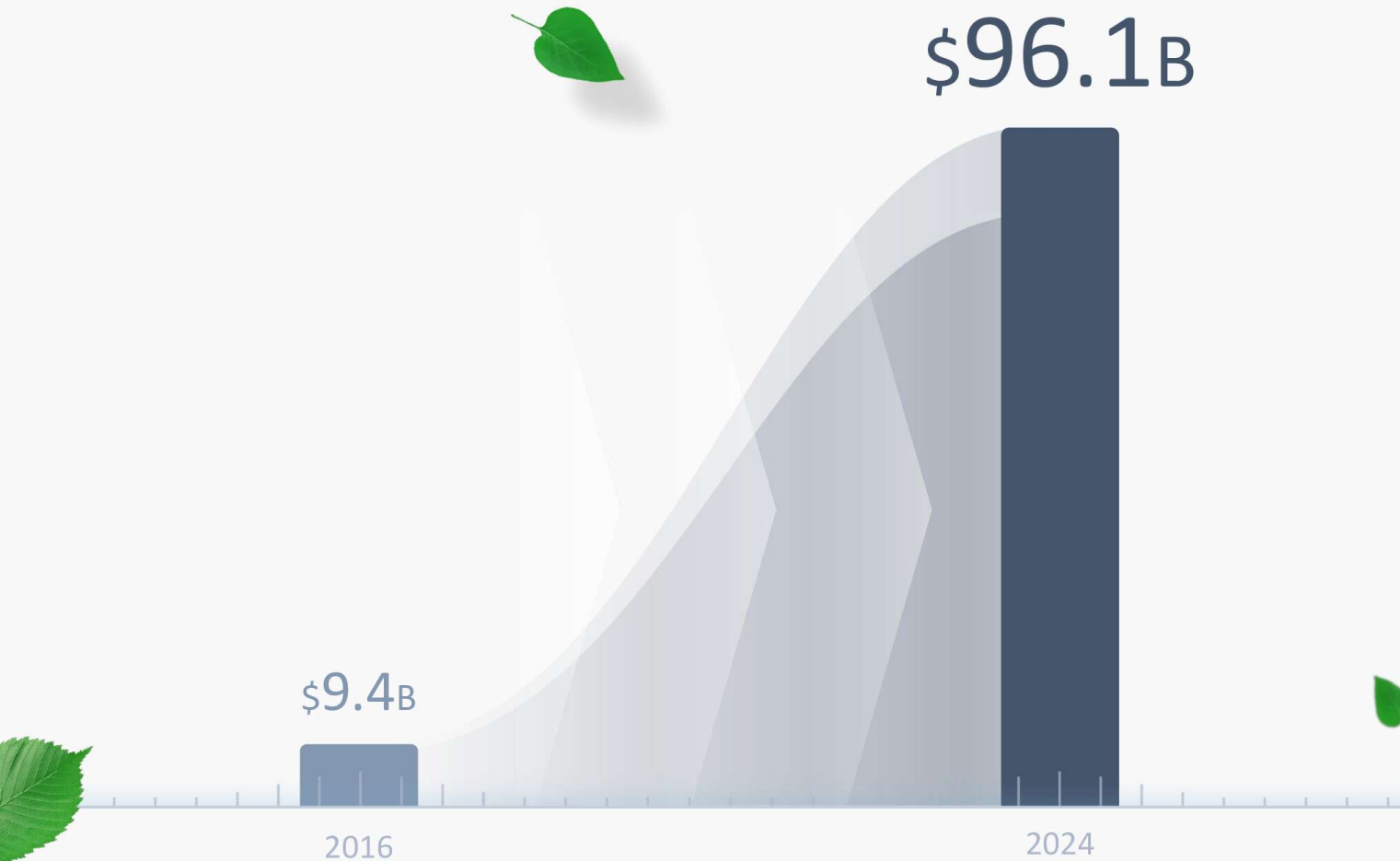


REIMAGINING LAUNDRY & DRY CLEANING SERVICES

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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



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

Self-service

10 minutes - 3 garments

Highly accessible

\$1 per garment

Infinitely scalable

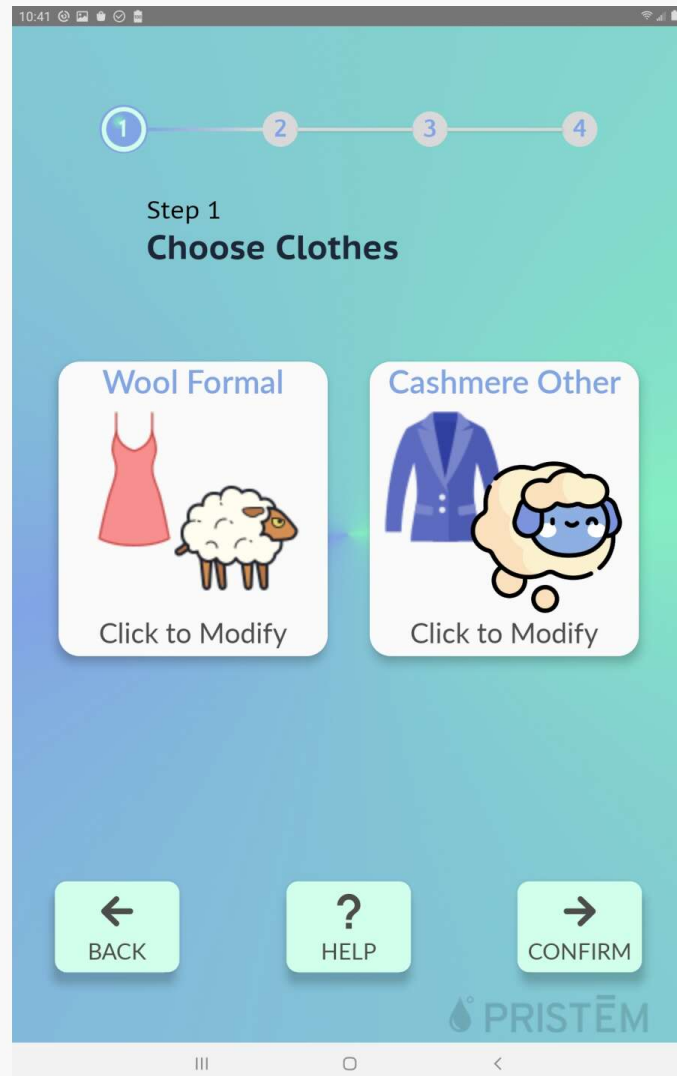
Reliable



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



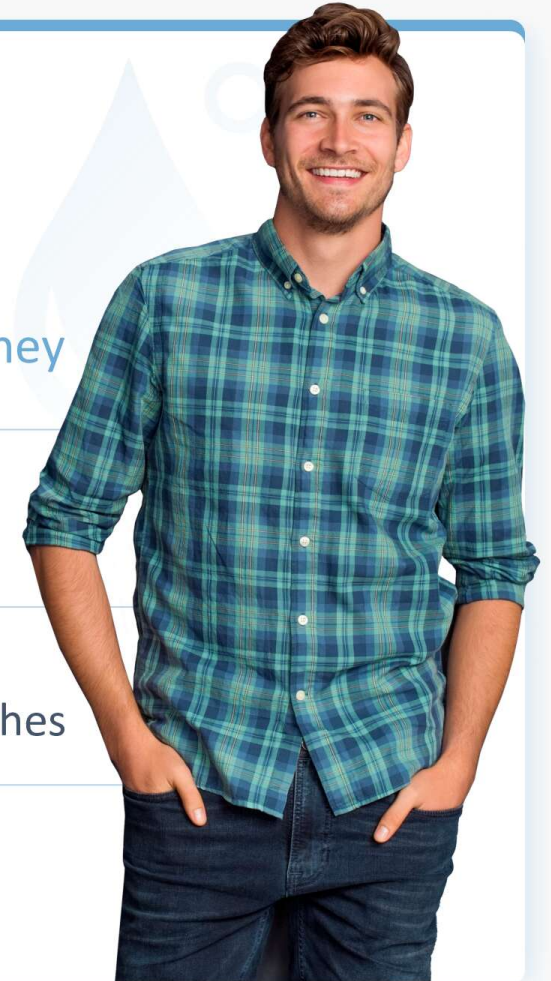
Wants to save money



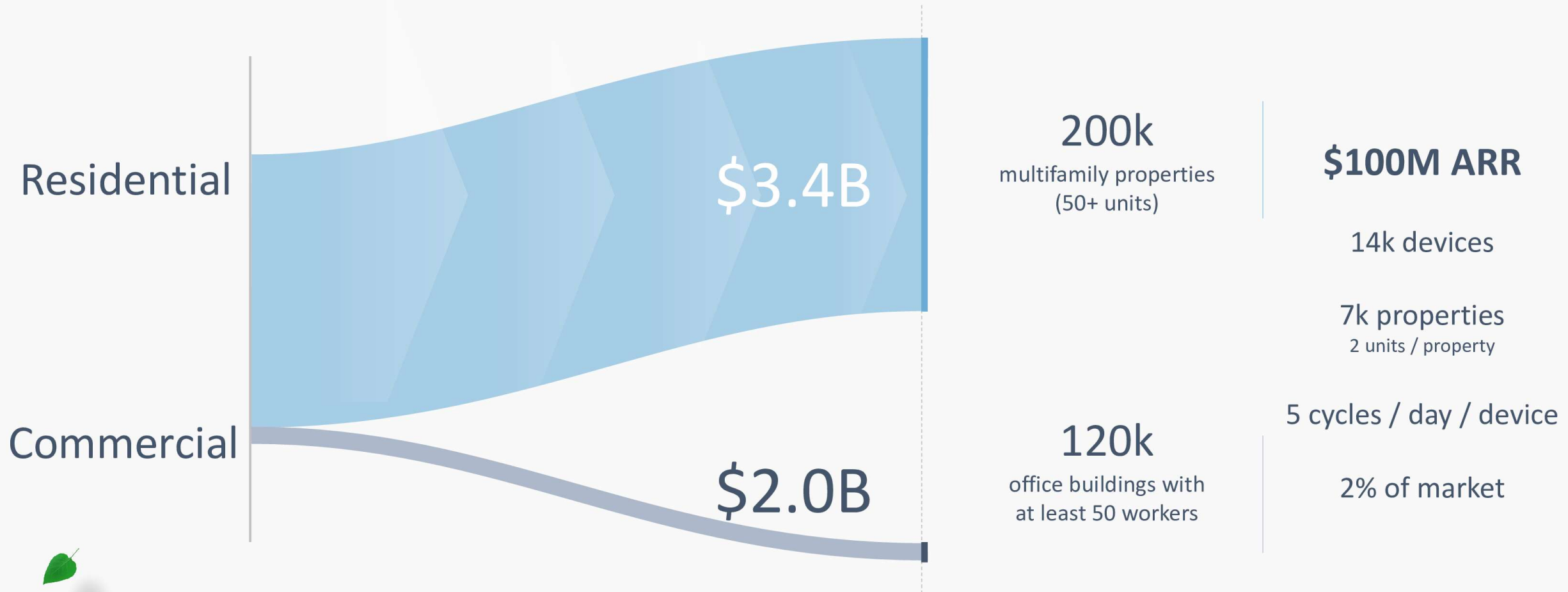
Believes the wash is too harsh



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



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



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



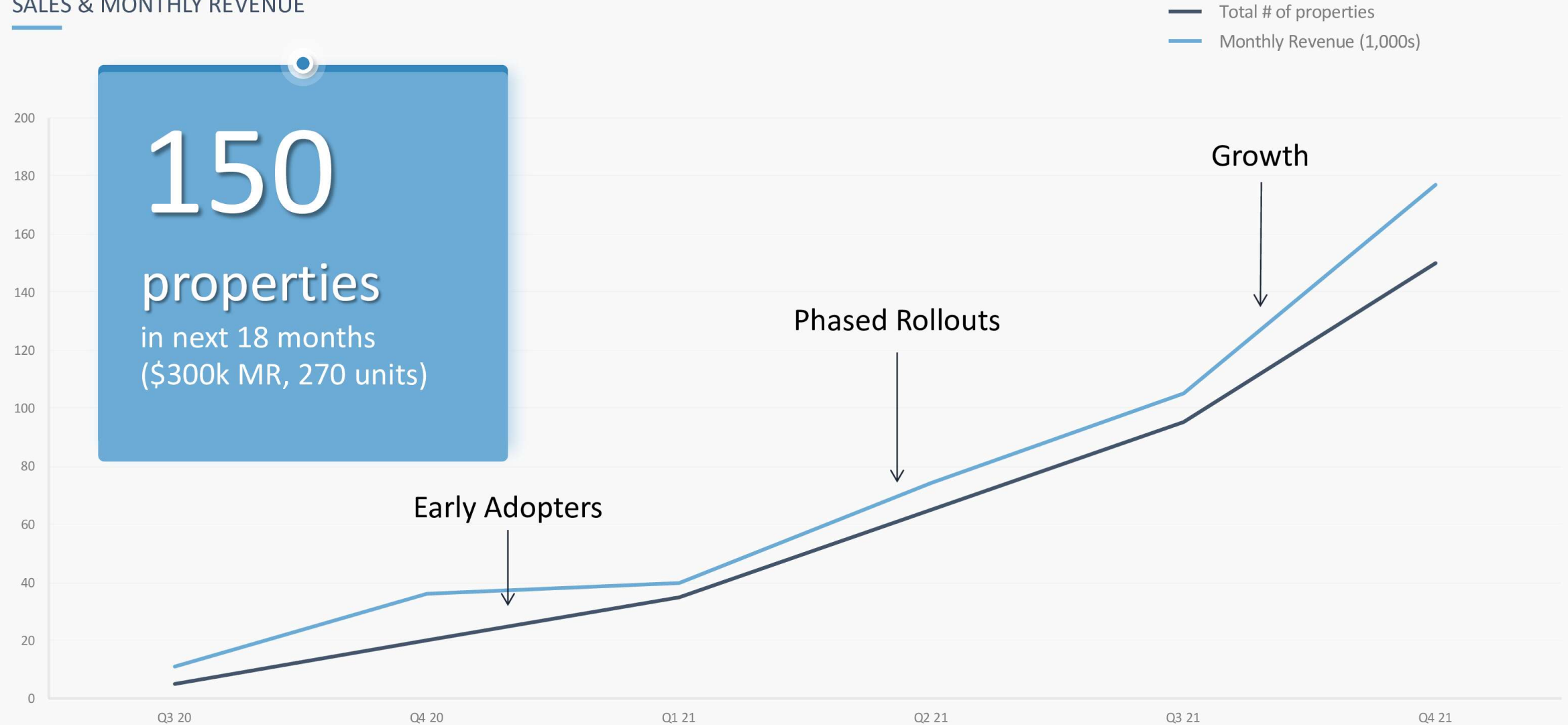
Pristēm is a distributed network of instant clothing care systems.

| Benefits | Pristēm | LG / Samsung | Dry Cleaners | On-demand |
|-------------------|---------|--------------|--------------|-----------|
| 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



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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