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CEO & Founder

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Chief Marketing Officer

Eco-friendly product design.





Laundry Facilities Are...

OVER-CROWDED

TIME-CONSUMING

EXPENSIVE

INCONVENIENT



Imagine if you had...

Personal washing machine

Small and compact

Quick cycles

Electricity-free

Imagine if you had...

Personal washing machine

Small and compact

Quick cycles

Electricity-free



Meet the Drumi



5 - 10 MINUTES

UP TO 7 ITEMS

MINIMAL EFFORT

5 - 10 L OF WATER

REDUCES TRIPS BY 75%

SMALL-SPACE FRIENDLY

Revenue Streams

DIRECT: ONLINE VIA YIREGO.COM

PRE-ORDER PURCHASES

DISTRIBUTION: WHOLESALE

INTERNATIONAL RETAIL CHANNELS

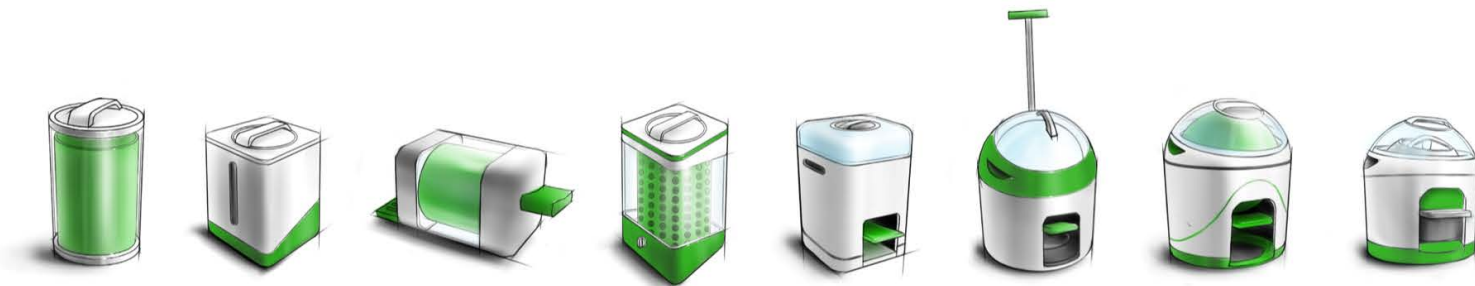


Growth Strategy

GROW MARKETING AND SALES TEAMS

EXPAND IN-HOUSE PRODUCT DEVELOPMENT

CONTINUE TO LAUNCH PRODUCTS



Operational Requirements



FINALIZING MANUFACTURING

QUALITY CONTROL AND PRODUCT VALIDATION
FOR FIRST BATCH OF PRE-ORDERS

SET UP GLOBAL LOGISTICS

DELIVER INTERNATIONAL PRE-ORDERS

Target Market

PEOPLE WITH LIMITED ACCESS TO LAUNDRY FACILITIES:

APARTMENT RESIDENTS

COLLEGE STUDENTS

CAMPERS & TRAVELLERS

OFF-GRID LIFESTYLES

MOBILE HOMES/RV'S



Laundry Industry

Laundry Industry

LAUNDRY DEVICES: \$22.1 BILLION

Any size electric washing machines



Competitive Analysis



\$44

WONDER WASH

- **ELECTRICITY-FREE**
- 20-40 RPM
- HOLDS 3 LBS OF ITEMS
- PLASTIC
- PORTABLE
- NO SPIN-DRY



\$109

ECO EGG

- ELECTRIC
- 200 - 300 RPM
- HOLDS 2.2 LBS OF ITEMS
- PLASTIC
- PORTABLE
- NO SPIN-DRY



\$119

PANDA MINI WASHER

- ELECTRIC
- 800 RPM
- HOLDS 5.5 LBS OF ITEMS
- PLASTIC
- PORTABLE
- NO SPIN-DRY



\$129

LAUNDRY POD

- **ELECTRICITY-FREE**
- 20-40 RPM
- HOLDS 4 LBS OF ITEMS
- PLASTIC
- PORTABLE
- NO SPIN-DRY



\$379

HAIER PORTABLE WASHER

- ELECTRIC
- 750 RPM
- HOLDS 1.5 cu ft
- PLASTIC
- SEMI-PORTABLE
- **SPIN-DRY**



\$299

THE DRUMMI

- **ELECTRICITY-FREE**
- 800 RPM
- HOLDS 5 LBS OF ITEMS
- STAINLESS STEEL
- PORTABLE
- **SPIN-DRY**

Traction

Market Response

30k+
Subscribers

250+
Media Outlets

30m+
Video Views

2,000+
Prepaid
Customers

1.1k+
Distribution
Inquiries



THE GLOBE AND MAIL



DIGITAL TRENDS

BUSINESS
INSIDER

THE
HUFFINGTON
POST

UNWRAPP

Market Validation

Initial Projections

2015: 800 UNITS

April - December 2015

Average unit price: **\$190 CAD**

Estimated delivery: July 2016 (12+ months)

Market Validation

STAGE 1: TOTAL PRE-ORDERS: 1,000 UNITS

April - October 2015

Average unit price: **\$190 CAD**

July 2016 Delivery

STAGE 2: TOTAL PRE-ORDERS: 1,300 UNITS

November 2015 - February 2016

Average unit price: **\$330 CAD**

STAGE 3: (PROJECTION) : 3,000 UNITS

March 1 - December 1, 2016

Average unit price: **\$330 CAD**



Timeline

PHASE ONE (SPRING 2016)

GENERATE DIRECT ONLINE SALES

DELIVER PRE-ORDERS

PRODUCT TESTING AND VALIDATION

PHASE TWO (SUMMER 2017)

BEGIN MASS PRODUCTION

NORTH AMERICAN DISTRIBUTION CHANNELS

PHASE THREE (SUMMER 2018)

ENTER RETAIL SPACE GLOBALLY

DEVELOP NEW PRODUCTS

Go To Market Strategy

SOCIAL MEDIA CHANNELS

UTILIZE EXISTING FOLLOWING

INTERNAL AND EXTERNAL PR

MEDIA OUTREACH

TRADE SHOWS

THROUGHOUT NORTH AMERICA

DISTRIBUTION RETAIL CHANNELS

IN-STORE MARKETING

Sustain & Simplify

yirego.com

