

# UBER CLEAN

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On-demand Laundry Service by Uber

*Wouldn't it be great to automate and outsource doing laundry to a reliable, convenient, and high-quality service in just a few taps?*



*This is where Uber Clean comes to wash away your never-ending laundry chores.*

## **Executive Summary:**

Powered by Tide Cleaners and delivered by Uber, the world's leading ride-sharing company. Uber Clean comes to eliminate the inconvenience of driving and transporting your clothes to the Tide drop boxes, allowing you to easily schedule contactless laundry pick ups and drop offs from the comfort of your own home or any other location where you may be.

An Uber Clean driver will always be available to carefully transport your garments back and forth whilst you have full visibility and access to a seamless and personalized customer experience through the Uber Clean app. Next time you need to do laundry, simply place your Tide branded laundry bag on your front porch or door and let Uber Clean handle the rest.



### Market Size:

From cooking to dog walking, Americans find it more convenient and furthermore more affordable to hire services from companies to do time-consuming activities for them. Doing laundry at home requires effort, cleaning products, skills, space, and electricity/water consumption.

In a current world where there is an app for anything, the demand for online laundry services has been on the rise. This is still an uncapped and unorganized market scenario.

According to the latest Online Laundry Service Market Size & Share Report from Grand View Research:

*“The global online laundry service market size was valued at USD 23.56 billion in 2022 and is expected to grow further at a compound annual growth rate (CAGR) of 32.3% from 2023 to 2030”.*

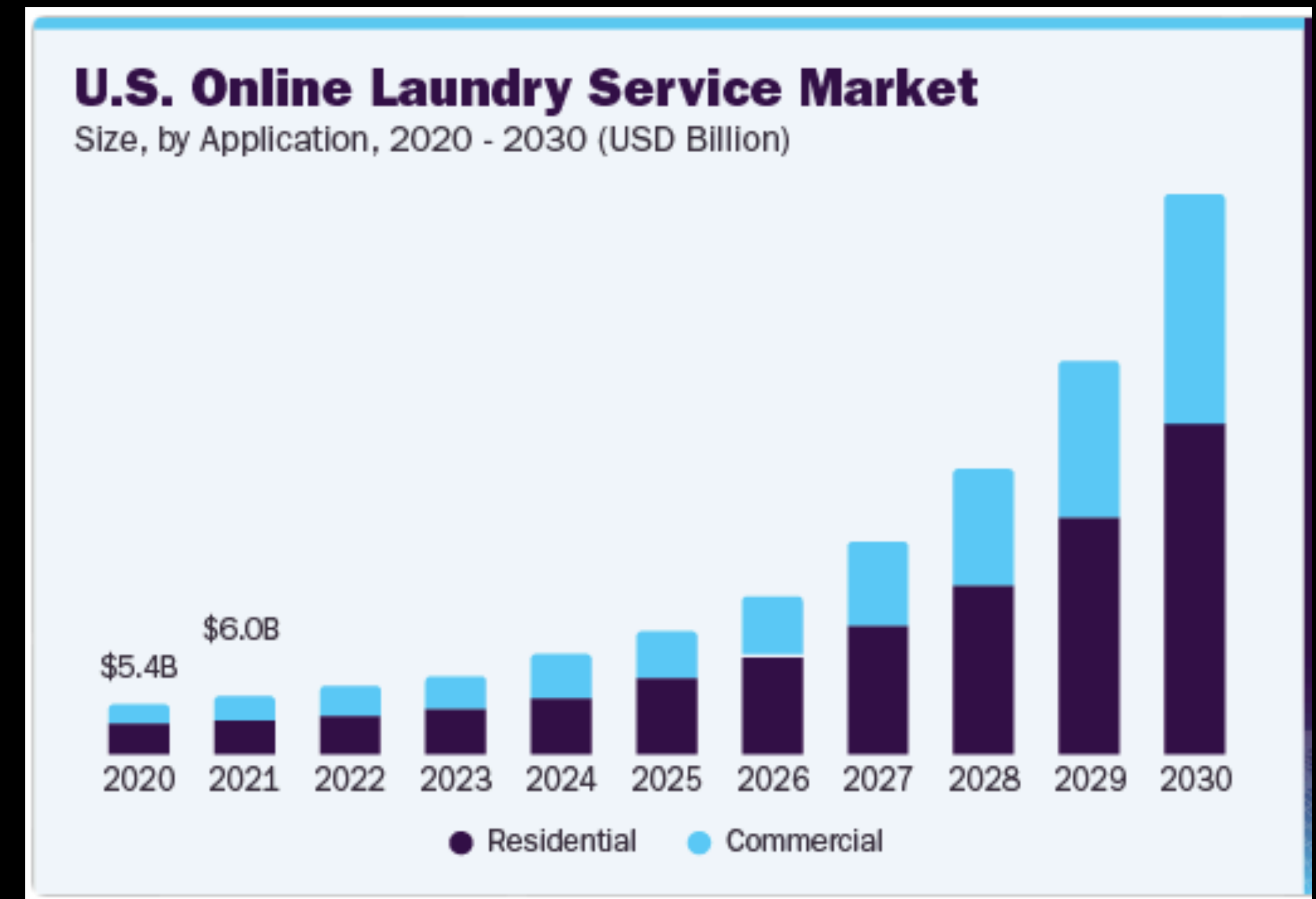


Image Source: (Online Service Market Size, Share and Trends Analysis Report by Service (Laundry Care, Dry Clean, Duvet Clean), by Application (Residential, Commercial), by Region, and Segment Forecasts, 2023 - 2030)

## Target Customer:

- Full-time working professionals, 18-39 years old
- Busy during the work week to do multiple house chores and laundry
- Want to buy some free time back for themselves

Their 3 major pain points are:

1. Lack of time to perform the never-ending house chores
2. The hassle of having to drive to a specific pick up/drop off location
3. The inconvenience of having to take their dry cleaning garments to a different laundry service location - ensuring that their clothes will be cleaned and handled with care



*Buy time back for yourself to do the things that matter to you, while leaving your clothes and most precious garments in the hands of Tide laundry experts.*



*Simply place the branded Tide bag of laundry outside your house on the date/time of a scheduled service - even if you aren't home.*



*Do you need to have your clean suit delivered to the airport? Consider it done!*

## **Product Concept:**

With over 125 locations nationwide, Tide Cleaners have become the one-stop-shop for all type of laundry needs. Instead of having users drive and carry their own laundry bags to the nearest Tide Cleaners facility or drop box, Uber Clean comes in as the reliable and on-demand solution to take over the logistics of getting laundry done in a contact-less, time-saving, and cost-effective way.

Product features include:

- Sending as many items as users prefer in an Uber Clean ride
- Choosing the type of Tide laundry products to be used
- Selecting specific instructions and personalizing washing preferences

All of this with the quality guarantee that only Uber and P&G can offer, as both companies are committed to a more sustainable and democratized way of doing business.



# PRODUCT BRIEF

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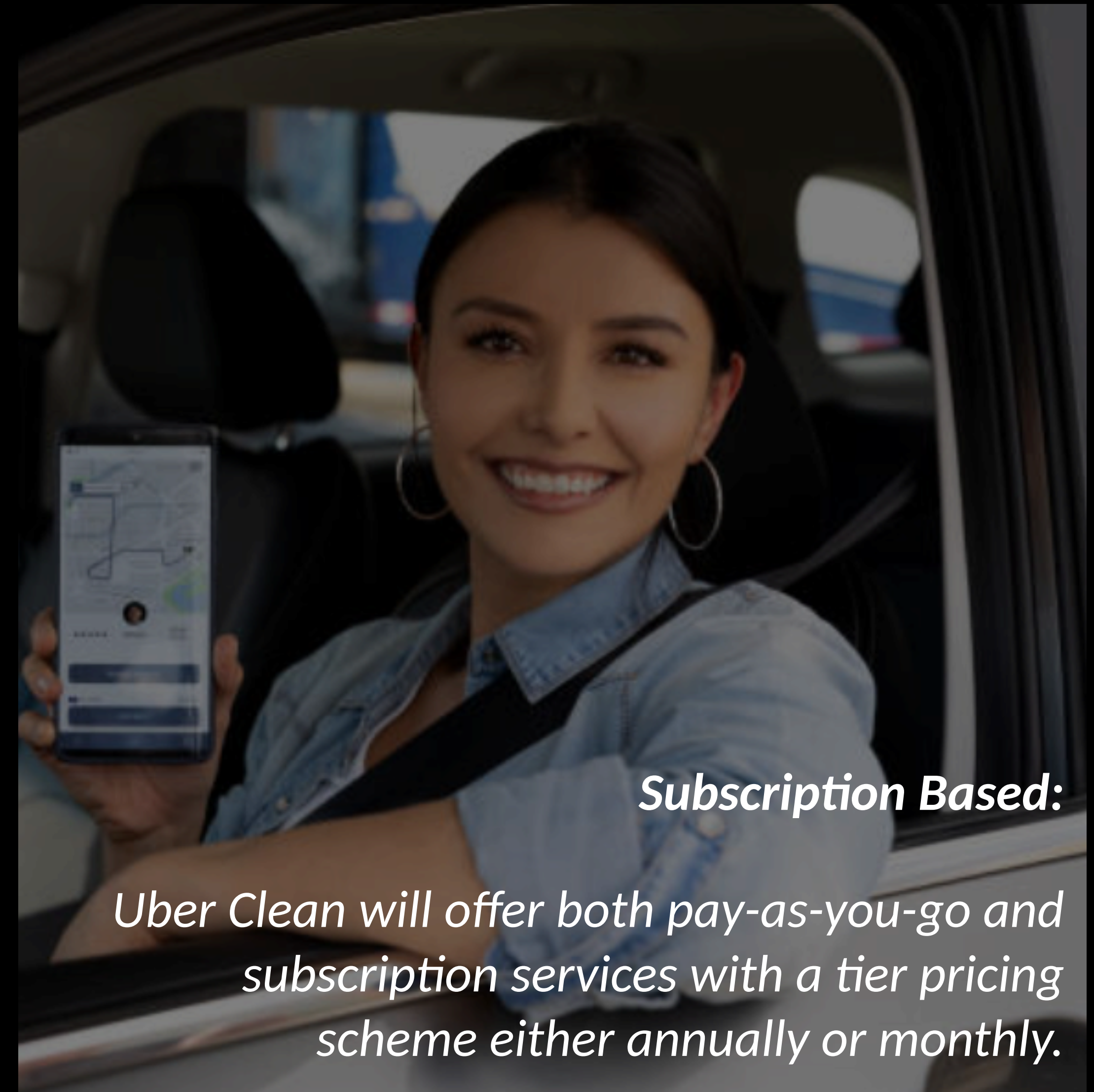
*Uber Drivers will be able to generate extra income during their own working hours or when demand from Uber Eats and Uber is slow. Everyone wins!*

## Business Model:

Uber Clean plans to make profit out of every service provided by this powerful tandem with Tide Cleaners. In every transaction, Uber will retain 40% from the revenue, and give each Uber Clean driver a commission of 67% from its share.

## Risks:

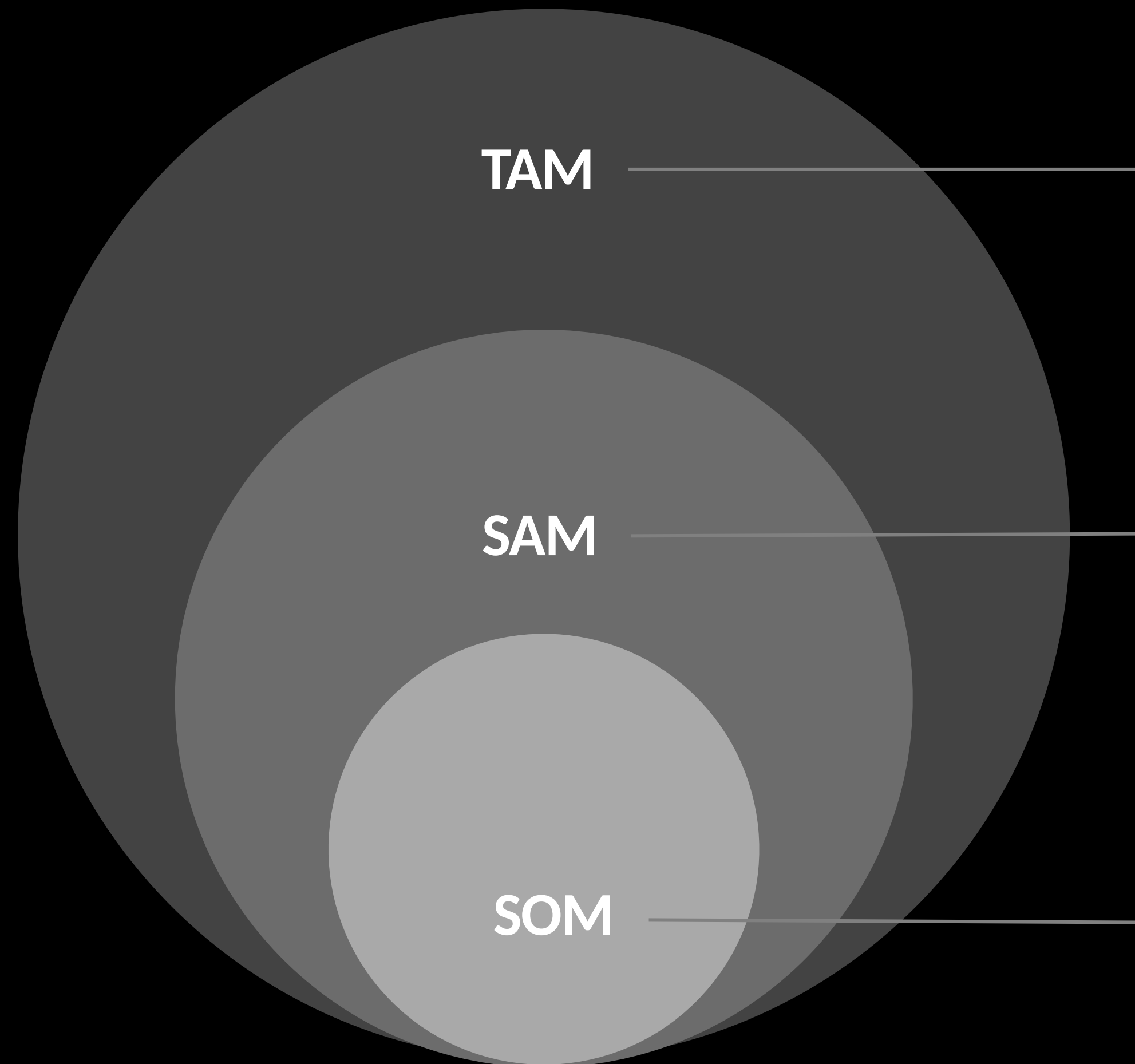
1. Competitors such as: Rinse, Quick, Laundrapp, DRYV, etc.  
*Mitigate* with a extensive benchmark analysis to improve the offer
2. User resistance to download/use an app for this service  
*Mitigate* with product telemetry with early adopters and also analyze customer insights during Ethnographic research
3. User preference for other brands of laundry detergent  
*Mitigate* with an Integrated Marketing campaign



## Subscription Based:

*Uber Clean will offer both pay-as-you-go and subscription services with a tier pricing scheme either annually or monthly.*





- **Global Market Value:** \$93 billion (USD) in 2020, expected 30% growth by 2025<sup>1</sup>
- **Global annual sales:** \$2.5 billion (USD) by 2026<sup>2</sup>
- **Total Scope:** 130+ million monthly active users in 70 countries (10,000 cities worldwide) in 2023<sup>3</sup>
- **US Market Value:** \$23.56 billion (USD) in 2022<sup>4</sup>
- **US annual revenue:** \$19.4 billion (USD) including US & Canada<sup>5</sup>
- **Limited to 1 country:** US with approximately 80 million active users in all 50 states<sup>6</sup>
- **Target Market Revenue:** \$30.4 million (based on competitor's data)<sup>7</sup>
- **Target Market Size:** Limited to the top US 20 cities where Tide has stores, approximate population of 45 million people<sup>8</sup>
- **Limited to:** 125 Tide Cleaners stores in the US

## JOB TO BE DONE

## HIGH VALUE OPPORTUNITIES

1. *When I am doing laundry, I want to be able to wash every garment correctly, so I can make sure my clothes last longer and look good.*
2. *When I am planning my day, I want to reduce the amount of time driving to run errands, so I can do more important tasks or be home.*
3. *When I see the pile of dirty laundry accumulating, I want to have help to wash & fold all the clothes, so I can be less stressed about it.*
4. *When I am at work, I want to be able to get some house chores done, so I can just go home and relax.*
5. *When I need to wash my heavy and delicate comforters, I want to send them to a professional cleaning service, so I can be at home instead of stuck at the coin laundromat.*
6. *When I am traveling, I want to have a reliable and fast laundry service near me, so I can avoid having to pack extra clothes or paying for a checked bag.*

7. *When I am home after work/on the weekends, I want to have the least amount of house chores to do, so I can enjoy quality time with my family.*

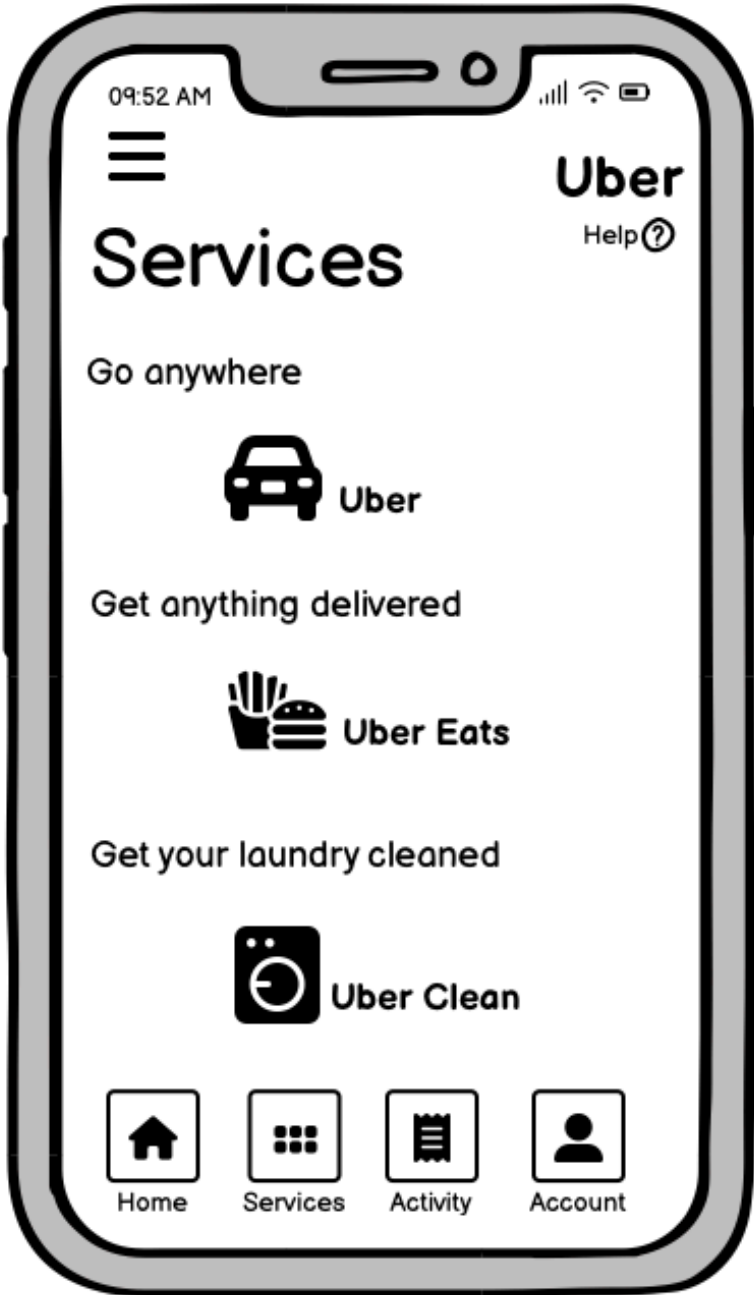




Core Functionalities			Personalization
Service Scheduling	Service Payments	Status of Service	Service Specifications
As a customer, I want to be able to schedule a hands-off laundry pick up & drop off service so that I can do other things meanwhile.	As a customer, I want to be able to link my Uber account to the Uber Clean services so I don't have to register again.	As a customer, I want to be able to know immediately when my laundry has been picked up/dropped off so I can be aware of it.	As a customer, I want to be able to have my delicate clothes washed with the proper care so they don't get damaged.
As a customer, I want to be able to schedule a recurrent laundry service so that I can have it already on my calendar.	As a customer, I want to be able to save a credit card into my account so I don't have to input all details manually every time I pay.	As a customer, I want to be able to see how many days are left until my clothes are ready so I can plan my outfits accordingly.	As a customer, I want to be able to select the type of Tide products to be used so I make sure they won't cause harm to the clothes or skin.
As a customer, I want to be able to change the address of pick or drop off location in case I move or travel so I can still use the same service/account.	As a customer, I want to be able to find all my invoices by date of service so I can keep track of my laundry spending easily .	As a customer, I want to be able to see where & who is handling my laundry at all times so I know it won't get lost/ stolen.	As a customer, I want to be able to ask for multiple types of laundry cleaning services in the same order so I can just send all my clothes to the same location
As a customer, I want to be able to find the closest Tide location to my home automatically so I know I will save time and money during pick ups/drop offs.	As a customer, I want to be able to add a new payment method to my account so I can use multiple ways to pay (debit, credit, Uber Cash, promo code, etc.).	As a customer, I want to be able to edit the date/time of my laundry pick up/ drop off so that I can be flexible if my plans change.	As a customer, I want to be able to schedule as many different laundry services in one single pick/drop off request so I only have to deal with it once.

# WIREFRAME

Uber Services Menu



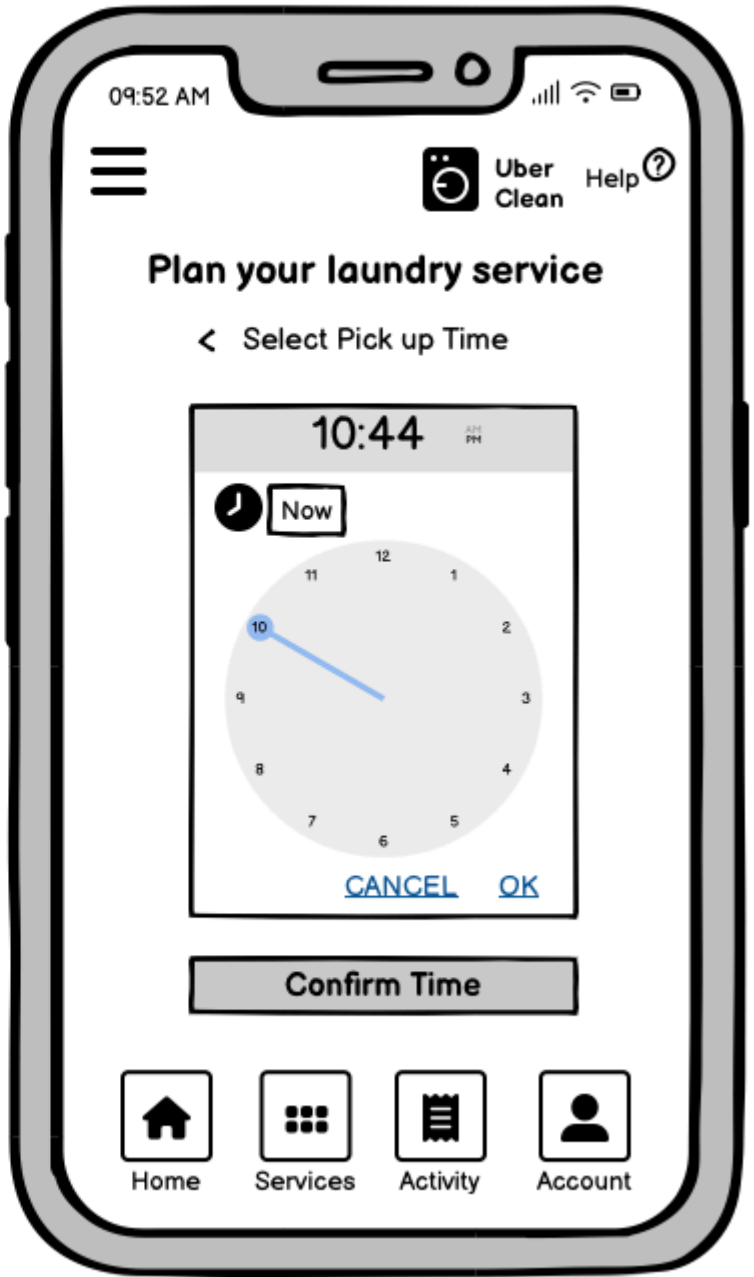
Uber Clean Services Menu



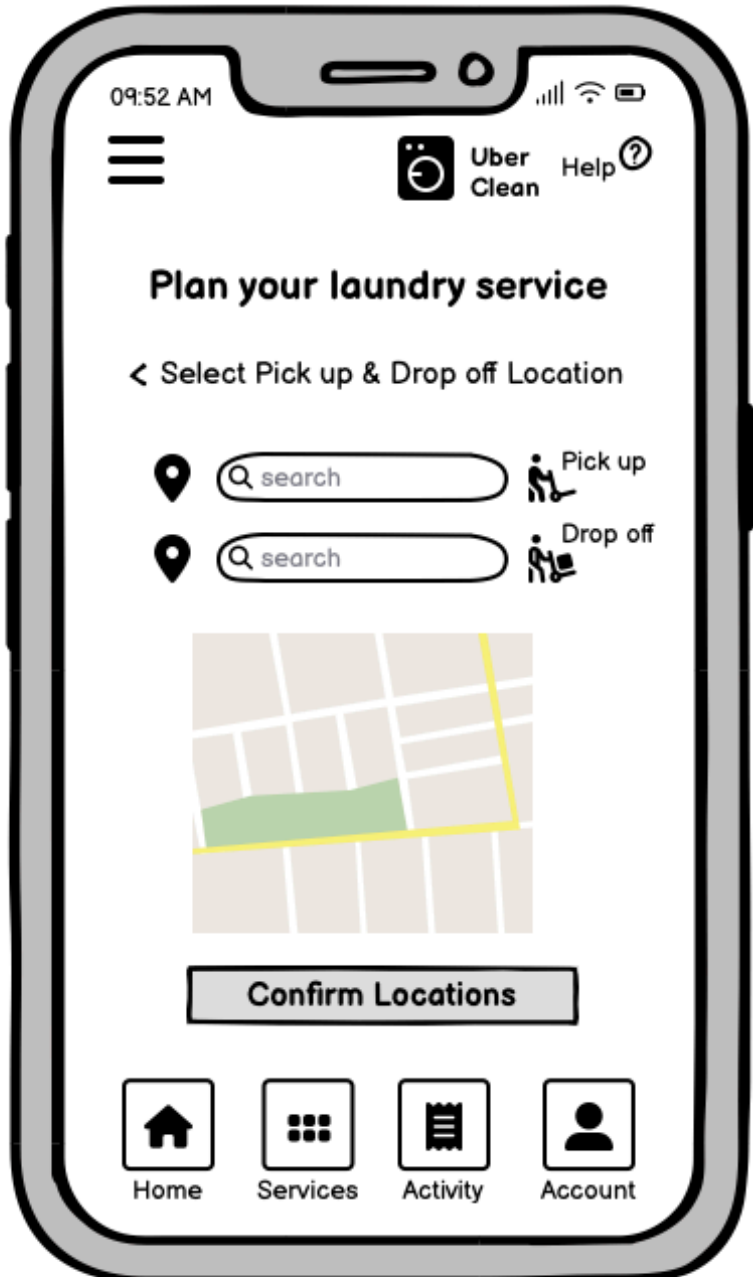
Pick up & Drop off /Date



Pick up & Drop off /Time



Pick up & Drop off /Location

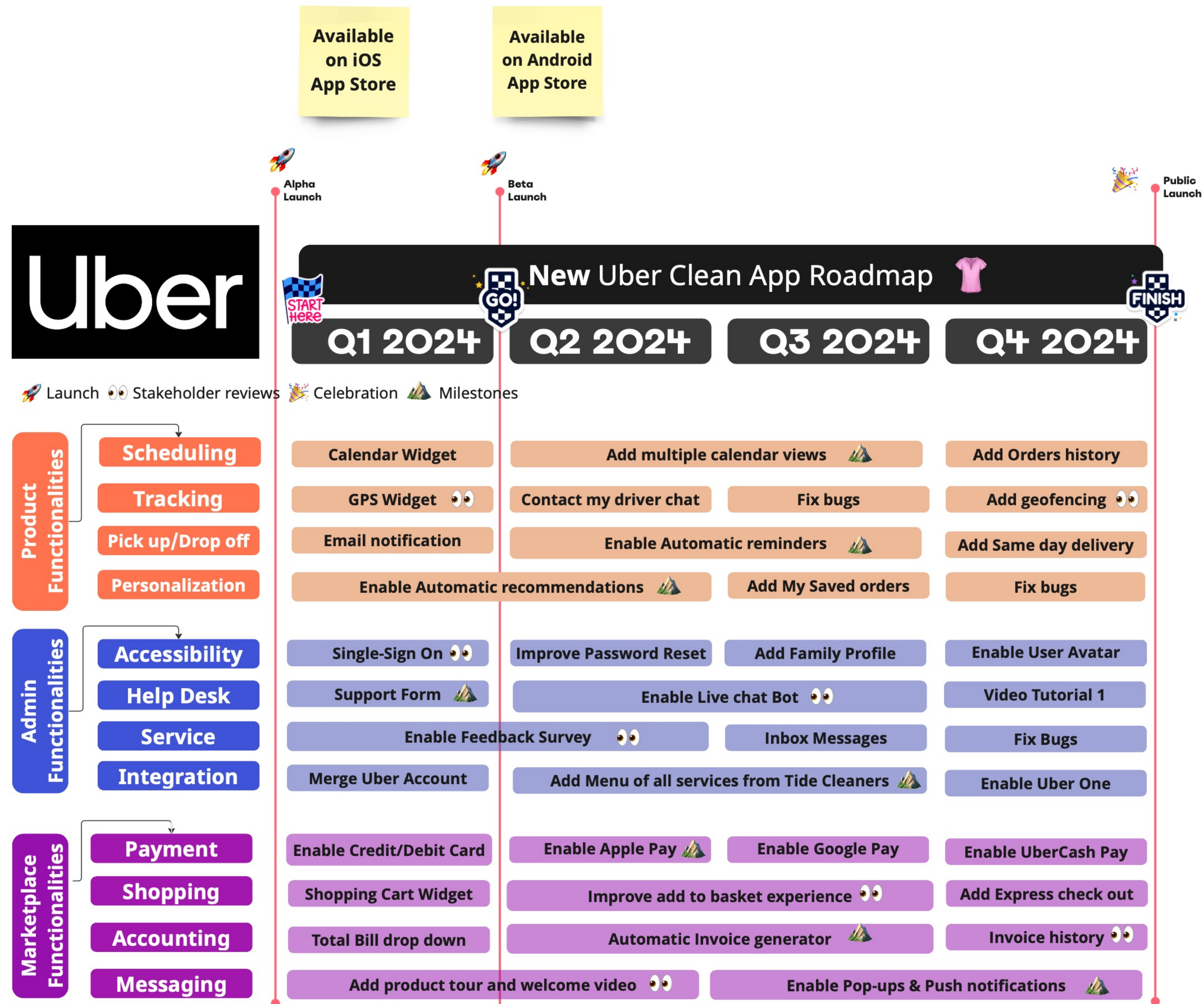


Choose your Laundry service





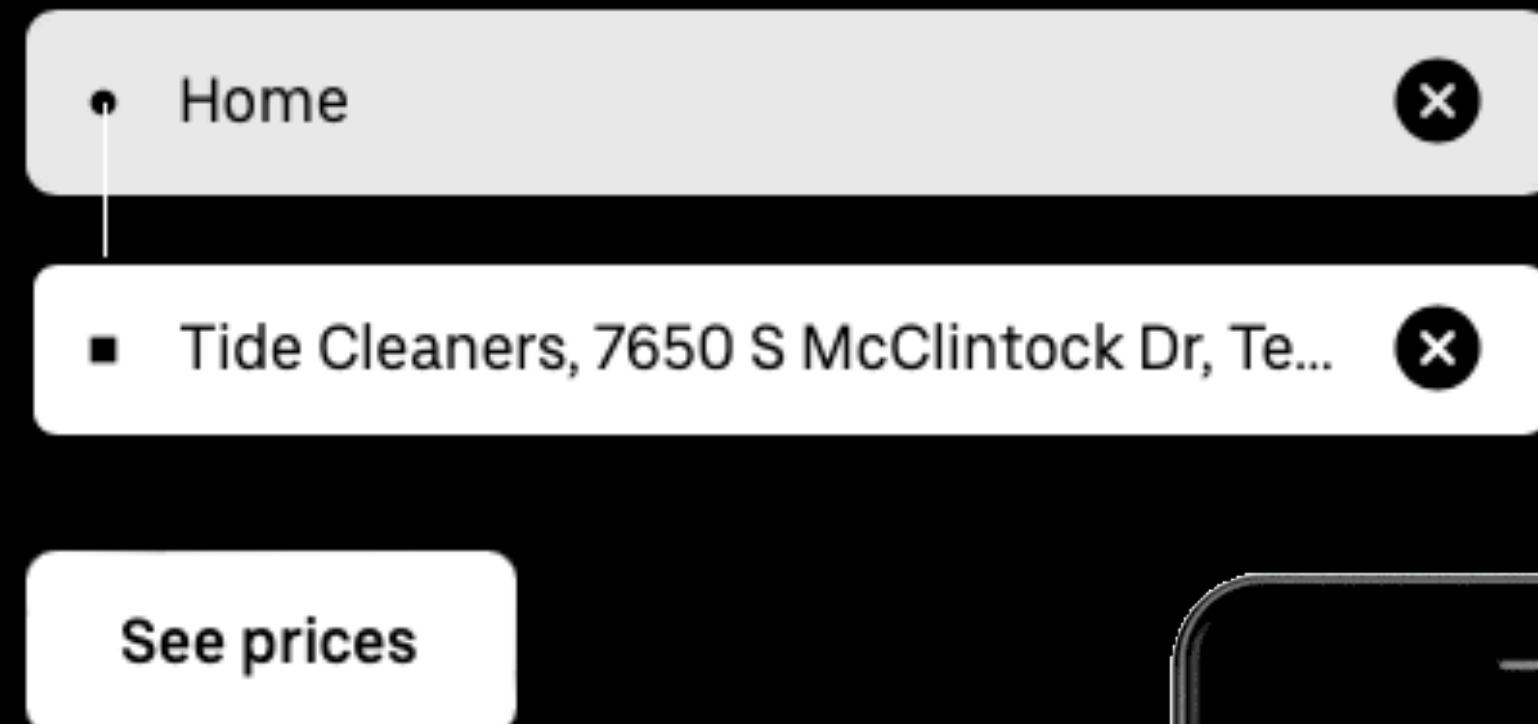
PRODUCT ROADMAP



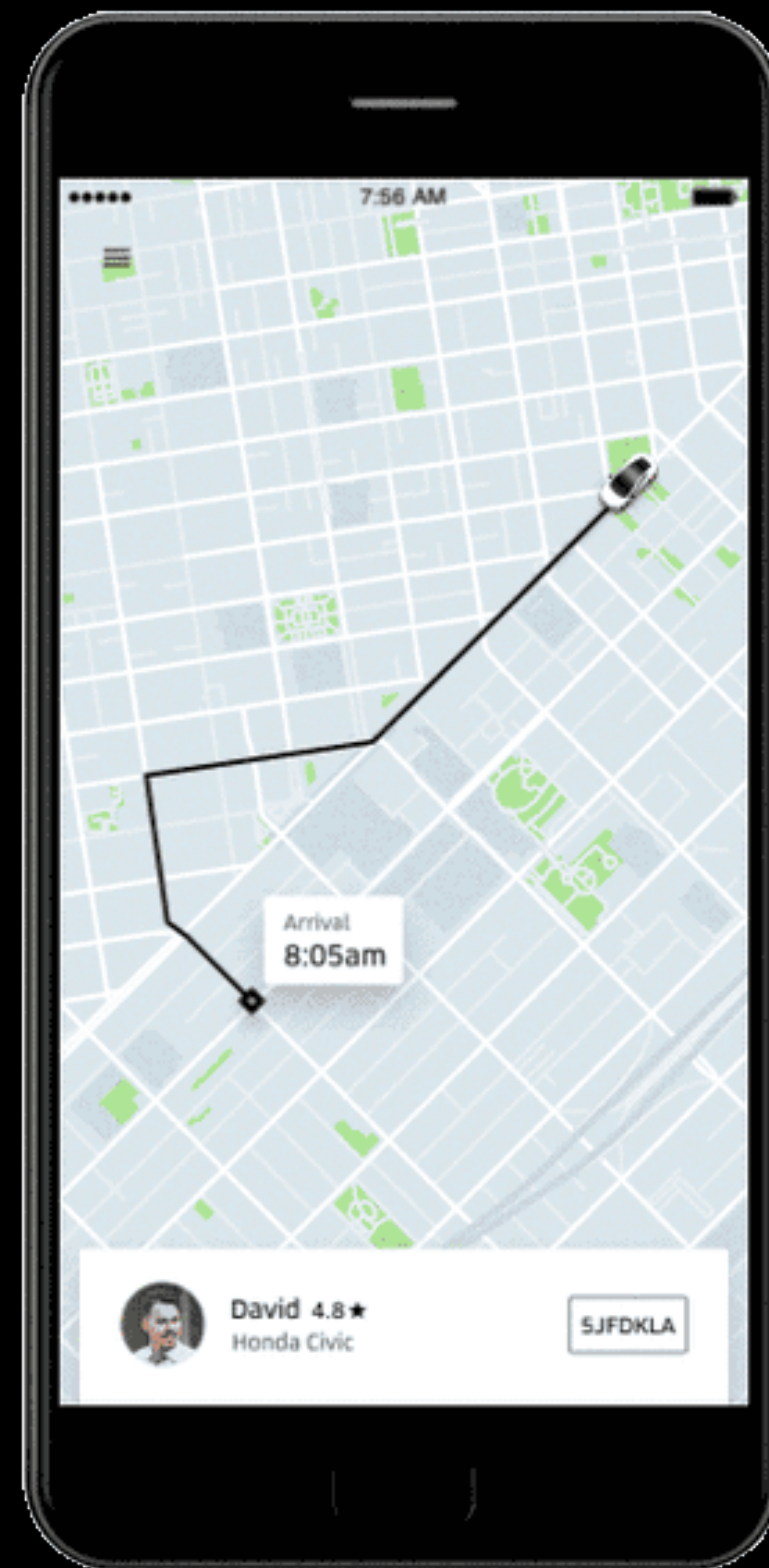
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## MVP



*This video MVP would demonstrate how the Uber Clean app works even before building or launching the actual product or new features.*



## Explainer Video

A 90-second video is the ideal artifact to introduce Uber Clean in a quick and cost-effective way to its existing and new users.

Using a visual storytelling tool is the best way to explain the value that Uber Clean offers to both consumers and drivers. It can show set-by-step and real life scenarios of of use while addressing some of the key features and benefits.

Explainer videos are well known for humanizing and simplifying software products. Also, it will help test the viability of Uber Clean with early adopters or attract funding.



# TOO BUSY TO DO LAUNDRY?

## *Chore smarter, not harder*

With just a few taps, you can now schedule a seamless and contactless porch or door laundry pick-up & drop off experience from the Uber Clean app - just like ordering a car ride.

Experience a new way to do laundry with Uber Clean - anytime and anywhere.

*Made for the busy parents, professionals, and students working long hours who want to spend their time relaxing instead of doing mundane weekly chores such as laundry.*

*Simply open the Uber Clean app to schedule & personalize your service.*



# LIFE WAS MADE FOR HAVING FUN, NOT FOLDING CLOTHES

*Uber Clean* is an on-demand pick-up and drop-off service that ***washes away the load of doing laundry. Contactless and convenient*** with just a few taps on your smartphone. Let Tide Cleaners do the washing & folding and Uber do the driving.

New customers pay \$0 delivery fee on their first Uber Clean order.

***Download Now!***



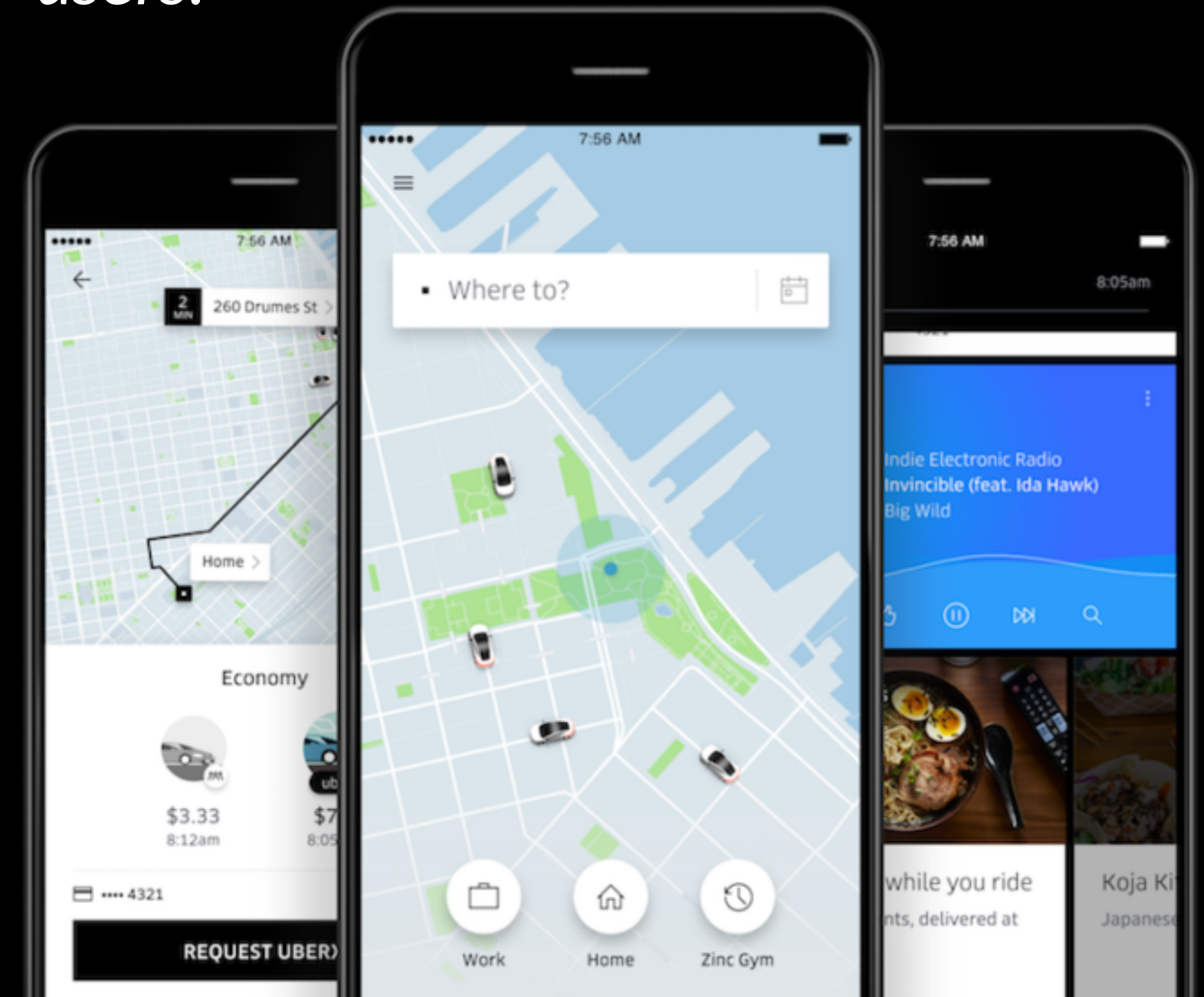
# MARKET DEVELOPMENT STRATEGIES

## Share of Wallet:

This partnership creates a whole offer with lots of revenue potential:

- Unlock access to Tide Cleaners customers and Uber's current customer base who are used to online delivery services
- Increase Uber's footprint expansion and usage of its infrastructure and driver capacity
- Opportunity to cross-sell, upsell, bundle Tide products while using Uber delivery services and other Uber products
- Increase retention, frequency of purchase, and engagement of Uber app users by strengthening the whole Uber ecosystem

*Empower data-driven understanding of the customer and their lifecycle to acquire, convert, and retain more users.*





## TARGET PERSONA

### GOALS

- Personal: Jennifer wants to block time for herself, to work out and do self-care rituals. She'd like to train for a Half Marathon.
- Career: Jennifer wishes to study a Certification in Product Management which will lead to a higher performance and bonus in her current role. Eventually she wants to become Director or Lead Manager, which means traveling for work
- Family: Find more time and save enough money to go on a long vacation twice a year. The family also wants to take the kids to extracurricular activities on the weekends and evenings

### CHALLENGES

- Pain points: Both parents work full-time, husband travels for work very often, kids are getting older and more active so it is hard to keep them busy, poor time management to complete all household chores while maintaining a social calendar
- Worries: Missing key milestones with her kids. Not being able to spend enough quality time and give her children memories
- Limitations: They prefer to spend money on good education and experiences like food and travel, so paying for extra help with house care or babysitting is not in the budget

### BIO

*"If only my days had 25 hours and my weeks 8 days".*

This is a phrase that you can hear Jennifer say almost everyday. More likely on the weekends when instead of relaxing and having fun adventures with her husband, her two toddlers, and 3 dogs to recharge from the fast-paced Monday to Friday routine, she is faced with an endless list of house chores, and the one that she hates the most is Laundry! Jennifer and her husband work full time high-tech demanding jobs. They always try to find more life hacks to alleviate the stress of managing a household and dedicating quality time to their family and friends.

### INFORMATION SOURCES

- Media: Facebook, Instagram, LinkedIn, Podcasts, Internet, Articles, NPR radio shows, Blogs, YouTube, and National and local newspapers online, Netflix, and Apple Music
- Influences: Moms and teachers from school, close girlfriends, online influencer moms

### PERSONALITY

- Traits: Friendly, Organized, Tech Savvy, Loyal, Kind, Caring ,and Emotional
- Interests: Fitness, Traveling, Cooking, Music, and Reading
- Values: Family time, Social connections, Healthy lifestyle, and Personal growth

### PROFILE

- Name: Jennifer Mendoza
- Status: Married
- Age: 35 years old
- Location: Palo Alto, CA
- Education: MBA - Marketing, BS - International Business Management
- Experience: 7+ years managing product development and launches across North America, Latin America, and in the tech industry
- Occupation: Sr. Product Manager - Wellness Devices
- Responsibilities: Leading a team of 8 on all aspects of product design and development, and defining the target market that the product serves
- Average annual base salary: \$140,000.00
- Company size 1,000+ (Big)



## CUSTOMER DEVELOPMENT STRATEGIES

### Tech-Savvy Customers:

- Busy young professionals
- 18-28 years old
- Medium to high income
- Live in metropolitan city areas where the living spaces are not too big
- Need to share the laundry facilities or need to do laundry at a laundromat
- In the short-term, they'd be early adopters to study and experiment with
- Test and refine the product based on their insights, behavior, and feedback



*This is the ideal audience to conduct market validation and to launch the first MVP of the app. If done right, they will become loyal advocates of Uber Clean.*

### Need/Value-based Customers:

- Busy families or households of 2+ working adults
- 29-39 years old
- Medium to high income
- Live in suburban municipalities
- Need a convenient solution to do their laundry and buy back time for their work, hobbies, and families
- In the long-term they will provide lots of monetization opportunities and their acquisition cost will reduce over time

*This is the desired mainstream target market to capture and retain, as it will bring high revenue and sales volume.*





TIRED OF DOING  
*LAUNDRY?*

## Inbound:

- *Social Media:*

Paid social images and video content displayed on Facebook, Instagram, and Tik-Tok

- *Contests:*

Giveaways, promo codes, and sweepstakes to get users to register, download, and give email or referral in return for participating

## Outbound:

- *Email Marketing:*

Send promotional and informational content periodically to generate product awareness and sales

- *Influencer Marketing:*

Partner with relatable influencers and content creators or a well-loved celebrity to endorse the service



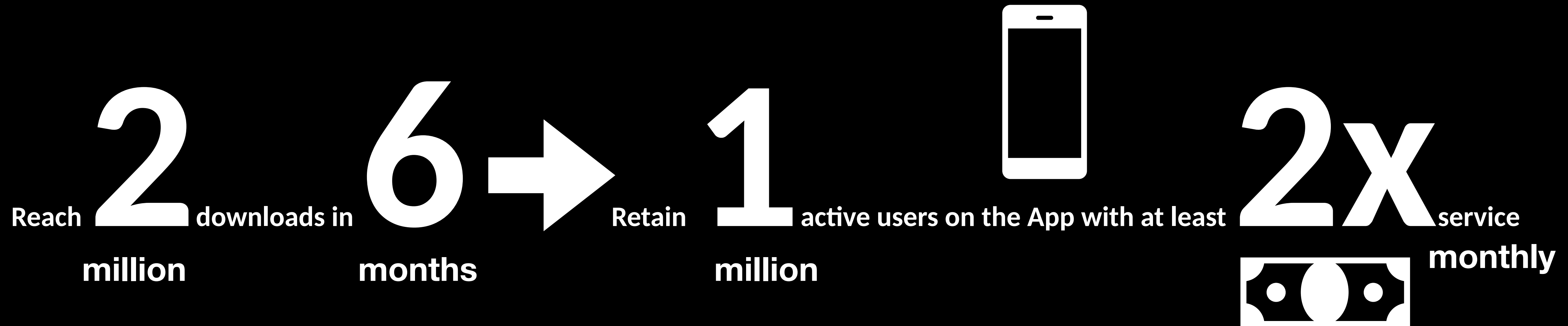
Uber



ONE METRIC  
THAT MATTERS

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# CONVERSION



## DATA STRATEGY & TESTING PLAN

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### Optimize Driver Availability:

Use customer data for optimization purposes to provide a reliable and flawless 24/7 pick up & drop off service. Improve the user experience for both customers and drivers. Maintain high-quality daily operations when faced with demand.

Type of user data to collect:

- Demographics
- Usage parameters
- Preferences of service
- Cadence of purchase
- Amount spent & distribution of ticket spending
- Location

Responsible data collection, protecting individual privacy, reducing bias and discrimination, and promoting customer trust.

**Hypothesis:** Because we know how often users schedule a pick up/drop off, we can predict demand peaks and drops for driver's availability (e.g. weekends vs. weekdays, days vs. nights).



*Will also collect and test data from Tide Cleaners centers, as well as drivers trips, behaviors, and reviews to look for patterns and red flags.*



## AUTOMATION & MACHINE LEARNING OPPORTUNITY

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### Use a Supervised ML Model:

**Classification**, can predict multiple outcomes based on the data settings and labels we feed the model with, such as:

- Driver behaviors and patterns
- Distance and locations
- Traffic conditions

### Optimizing Capacity & Route management:

- Maintain a constant balance between offer and demand
- Keep a steady pricing for pick up & drop off fees
- Forecast and streamline margins and revenues
- Minimize variable costs and customer churn

*The availability of drivers to perform Uber Clean's pick ups and drop offs is crucial. Most Uber drivers have an established set of working hours and days during the week to leverage data from.*



1. Choose a set of binary classification subproblems, we can pair and predict when they would have low or slow demand for food deliveries and rides.



3. By studying historic data, confirm a pick up & drop off time window during the same or next day, after a user schedules a service.



2. Link them to Uber Clean pick up & drop off routes nearby to guarantee there is always a driver available.

# APPENDIX

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1 The future of the \$40 billion laundry and Dry-Cleaning industry. (2021, May 10). Tide Franchise. <https://tidefranchise.com/articles/laundry-and-dry-cleaning-industry-market-outlook/>

2 Ltd, R. a. M. (n.d.). Dry-Cleaning and Laundry Services Global Market Opportunities and Strategies to 2031. Research and Markets Ltd 2023. <https://www.researchandmarkets.com/reports/5639080/dry-cleaning-and-laundry-services-global-market>

3 Uber Newsroom. (n.d.). <https://www.uber.com/newsroom/10000-cities/>

4 Online Laundry Service Market Size, Share & Trends Analysis Report by service (Laundry care, dry clean, duvet clean), by application (Residential, commercial), by region, and segment Forecasts, 2023 - 2030. (n.d.). <https://www.grandviewresearch.com/industry-analysis/online-laundry-service-market#:~:text=How%20big%20is%20the%20online,USD%2028.47%20billion%20in%202023>

5 Uber Revenue and Usage Statistics (2023) - Business of Apps. (2023, November 24). Business of Apps. <https://www.businessofapps.com/data/uber-statistics/>

6 Uber’s quarterly revenue by geography (Q1 2018 – Q2 2022, \$ million). (n.d.). GlobalData. <https://www.globaldata.com/data-insights/technology--media-and-telecom/ubers-quarterly-revenue-by-geography>

7 Growjo. (n.d.). Rinse: Revenue, competitors, alternatives. <https://growjo.com/company/Rinse>

8 Local laundry & dry cleaning locations. (n.d.). Tide Cleaners. <https://tidecleaners.com/en-us/touchpoints/stores>