

Brazilian laundry start up aims for growth with a subscription based business model

The company received a series A investment round of US\$ 1.6 million from local investors, CRP and CVentures Primus, and expects a growth of 20 fold over the next three years

Subscription based services have been growing globally over the last years, ranging from traditional movies and music. The model is spreading across new segments, including beer and wine, shaving blades and dog food. aLavadeira.com, a Sao Paulo, Brazil, based start up is opening a new segment providing laundry services, where customers can subscribe to one of the plans, based on their monthly demand. Twice a week the company will pick up and deliver at your door, while customers can check online the status of each piece of clothing.

To provide this business model, the company lead by its co-founders, Humberto de Andrade Soares and Gilson Gonçalves, focused on innovation, both in systems and process. With centralized production, the company has systems that controls each part of the process, while providing customers online tracking, checking status of services, and accessing information about deliveries, invoices, previous activities and even pictures of each piece.

The tracking technology allows the company to use a centralized laundry process, achieving growth with scale that combines with a web interface for customers bringing superior services with lower cost. This potential and the profile of the founders attracted two Brazilian based VC Funds: CRP Empreendedor and CVentures Primus, leading to an investment round in early September.

Currently the company operates only in the Sao Paulo metro area, but expects to expand the services to other cities in the region and other states, including Rio de Janeiro and Minas Gerais. The investment round will support the customer base expansion and the construction of a new production facility, which is expected to provide further cost reduction in a eco friendly process, that can reduce the consumption of water up to 90% in comparison with domestic laundry process.

About the Funds

CRP Companhia de Participações, based in Porto Alegre/RS - Brazil, is one of the pioneers in the Brazilian VC/PE industry, with 34 years of experience. With a broad investment strategy, oriented towards the support of strong founders and management teams. The CRP Empreendedor Fund has a committed capital of R\$ 100 million from local

institutional investors, including Badesul, BNDESPar, CAF, DesenvolveSP, Economus, Luterprev, Previ, Sebrae/RS, and seeks investments in Brazilian early stage and mid size companies. For additional information: www.crp.com.br

The **Cventures Primus Fund**, based in Florianópolis/SC - Brazil, seeks early stage investments in Brazilian Start ups, in several segments including IT & Telecom, healthcare, mobile, online business and clean tech. They have 6 invested companies. The Fund is managed by CVentures the investment arm of Fundação Certi, a local supporter of the startup and innovation ecosystem in the region. The LPs of the Funds are Finep, FIEP, BID-FUMIN, IFC and CAF. For additional information: www.cventures.com.br