Software platform for home appliance subscriptions

Showcase: Washing Machine

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From ownership to access

Home Sharing

![Graph showing the increase in the number of hosts from 2009 to 2015.]

Private Car lease

![Graph showing the increase in the number of private car leases from 2013 to 2015.]

Home appliance subscription?

- 2009
  - 8,500
- 2014
  - 17,000
- 2015
  - 36,000

€14,95 p/m
+40 ct per cycle
Showcase Laundry NL - Sales

Customer Base

24
101
258
409


25% Flex
25% Budget
50% Concept
Showcase Laundry NL – Channels

Cost per contract (€)

Nov 114
Dec 74
Jan 67
Feb 62
Mrt 79
Apr 67
Mei 83
Jun 70

55% Advertising
34% Ambassadors
11% Partners
Showcase Laundry NL – Operations

Sold 474 bonds to finance appliances

0,52% cancellations / month

2,2% defaults (YtD)

0,62% moves / month

5% manual provisioning of Buddy
1. Off-the-shelf appliance

2. Data collection

3. Bundles Platform

4. Interfaces
   - app
   - invoice

Operator/supplier portal
Bundles Added Value

more revenue, less depreciation, less costs, better experience

Manufacturer
- Product development
- Return value of materials
- Reduced service warranty costs
- Reduced # of SKU’s & stocks
- Brand loyalty

Other suppliers
- De-risking financing
- Optimizing energy assets
- Enhancing water treatment
- Auto-replenishment detergent
- Targeted up-sell

Customer
- Best appliance
- Enhanced experience
- No investment
- Flexibility
- Performance guarantee
- Reduced cost of consumables
- Reduced wear of fabrics

More value out of one appliance / customer
Bundles Next steps

600k investment

Scale Laundry NL

Platform investment

Pilot other appliance categories

Pilot in other Countries

Marketing 2.0
PR 2.0

Automated interfaces
Realtime app
Host functionality
Instance generation

Dishwashers today
Leads in E-bikes, Heating
Dentist chairs, 2 other major home appliance manufacturers

Leads in Italy, Australia, Denmark, Czech Republic, Slovenia, Switzerland, UK, France, Belgium, Germany, Canada, China, Emirates

Laundry in the Netherlands is just the beginning
A world without Waste
Performance instead of products

Because

The internet of things is coming
The circular economy is the only way forward.

Join in!
Thank you!

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