

The logo consists of the letters 'IGO' in a bold, sans-serif font. The 'I' is a solid yellow vertical bar. The 'G' and 'O' are white with a yellow horizontal stripe across their middle.

Eco-friendly
Online laundry service &
Soap and detergent production

VALUE PROPOSITIONS

- ◉ Protecting Environment by avoiding plastic and carbon emission along the service chain
- ◉ Use of Mobile Applications
- ◉ In time delivery with Electric Bikes
- ◉ Ironing Services and Charging stations
- ◉ Generation of extra incomes for registered washing machines, Ironing and charging stations
- ◉ All in one + Rewards
- ◉ Education on domestic waste water management

CUSTOMER RELATIONSHIPS

- ◉ Customer Relationship Management by mobile application
- ◉ Creating life-time value by implementing
 - loyalty program with rewards
 - privilege experience of becoming a green citizen
 - in time delivery and time-based promotions
- ◉ Dynamic Branding
- ◉ Igo currency for various marketing purpose

CUSTOMER SEGMENTS

- ◉ Business to consumer
 - College and University students who stay in dormitories
 - Condos and Villas
 - Airbnb hosts
- ◉ Business to business will expand according to the survey
 - Hotels and resorts
 - Restaurants
 - Spas
 - Garment factories

KEY ACTIVITIES

- ◉ Placing buckets, weighing the clothes, and cost calculations including picking and delivering
- ◉ Regular inspection, cleaning services of the domestic and industrial washing machines
- ◉ Selling and enforcement to use Eco-friendly soaps and instructions in IGO community
- ◉ Education on Quality care of clothes (washing, Ironing, packaging) to prevent landfill
- ◉ Charity of clothes to the needy by redesigning
- ◉ Production of Eco-friendly detergents and soap if necessary

KEY PARTNERS

- ◉ Household applicants with good condition of washing machine and location
- ◉ Partners who own industrial washing machine and willing to undergo green guidelines
- ◉ Eco-friendly detergents and soap producers
- ◉ battery companies
- ◉ electric bike companies
- ◉ Accounting and Marketing firms
- ◉ Legal firms
- ◉ Electronic companies

KEY RESOURCES

- ◉ Software Engineers
- ◉ Health and Wellness of Delivery team
- ◉ Contracts
- ◉ Marketing Budget
- ◉ Financial analysis
- ◉ Building networks of applicants
- ◉ Cleaning and Inspection team

CHANNELS

- ◉ Contracted delivery teams
- ◉ Households of washing machine
- ◉ Household of ironing
- ◉ Household of charging stations for E-bike
- ◉ online payments

COST STRUCTURE

- ◉ Mobile app development cost (IOS, ANDROID)
- ◉ Web page for information and redirecting to use app.
- ◉ Maintaining and expending customer and supplier relationships
- ◉ Labor cost e.g Software engineers and Quality inspection team
- ◉ Marketing
- ◉ Cost of production for Natural soap and detergents (Optional)
- ◉ Redeeming by the customers and suppliers

REVENUE STREAMS

- ◉ generating the revenues from washing, ironing and charging commissions.
- ◉ deposits from the hosts
- ◉ regular cleaning and inspection services
- ◉ creating a green citizen program by promoting and selling eco-friendly and fair priced products on app
- ◉ Watching ads on our app
- ◉ Igo coins