



Shabosh

The First Modular Dishwasher



Topics

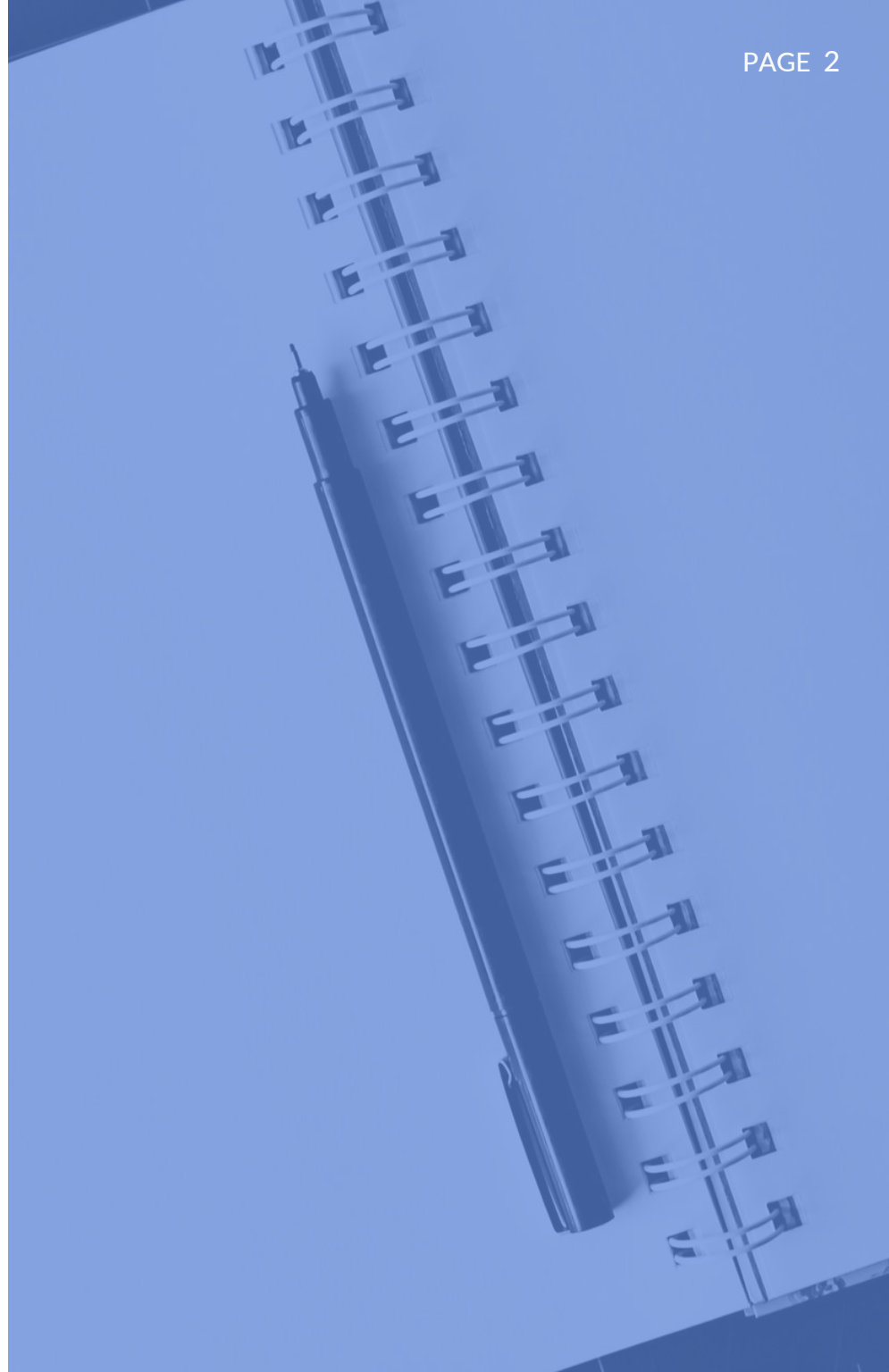
01. Business Idea and
Competitive Advantage

02. Market and
Competition

03. Business
Model

04. MVP and
Feedback

05. Action plan and
Financial





Problem



Small apartments have limited space for dishwasher.



Hand wash dishes is boring.



Traditional Dishwashers are expensive.
Installation has additional costs.



Introducing Shabosh



45 sec washing cycle
with 3L of water.



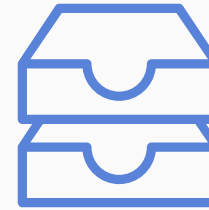
Introducing Shabosh



Installation free -
Plug & Play
Technology.



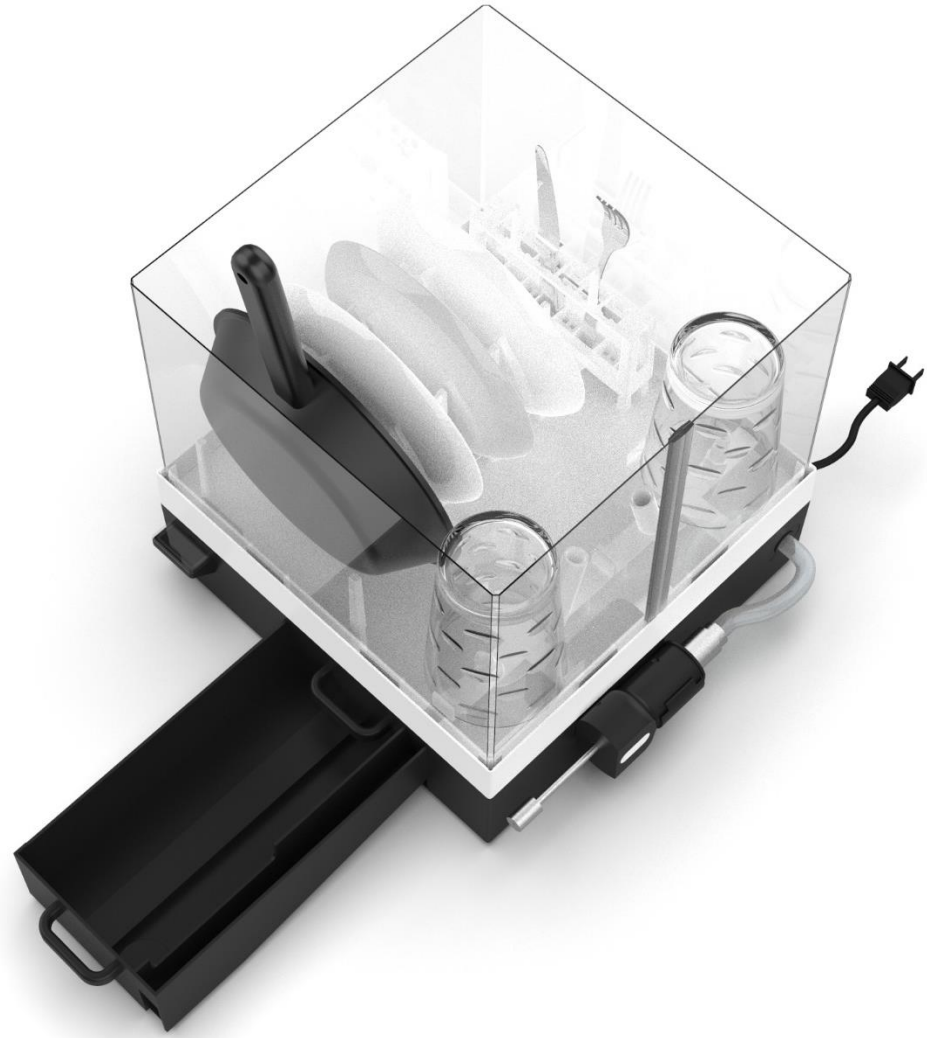
Introducing Shabosh



Modular Dishwasher
to free up space
when needed.



Introducing Shabosh



€100 + Vat

Target Retail Price



Target



University Students Abroad

Age: 24 – 28 years
Share apartment with maximum 3 people



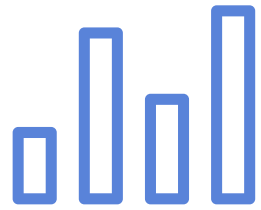
Young Workers - Single or Couples

Age: 28 – 35 years

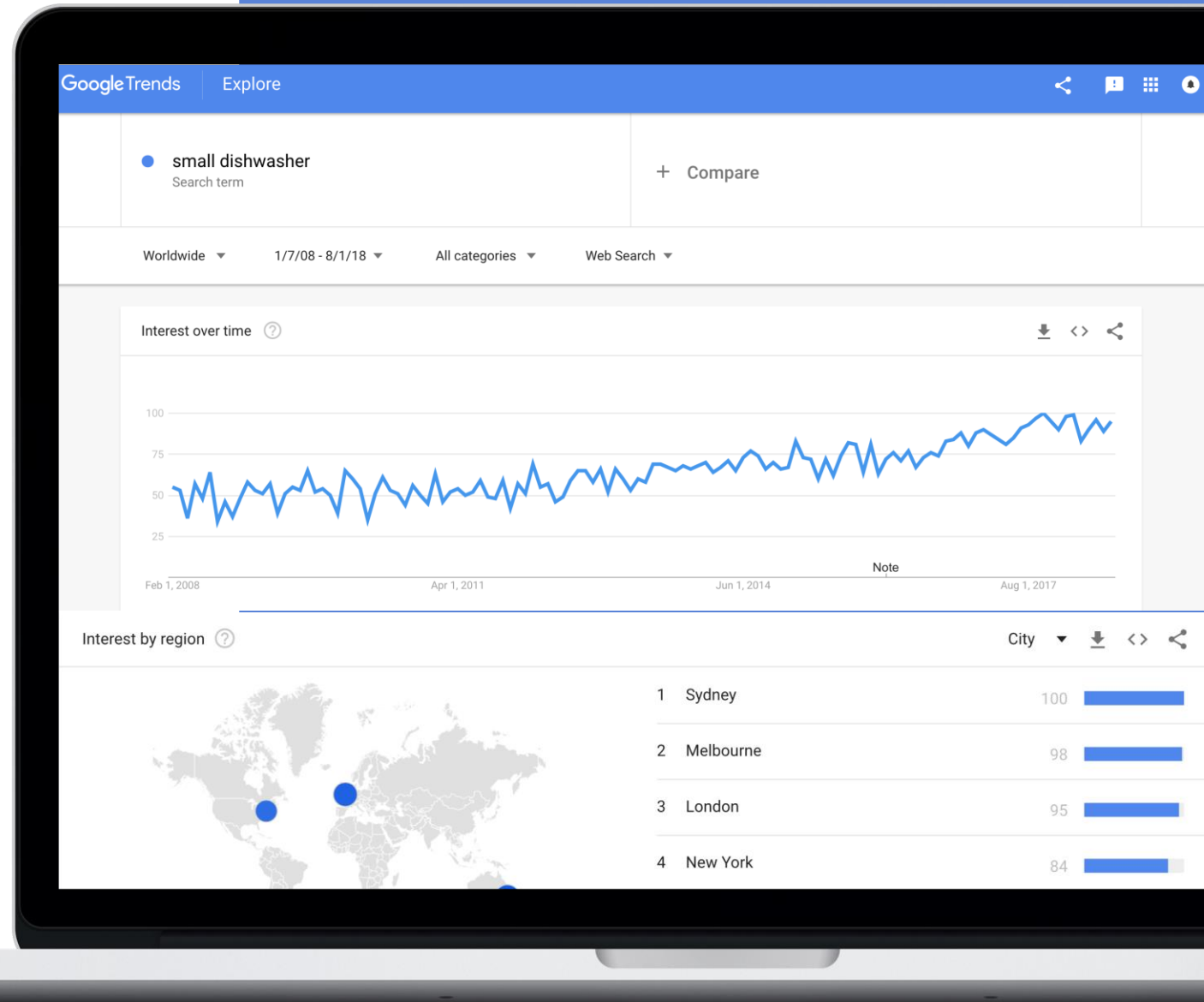


Market Opportunity

North America and Europe



There is a growing need for compact dishwashers in large metropolitan cities.





Market Opportunity

North America and Europe

55%

of Households still hand wash

=

174M

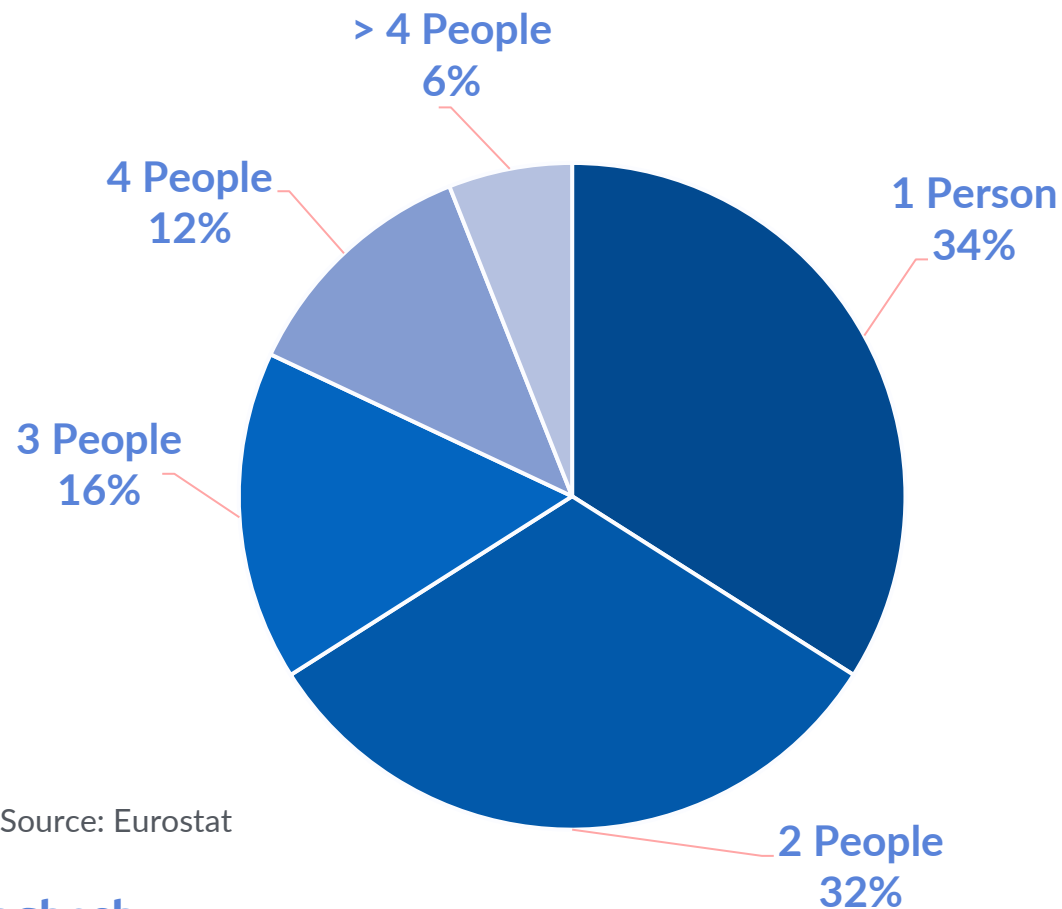
Households are underserved



Market Opportunity

North America and Europe

Households by Number of Occupants



*Source: Eurostat

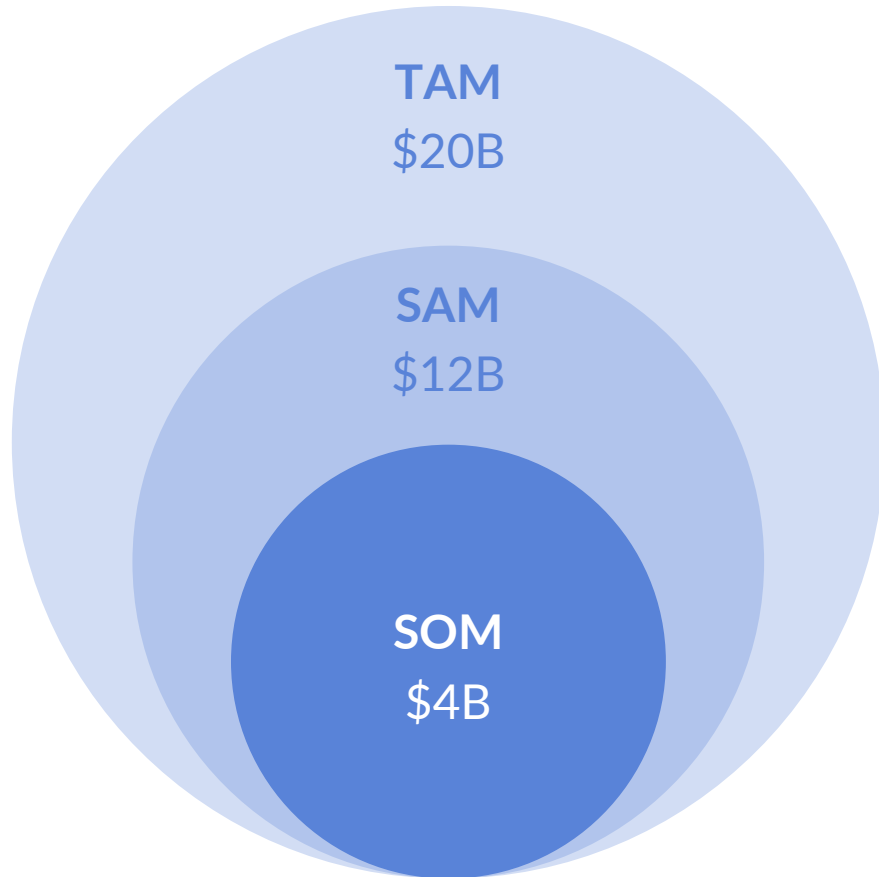
66%

Of Households have less than 3 occupants



Market Size

North America and Europe



	CAGR% (2017-2025)	Growth Momentum*		
		Low	Medium	High
North America	4.3%	2	0	0
Europe	3.9%	3	3	0
Asia Pacific	6.3%	2	2	0
Latin America	5.2%	2	2	0
Middle East & Africa	7.5%	3	3	0

TAM = Total Available Market (Households not served)

SAM = Serviceable Available Market (Households occupied by singles and couples)

SOM = Serviceable Obtainable Market (30% of population live in Urban areas)



Business Model (Online Distribution)

Revenues

Retail Price (Vat Exc)	\$102
Returns and Exchange (9%)	\$9
Net Revenue	\$93

COGS

First Cost / FOB	\$36,5
Landing Expense	\$3,1
Customer Acq Cost (CAC)	\$9
Tax & Duty	\$3
Total Cogs	\$52

Gross Profit	\$41
---------------------	-------------

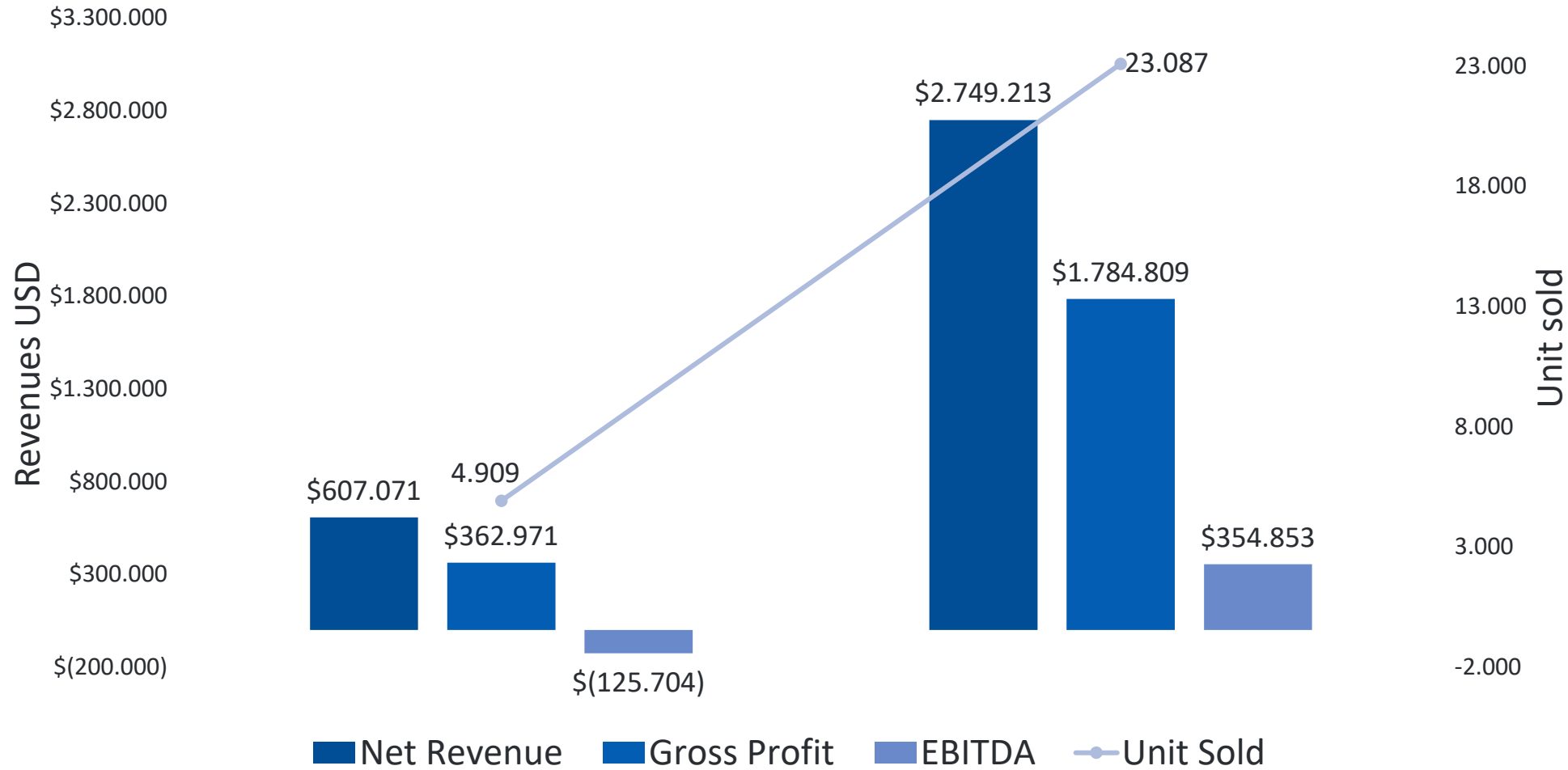


40%
Gross Margin



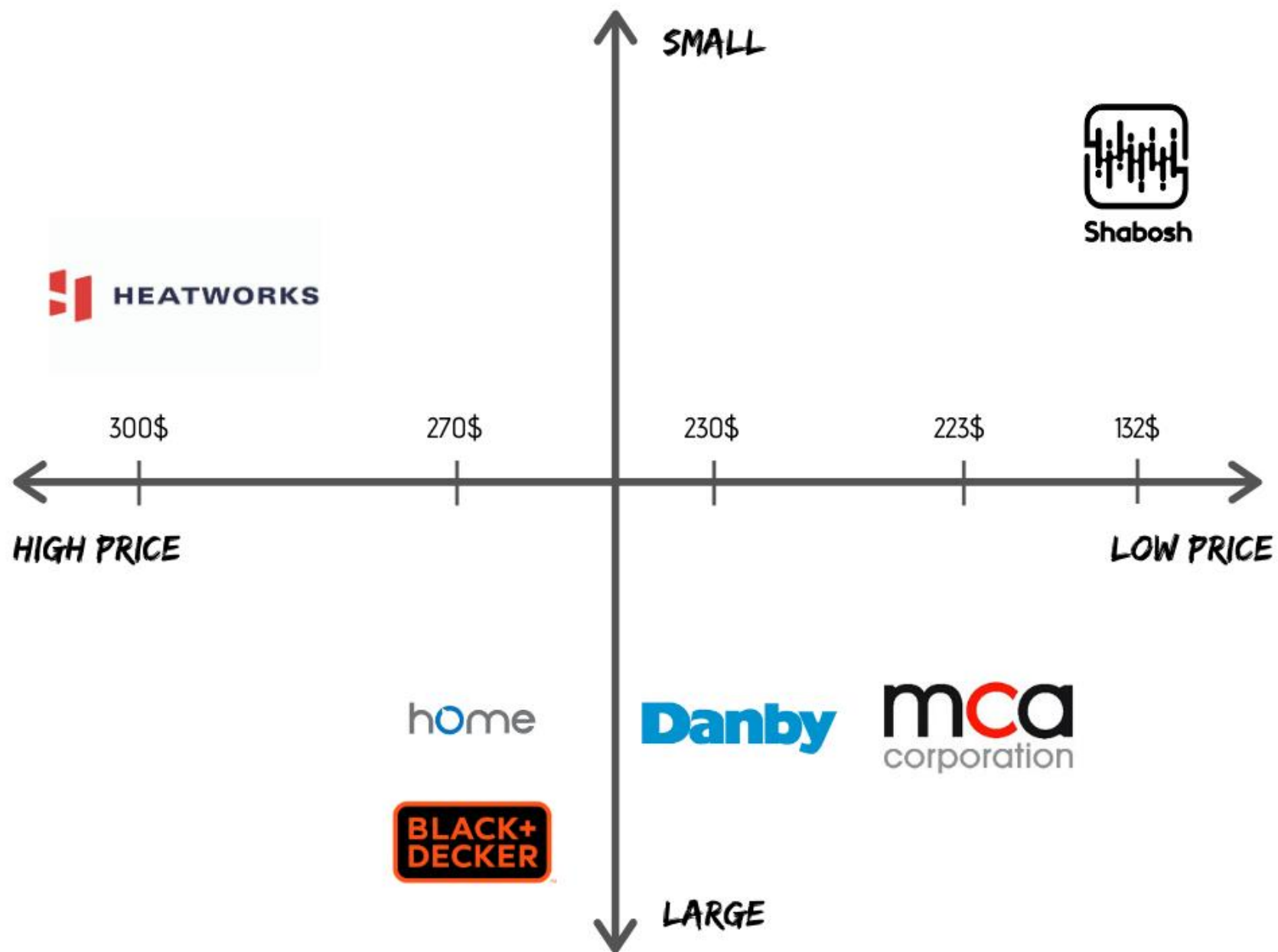
Projections

BEP FY2 at month 16= 18.000 units sold





Key Competitors



Source*: Statista.com



Market Validation

01. COST OF ACQUISITION

02. PRODUCTION COST

03. RETAIL PRICE





Cost of Acquisition



Ads Performance

The FB ads Showed above the average performance:

CTR = 3,75%

Shabosh
Written by Federico Viganò [?] · November 21 at 8:49 PM · 🌐

SOS YOU SHOULD CHECK THIS **SOS**

People are obsessed with this Dishwasher, it is Changing their Perception of Washing Dishes 🔥

With this Foldable Dishwasher Everything will Become Easier 💎 ...
[See More](#)

BIT.LY/SHABOSH

Hate Washing Dishes?
The First Modular Dishwasher Ever Invented

[Learn More](#)



Cost of Acquisition

View Setup

Columns: Performance and Clicks ▼

Breakdown

	Campaign Name ▼	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)
<input type="checkbox"/>	Conversions Shabosh landing page	€0.21	3.03%	744	3.73%	€0.17

Campaign Name ▼	Results	Reach	Impressions	Cost per Result
Conversions Shabosh landing page	136 Initiates Ch...	17,652	19,975	€0.93 Per Initiate ...



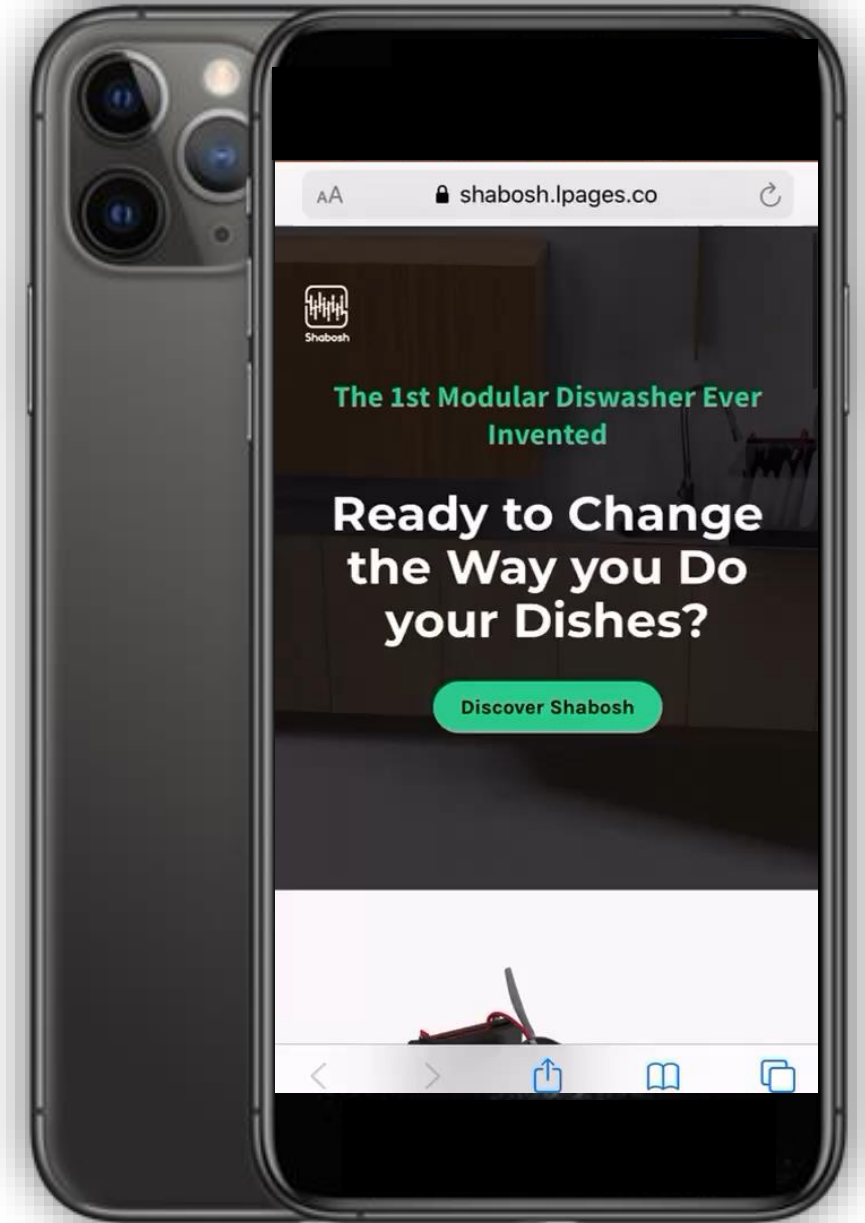
Cost of Acquisition

The Landing Page Test

We brought 1600 leads to our landing page

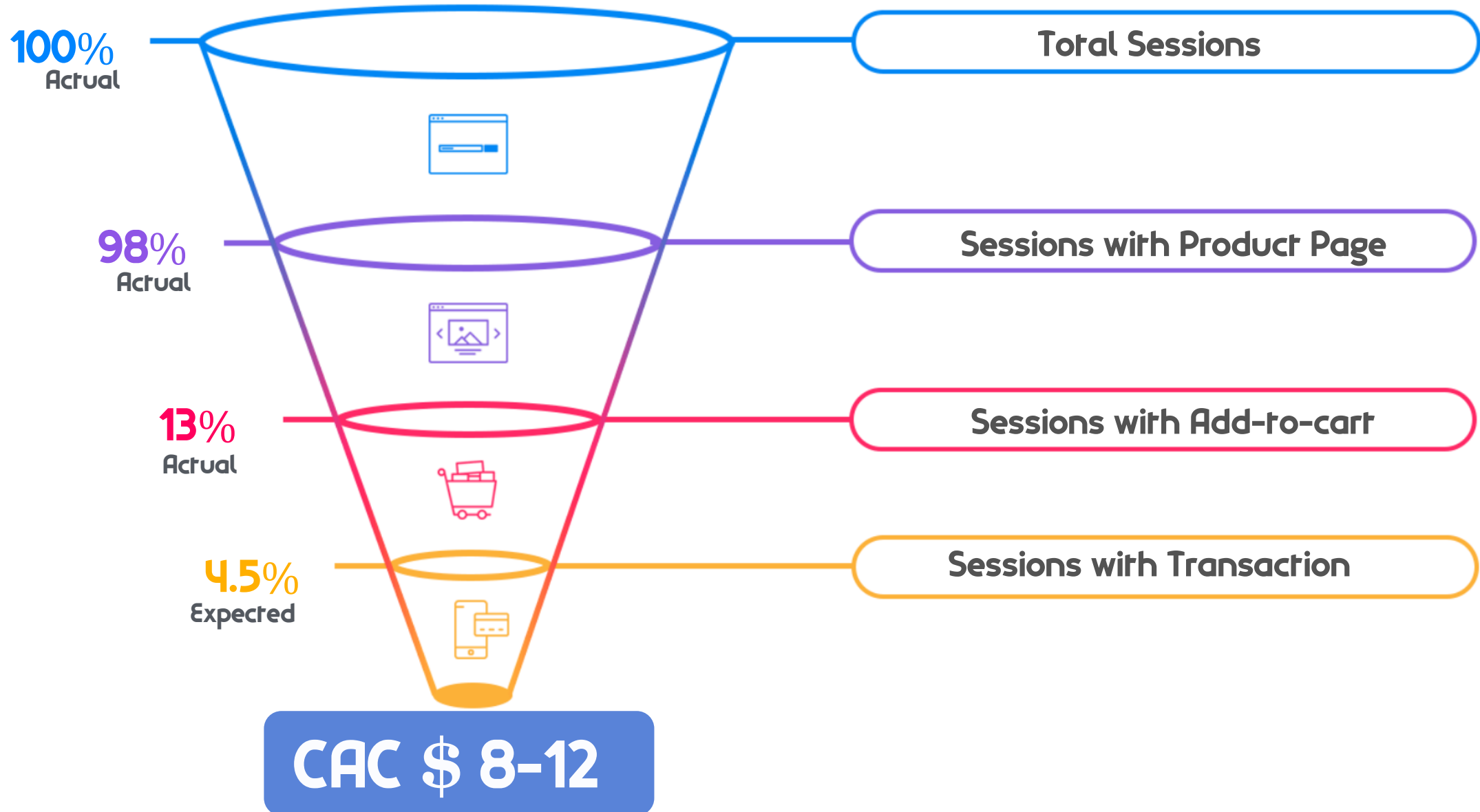


**11% Clicked on
BUY NOW**





Cost of Acquisition



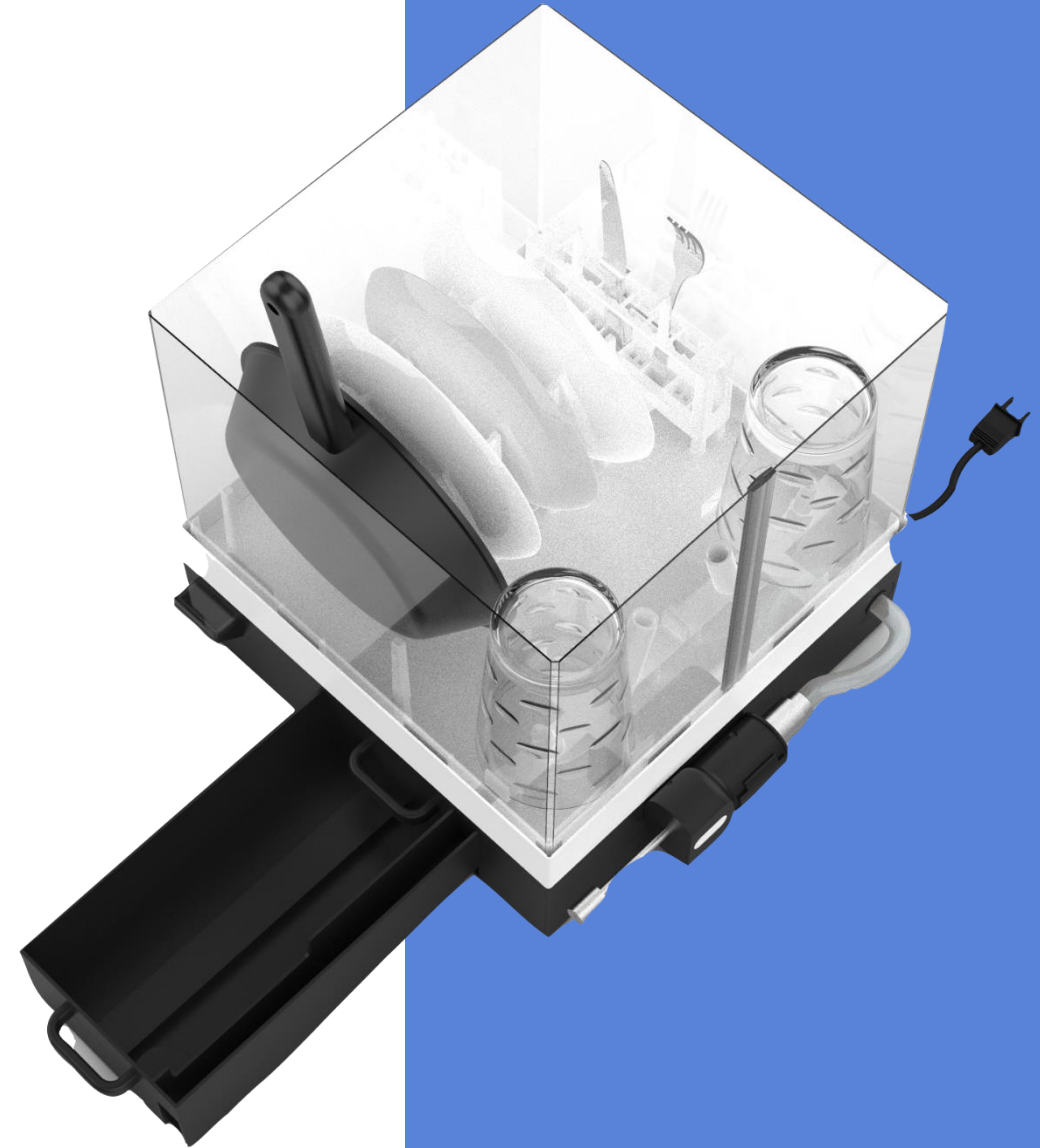


Market Validation

01. COST OF ACQUISITION

02. PRODUCTION COST

03. RETAIL PRICE





Vendor Assessment



Galaxy Maker World, Silver Lake Vally, Longgang, Shenzhen, PR, China

Tel: +86 755 25583221

Mail:danny@precintl.com

To: Mr. Nicolo Petrone

No. QND03

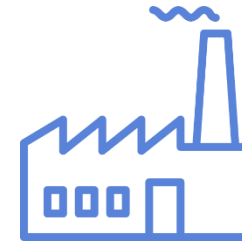
DATE 2019/12/7

EXPIRE 2020/1/6

BOM COST of Mechanical Parts					
Item No.	Product Version	Description	Usage	Unit price (MOQ 1K)	Sub_Total (MOQ 1K)
1	Heating / No Heating	Control Tower Enclosure +Drawer+Construction Parts	1	\$ 4.50	\$ 4.50
		Collapsible Cleaning Box Walls	1	\$ 1.60	\$ 1.60
		Dish/Fork/Spoon Holder	1	\$ 0.80	\$ 0.80
		Washing Box Base	1	\$ 1.80	\$ 1.80
		Detergent Dispenser	1	\$ 1.30	\$ 1.30
		Switch	1	\$ 0.50	\$ 0.50
		Hose	2	\$ 0.21	\$ 0.42
		Nozzle	1	\$ 3.44	\$ 3.44
		Sealing Materials/Parts	1	\$ 0.46	\$ 0.46
		Other Mechanical Parts	1	\$ 1.00	\$ 1.00
2	Heating	Extra parts heating system	1	\$ 1.20	\$ 1.20
Mechanical Total (No Heating)				\$	15.82
Mechanical Total (Heating)				\$	17.02

BOM COST of EE Parts					
Item No.	Product Version	Description	Usage	Unit price (MOQ 1K)	Sub_Total (MOQ 1K)
1	No Heating	Pump	1	\$ 10.43	\$ 10.43
		Power	1	\$ 6.05	\$ 6.05
		Plug & Cables	1	\$ 1.40	\$ 1.40
		Miscellaneous parts/Consumable	1	\$ 0.60	\$ 0.60
		Inter Process Packaging & Shipping	1	\$ 0.36	\$ 0.36
EE Total				\$	12.79
Total BOM Raw Materials				\$	28.61
Final Assembly Cost				\$	3.50
Yield Loss(2.5%)				\$	0.80
Overhead (8%)				\$	2.35
Gross Margin(15%)				\$	5.29
General Total				\$	40.55
Final Estimation with Variance(+/-10%) No Heating					US\$36.50-44.61

2	Heating	Pump	1	\$ 10.43	\$ 10.43
		Power	1	\$ 6.05	\$ 6.05
		Plug & Cables	1	\$ 1.40	\$ 1.40
		Heating System	1	\$ 6.26	\$ 6.26
		Miscellaneous parts/Consumable	1	\$ 0.78	\$ 0.78
		Inter Process Packaging & Shipping	1	\$ 0.39	\$ 0.39
EE Total				\$	19.25
Total BOM Raw Materials				\$	36.27
Final Assembly Cost				\$	4.20



Production partner has been selected and FOB cost set at \$36.5 per Unit



Market Validation

01. COST OF ACQUISITION

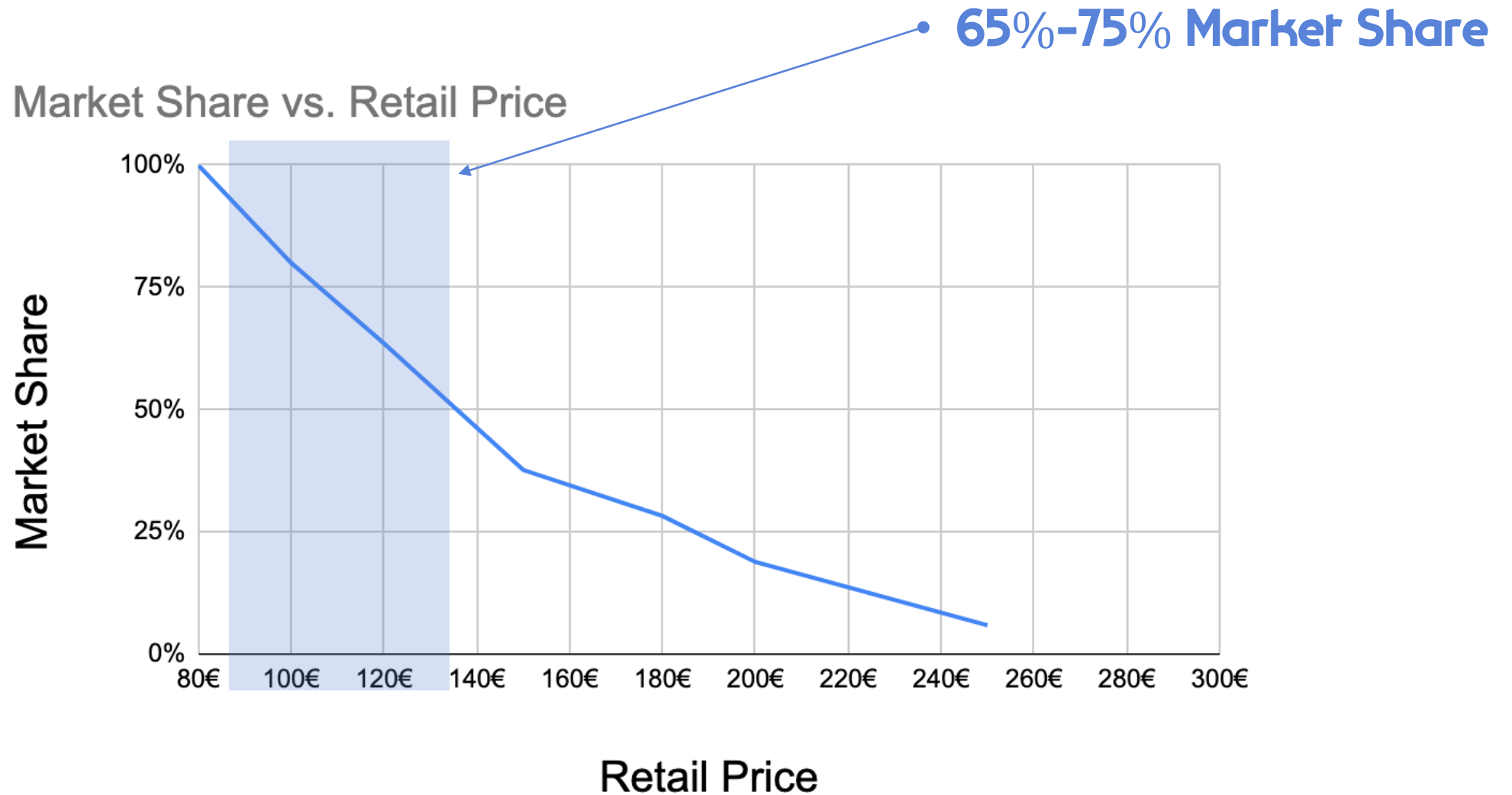
02. PRODUCTION COST

03. RETAIL PRICE



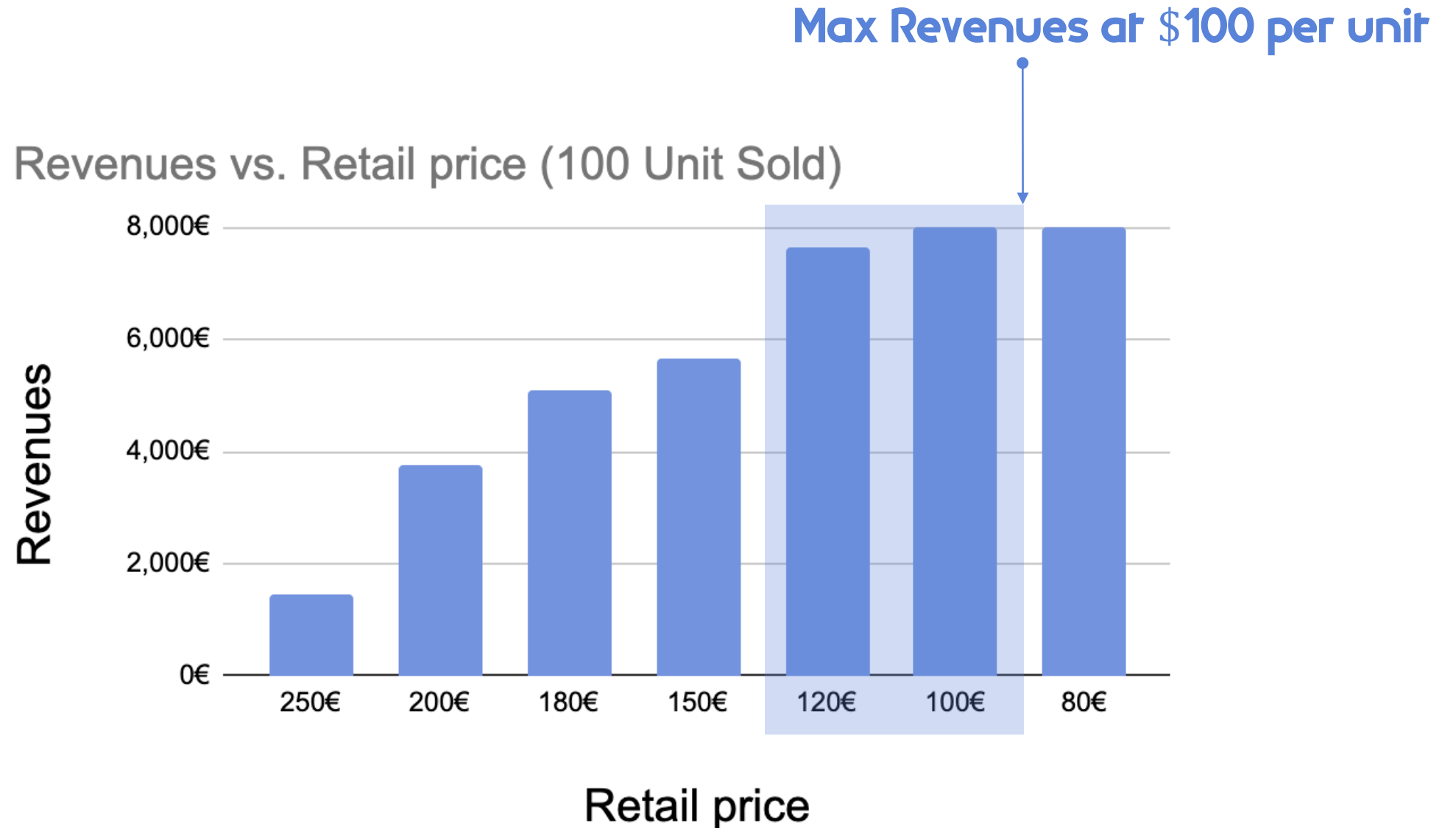


Pricing Analysis





Pricing Analysis



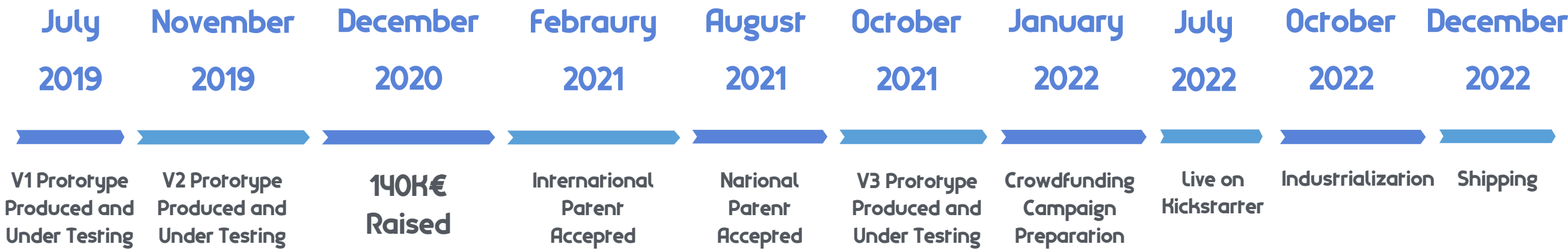


Pricing Analysis





Milestones and future outlook





Team



Nicolò Petrone

Founder & CEO

nicolo@shabosh.com

- Launched goMEDICI.com and grew it to 50 people in US, Europe and Asia with over 4M USD in revenues.
- Nominated for Forbes 30 under 30 in 2019
- FinTech Lecturer at Lumsa University
- Wharton School and Hult Business school alumni.



Raimondo Raffi

Founder & Chief Technology Officer

ra.raffi6@gmail.com

- Automation and Control Engineer at Università degli studi di Napoli Federico II
- Software programmer in JAVA, C, C++, Matlab and Simulink
- Modeling expert in CATIA, SolidEdge
- Involved in several automation initiatives

