



Ironfold



An automated iron
that simplifies
your life

About us

We are a group of engineers and professionals experienced in different areas of the industry who has an idea to simplify life routines for households and even facilitate retails packaging and preparation process. We help medical service providers to save more time and energy.





Company Strategy



Problem

Ironing a pile of clothes is a **time-consuming** chore that everyone faces, specially when it is followed by folding every individual piece of clothes.

In retail stores (as well as many other industries) there is always a great need of ironing and or folding clothes either to be sent to e-shoppers or to prepare the store for the next working day.

To save time and energy, put sanitary protocols in place and facilitate a chore and replace it with a fast and pleasant experience, IRONFOLD is here!

Solution



Time Saving

Ironfold is a fast-paced technology that saves a lot of time to the users and can press, steam then fold a piece of clothes in less than 2 min.



Target Market

**Households
Hospitals
Clinics
Imaging Centers
Retail Businesses
Dry cleaning services**



Cost savings

Reduce service expenses for retails and medical service departments as well as dry cleaning services.



Easy to use

Facilitates ironing and folding in domestic or industrial areas.





Product overview

Unique

Designed by a group of engineers, Ironfold is user friendly and energy saving.

Affordable

First gadget that offers rapid ironing and folding.

First to market

Comparing to the other devices which even do not offer this versatile service, Ironfold is the last laundry device ever needed.

Authentic

Ironfold is capable of doing two tasks at the same time.



Product benefits

1. The fast process saves time and energy for the user



2. Practical in both domestic and industrial area



3. Simple and efficient to use

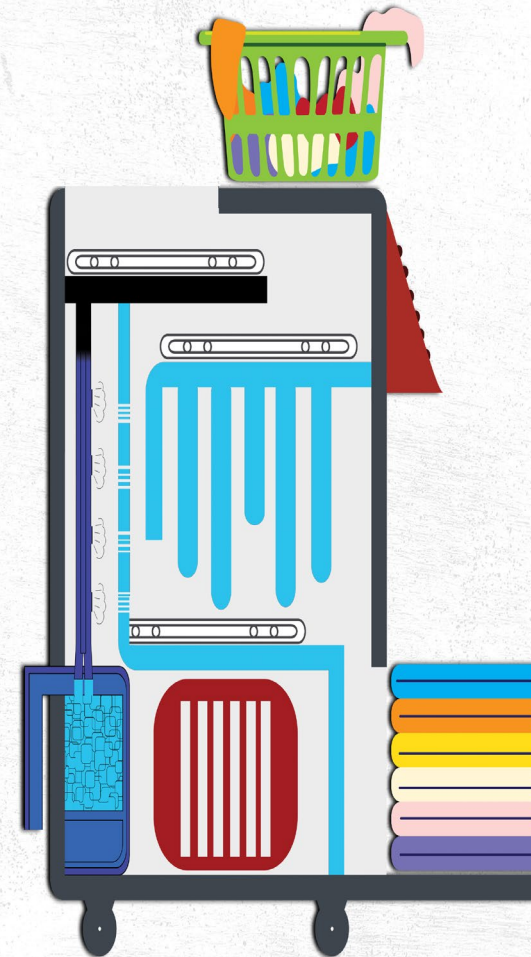


Technology & Product Plan

Here is a brief explanation on how this innovative technology work:

Ironfold is a 40x80x120 device that has a container on top with the capacity of 15 (washed and dried) piece of clothes. The entrance panel which is opened to the container grabs in each piece to send it to the next part which is a surface to steam then press . Finally the folding stage will fold and pass the piece to the exit panel to pile the clothes up and send them out.

The user must adjust the temperature to the type of the clothes classified as, cotton, wool, linen, ryan and silk.





Company Overview



Business model



Manufacturer

Ironfold plans to manufacture or assemble parts of the gadget and enter the market based on its market research and competitor analysis. It is a B2B and B2C model.



Market overview

<https://www.grandviewresearch.com/industry-analysis/electric-iron-market>

Grandview Research reports that Electric Iron Market Size, Share & Trends Analysis Report By Function (Automatic, Non-automatic), By Product (Dry, Steam), By Application, By Distribution Channel, And Segment Forecasts between 2019 to 2025 is anticipated to expand at a CAGR of 8.3% over the forecast period.



Market Growth

North America was the largest market, accounting for 30.8% share of the global revenue in 2018. This growth is attributed to the availability of a wide assortment of products suitable for different requirements. Furthermore, according to the World Bank Data, 100% of the population in Canada, the U.S., and Mexico have access to electricity, which fulfills the basic requirements to be able to use electric iron.



Market Size

The global electric iron market size was valued at USD 1.0 billion in 2018



Our competition

According to our knowledge and research , this is a *First-to Market* device.

Our product is priced below that of other two available products.

Simple and easy to use, compared to the time consuming and single task function of other similar products

Affordability, multi tasking and rapidity are the main draw for our customers to our product.



Competitors

Effie

Iron and press but no floding task

Foldimate

The user needs to insert clothes one by one manually.

Funds and to Be Invested by founders:

From Mr. Abolfazl Akbari	\$60,000
From Mr. Alireza Sargolzaei	\$60,000
From Mr. Arash Yousefi	\$60,000
Garakouie	
From Mr. Amir Mehrdad	\$60,000
Badieifar	
Ms. Zahra Asadpour	\$60,000
Total Investment	\$300,000

Financials

Expenses to Be Made:

Start-up inventory (providing parts and equipment for assembly)	\$105,000
Social media advertising	\$45,000
Payroll for 2 part time employee in Year 1	\$71,510
Rent expenses for Year 1	\$36,000
Additional expenses (utilities, insurance, professional fees, office equipment, recruitment and training fees)	\$42,490
Total to Be Spent from the Corporate Account	\$300,000



Alireza Sargolzaei
Chief Operating Officer

Zahra Asadpour
Chief Technology Officer

Abolfazl Akbari
Chief Executive Officer

Arash Yousefi Garakouie
Chief Financial Officer

Amir Mehrdad Badieifar
Chief Product Officer

Meet the team



Thank you

Ironfold

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