





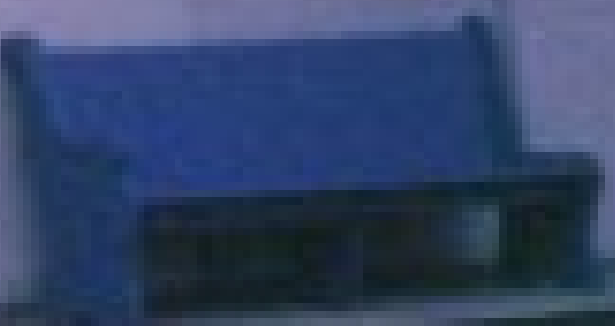
EXCELLENCE
IN LAUNDRY

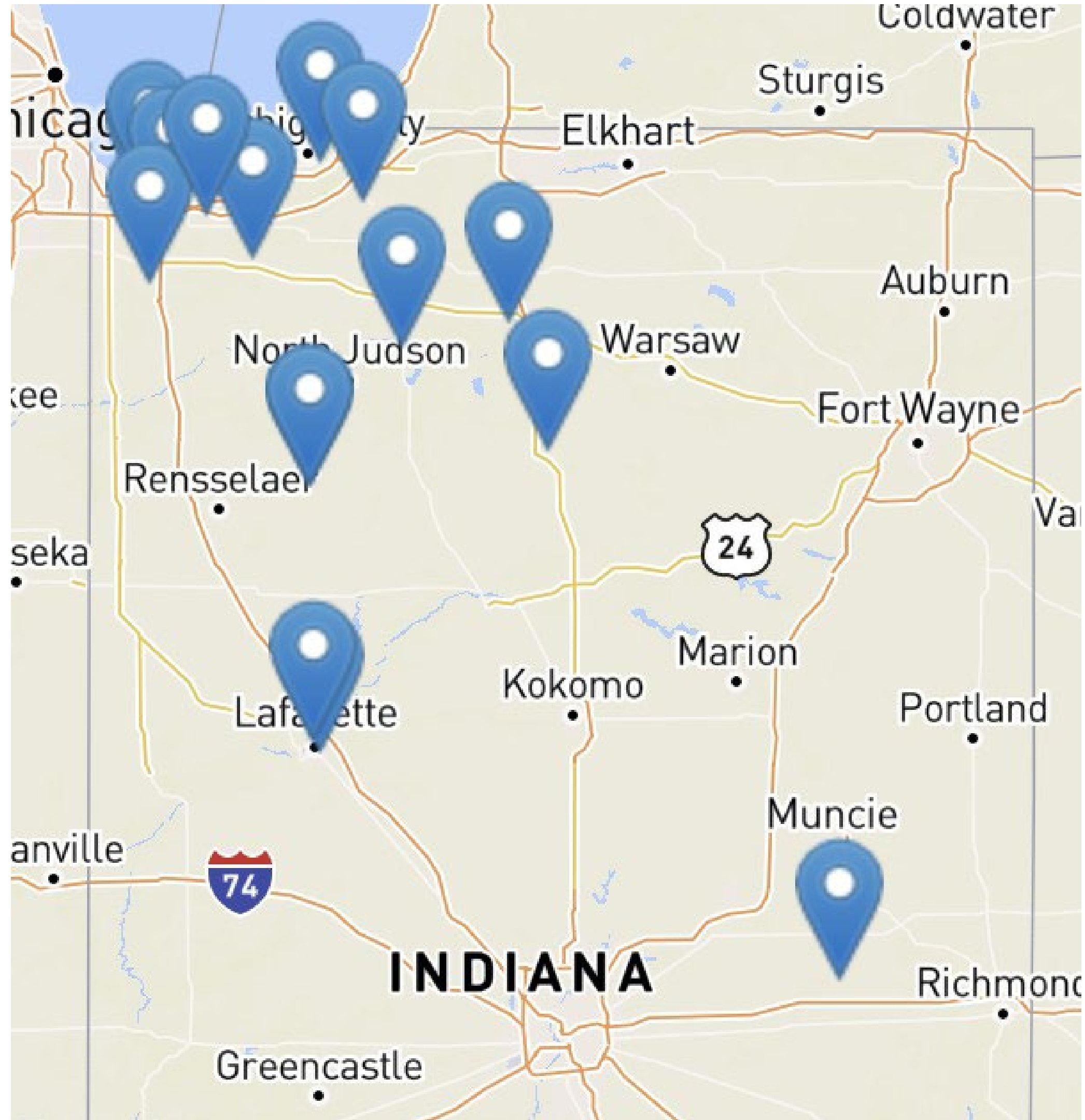




LadyBug Laundry

SALLY WASH
COIN LAUNDRY
Partners with  MARTINI







The KING
FOURTEEN LOADER

ENORMOUS EIGHT LOADER

EXPRESS DRYERS

FOUR LOADER

MEGA SIX LOADER

FOUR LOADER

MEGA SIX LOADER

NOTICE
Please check all washers & dryers BEFORE use.



LadyBug Laundry
WASHER READY
We get the sp'its out



DISCLAIMER

The following presentation is intended for educational purposes only and does not guarantee immediate scalability, effortless expansion, or perfectly behaved employees. The strategies presented in this session are based on real-world application at Ladybug Laundry and are not guaranteed to produce identical results in all operations.

Side effects may include writing SOPs late at night, noticing inefficiencies everywhere, and questioning past decisions.

Use of these principles without accountability systems may result in temporary improvement followed by regression.

Do not use if allergic to structure, discipline, or ownership.

If your business continues to experience chaos for more than 90 days, please consult your org chart.

See your leadership team if symptoms persist.





EXCELLENCE
IN LAUNDRY

The Gauntlet

Brand
Identity



Business
Model



Scalability
Tenants



Layered
Leadership



Accountable
Controls





Our Vision

To elevate laundry day the **Ladybug Way**:

Turning a routine chore into
an exceptional experience.






Our Mission

We create **uncommon** laundry experiences.

Our top notch service, high quality products, and spotless spaces provides a fresh opportunity to rethink the way you care for your clothes.

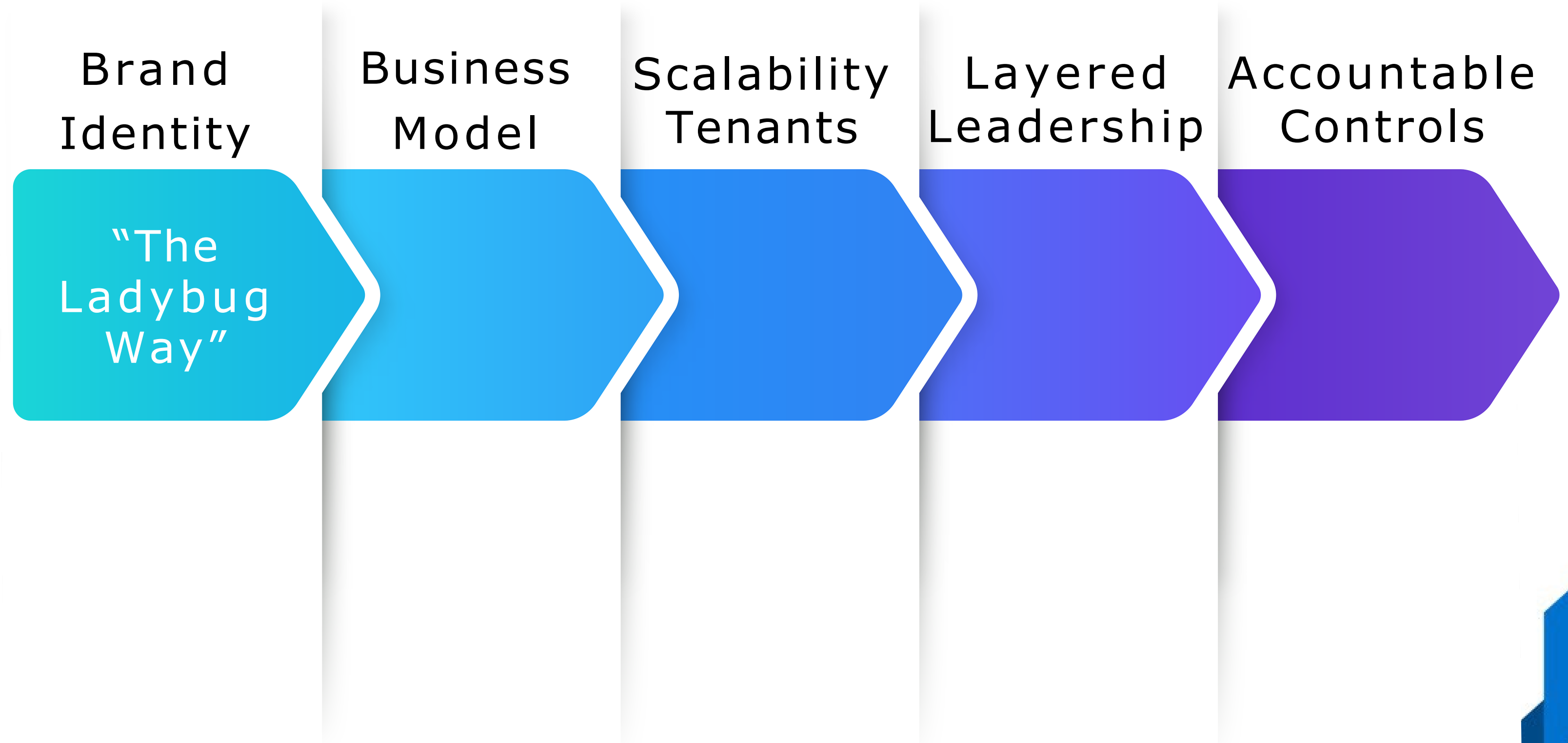




Our Values

People Before Profit
Passionate about Service
Driven by Quality
Disciplined in Practice
Invested beyond Laundry
Integrity over Everything

The Gauntlet



Brand Identity

"The Ladybug Way"

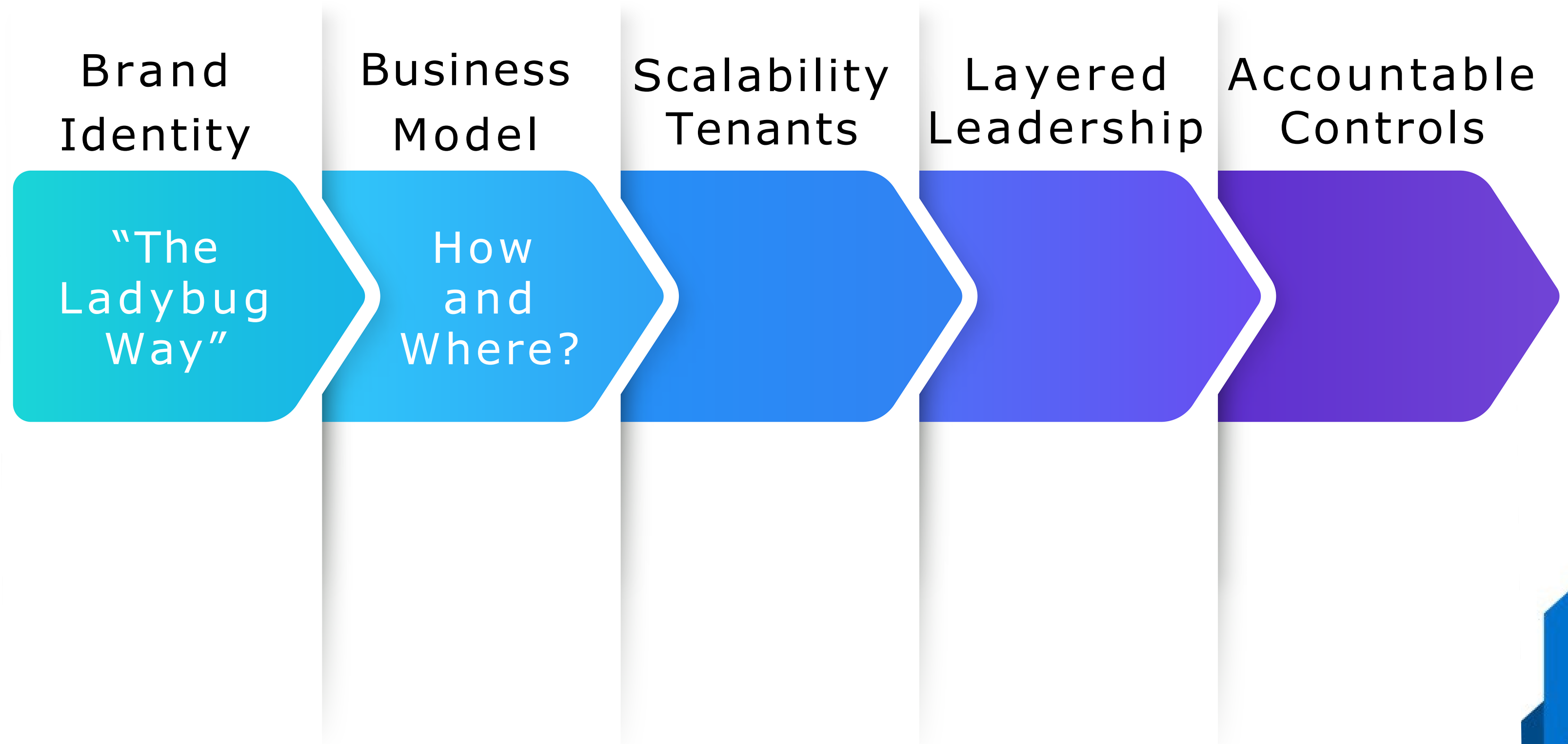
Business Model

Scalability Tenants

Layered Leadership

Accountable Controls

The Gauntlet





REPEATABILITY

REPEATABILITY

Consistency of Outcomes vs Perfection of the Process



EXCELLENCE
IN LAUNDRY

“We can repeat this model and create consistent outcomes....”

- With average staff
- In our desired markets
- Whenever the opportunity arises

REPEATABILITY

Consistency of Outcomes vs Perfection of the Process



EXCELLENCE
IN LAUNDRY

This test fails when:

1. Customization > Standardization
2. Outcomes Rely on Unique Staff /or/ One Person

REPEATABILITY

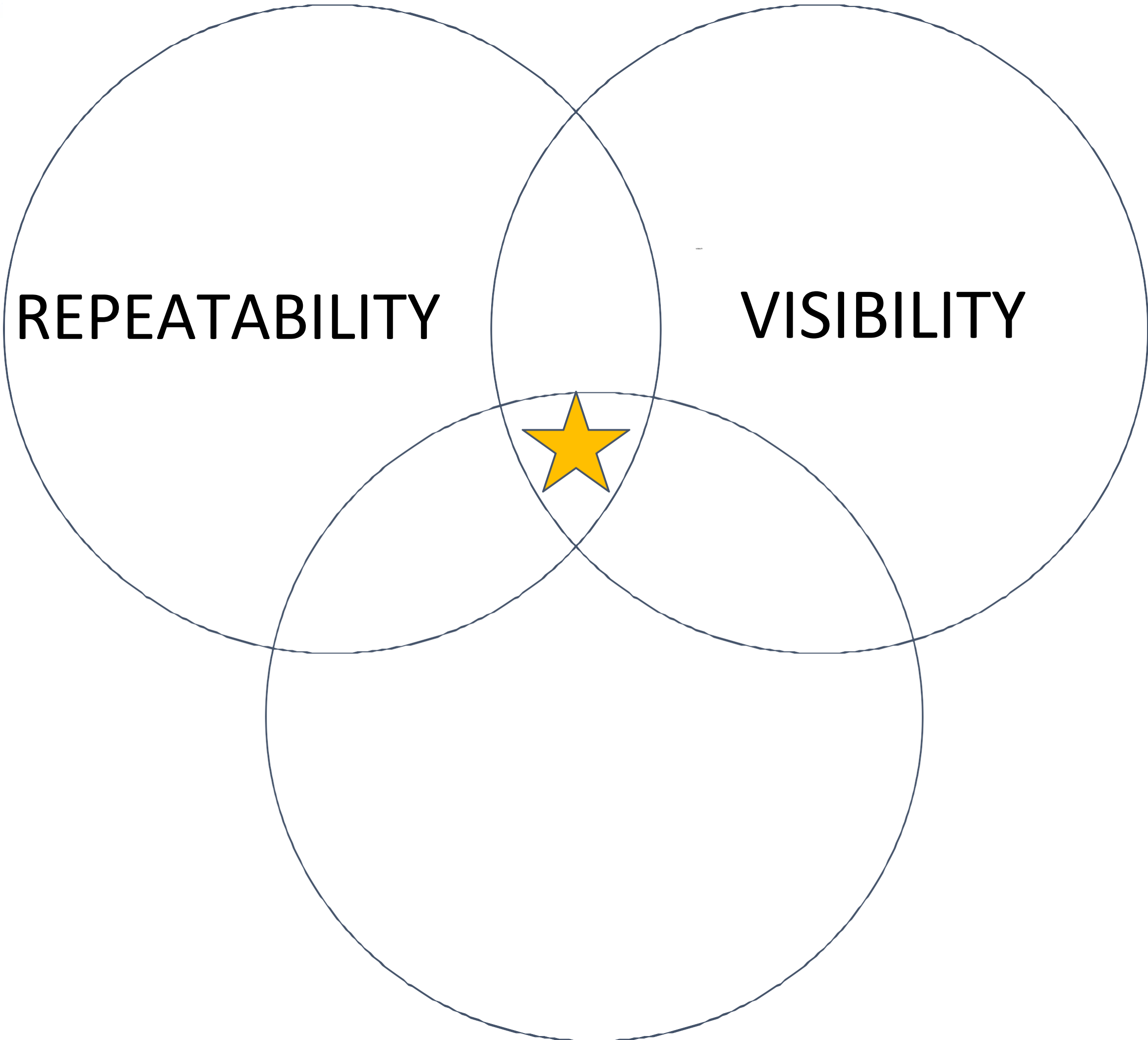
Consistency of Outcomes vs Perfection of the Process



EXCELLENCE
IN LAUNDRY

The Real World: Consistency Beats Perfection

1. Trainability
2. Sacrificing Perfection for the Common Day
3. Character over Qualifications



VISIBILITY

The Weights and Measures



EXCELLENCE
IN LAUNDRY

“We can see and measure...”

- Staff Performance
- Financial Performance
- Downtime
- Customer Feedback

VISIBILITY

The Weights and Measures



EXCELLENCE
IN LAUNDRY

This test fails when:

- Gut Feelings > Actual Data
- Complex Tech = Unused Systems
- Customer Feedback Creates Awareness

VISIBILITY

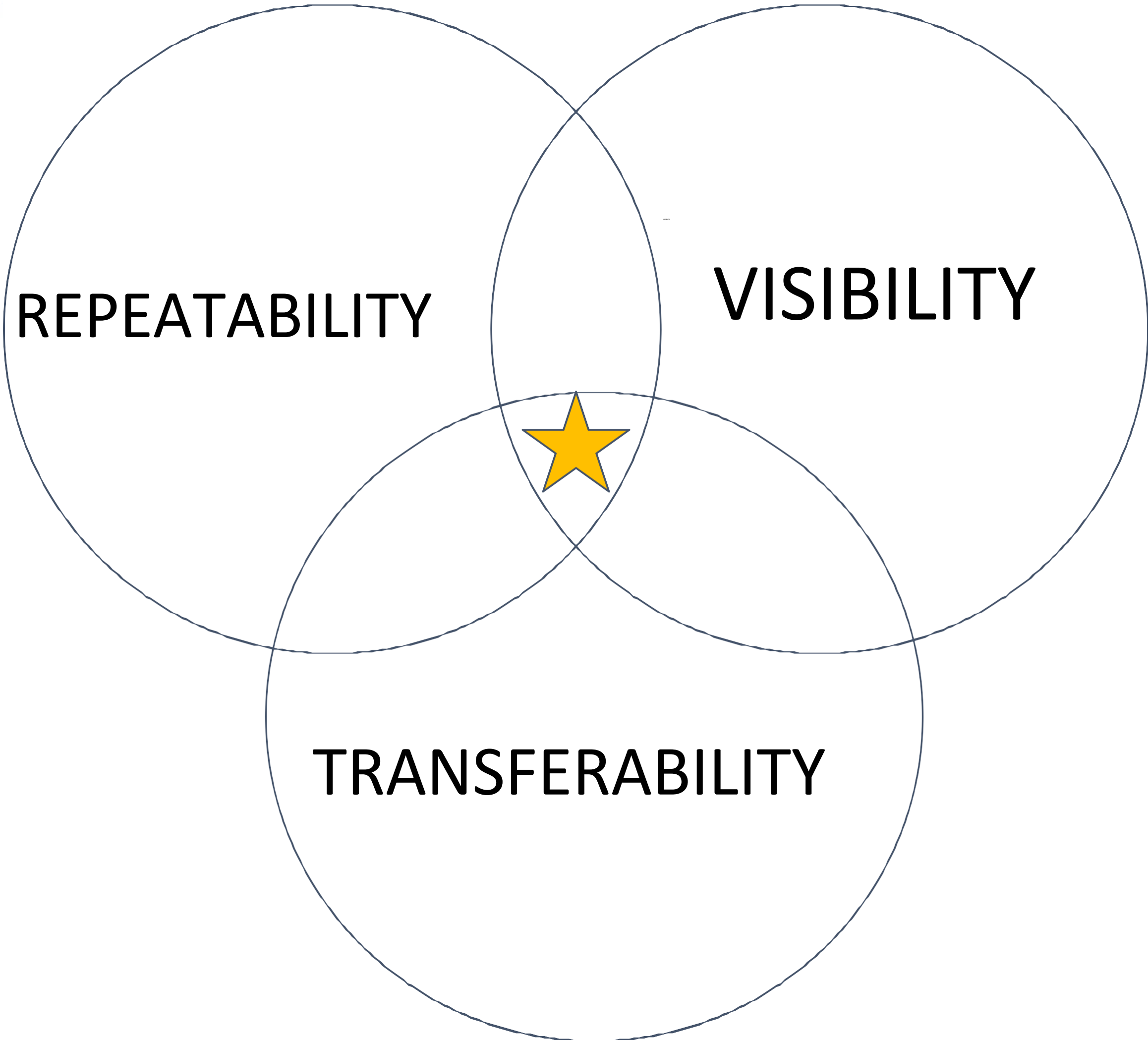
The Weights and Measures



EXCELLENCE
IN LAUNDRY

You are driving blind if:

- You can't see it remotely
- You can't measure it
- Reporting Relies on Customers



TRANSFERABILITY

The buck stops at you...Or does it?



EXCELLENCE
IN LAUNDRY

“_____ has a high level of independence”

- Each Location
- Every Employee
- All Owners

TRANSFERABILITY

The buck stops at you...Or does it?



EXCELLENCE
IN LAUNDRY

This test fails when you say:

- “Call me if anything happens.”
- “I’ll take care of this.”
- “If Sam ever quit I’d be screwed.”

TRANSFERABILITY

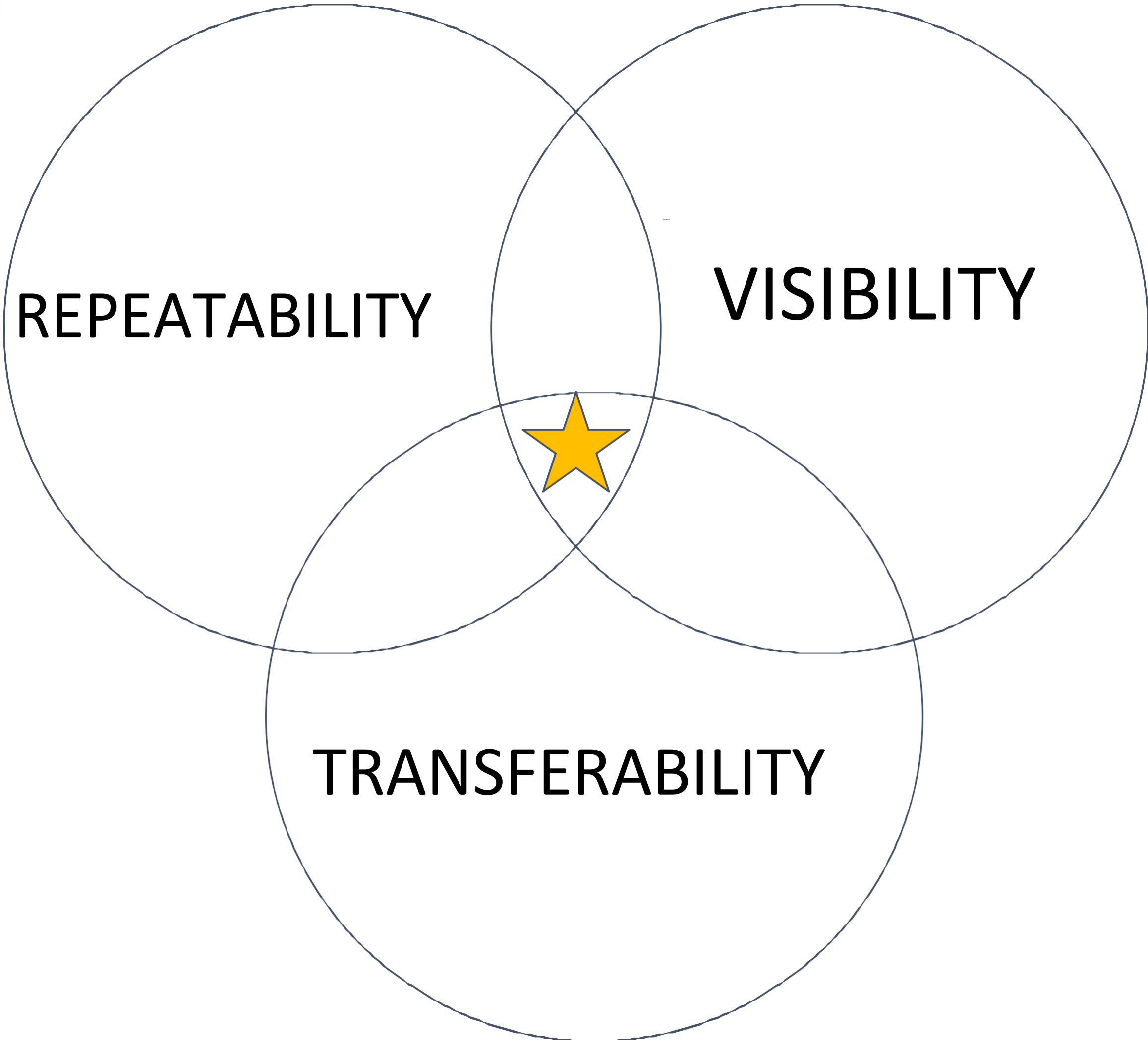
The buck stops at you...Or does it?



EXCELLENCE
IN LAUNDRY

Create Independence By:

- Training Decision Makers, not Task Do-ers
- Forming Escalation Paths
- Eliminating Relationship Based Operations



REPEATABILITY
VISIBILITY
~~TRANSFERABILITY~~



EXCELLENCE
IN LAUNDRY

2x the Stores = 2x the Workload
Bottlenecking Decisions
Systems Failure



REPEATABILITY
~~VISIBILITY~~
TRANSFERABILITY



EXCELLENCE
IN LAUNDRY

No Accountability
Lack of Clarity
Poor Decision Making
Financial Blindness



~~REPEATABILITY~~
VISIBILITY
TRANSFERABILITY

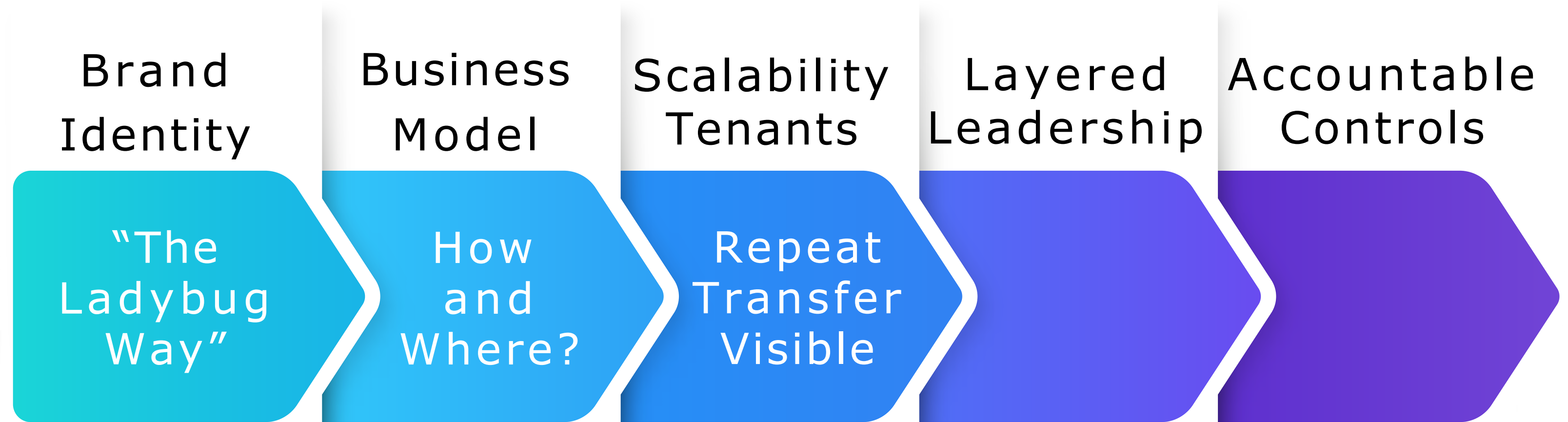


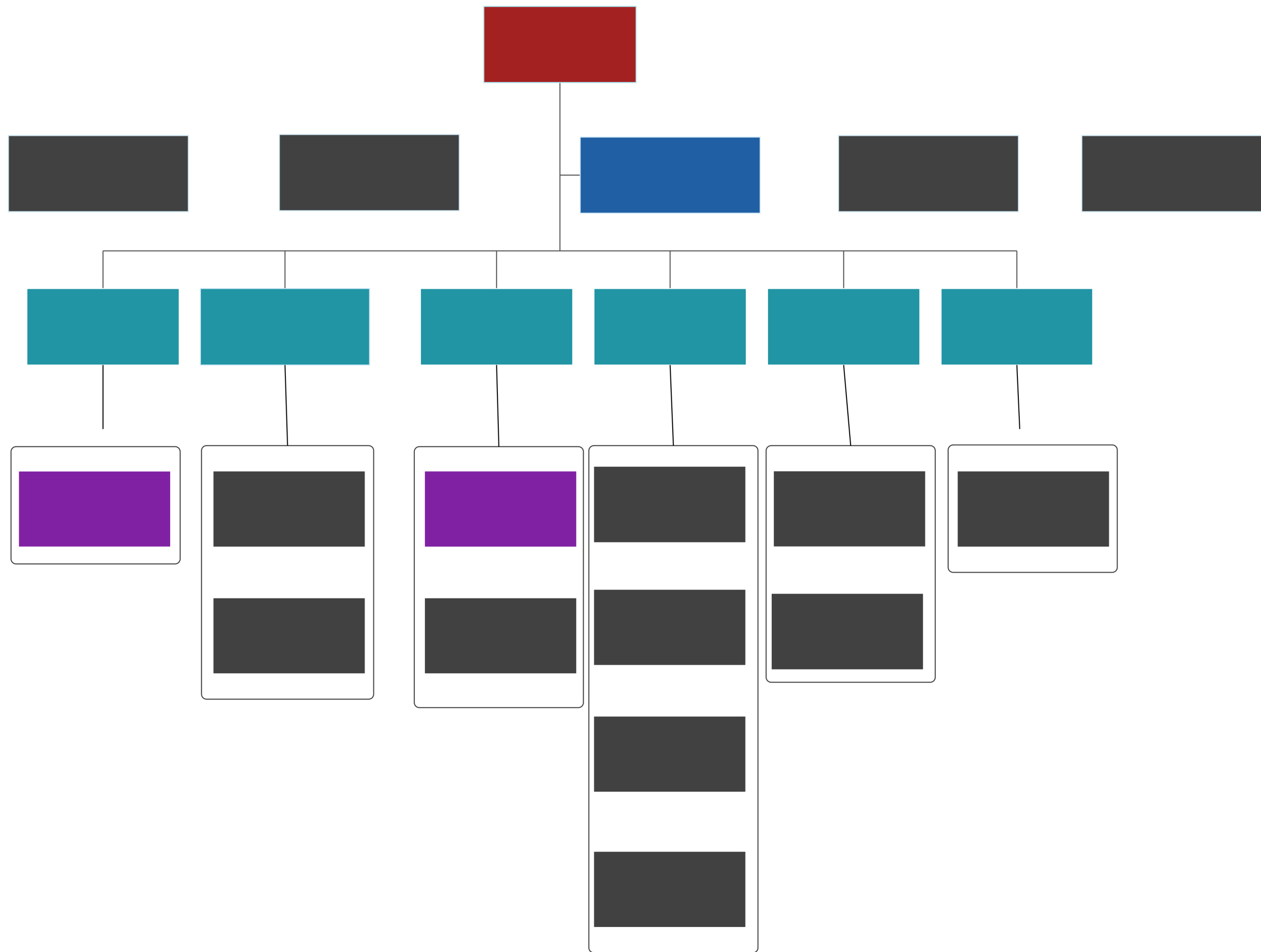
EXCELLENCE
IN LAUNDRY

NICHE or Boutique
Brand Confusion
Operational Inconsistencies
Staffing Confusion

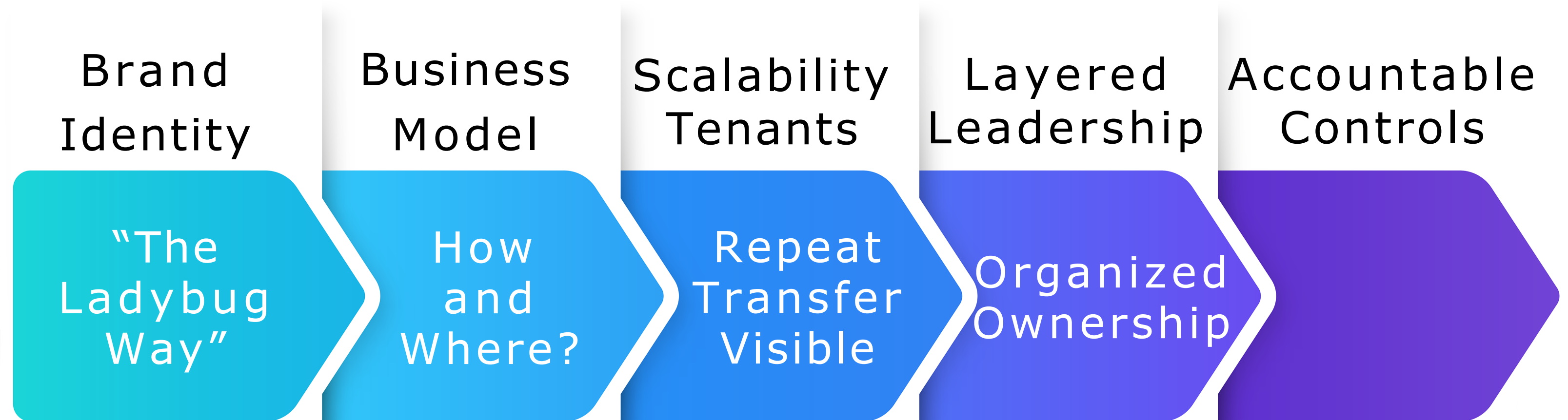


The Gauntlet

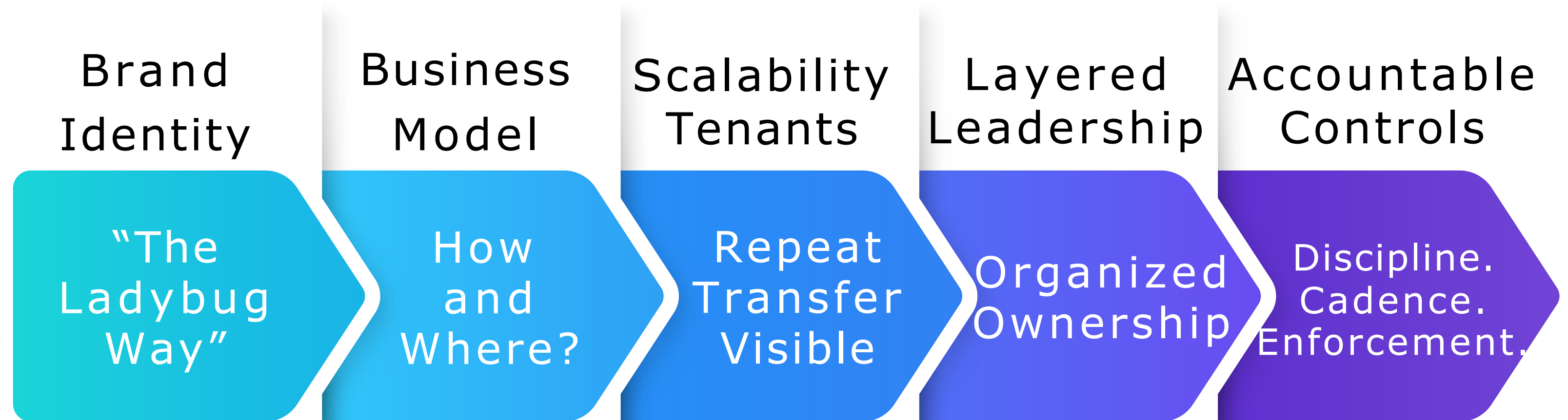




The Gauntlet



The Gauntlet



CLINT EASTWOOD



**THE
GOOD**

**THE
BAD**

**and THE
UGLY**

co-starring



**THE
GOOD**

co-starring

Specializing in YOU Negotiations and Footprint Creation

CLINT EA



**THE
BAD**

Limited Service Offerings
Less Personality
Less Connection
Aquisition Limitations

ASTWOOD



**and THE
UGLY**

**Exposure and Liability
Feeding the Monster
Regulatory Compliance
“Big Business”**

AAA- Attorneys, Accountants, Advisors



Thank You!