

MAKWA SCORES SIX-FIGURE SEED FUNDING

The app offers its customers an easy way to take care of their wardrobe at affordable prices.

Cairo-based laundry services startup [Makwa](#) has raised a six-figure investment from an angel investor. The investment will be used to scale the team, upgrade its technology and accelerate its expansion into new areas.

Makwa is a mobile app providing doorstep Dry Cleaning and Laundry pick-up and delivery services. Customers use the app to schedule pickup and delivery time slots, give special washing/ironing instructions, track orders, review orders' history, rate the service and pay online. Makwa partners with high quality vendors in the areas in which it operates who clean customers' clothes, while following Makwa's manual and meeting its stringent specs.

"The investment coupled with the investor's experience will help us continue to revolutionize the laundry industry for consumers and laundry professionals alike" says Aly Eteiba, Makwa's Founder & CEO. We are solving a problem that every household has had an issue with at some point in time. Our goal is to offer our customers a convenient, hassle-free and enjoyable customer experience, and at the same time deliver a reliable and consistent product and service.

Makwa is a graduate of Flat6labs accelerator program and was chosen as one of 4 Egyptian startups representing Egypt in RiseUp's Pitch By the Pyramids.