



Laverie raises six-figure USD investment round led by A15

The innovative dry-cleaning & laundry app looks to expand operations over the Greater Cairo area, and subsequently the GCC, with a new range of services.

Cairo, Egypt

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Laverie, Egypt's first dry-cleaning & laundry app, landed an undisclosed six-figure (USD) investment from [A15](#), the leading tech investor. The digital provider for laundry services has been operational since 2018. Today, Laverie has processed over 60,000 items and has acquired a client base of over 4,000 registered users, with a month over month growth of 25%.

"We have noticed the work of the Laverie team, how they achieved early organic traction in the areas they operate in and the exceptional level of service they provide to their clients. The startup is a great addition to our portfolio given our previous experience in building and investing in tech-enabled consumer startups," Karim Beshara, A15 General Partner, said.

Laverie's founders, Ayman Gaballah and Mohab Aloush, bring together over 20 years of experience in software solutions, business development, and digital transformation across multinationals as well as small enterprises. They are now joined by new Laverie CEO, Hani Salama, who has been running his 30 year old family-owned laundry business. In light of the team's track record and experience; Laverie intends to disrupt and uplift the service level of on-demand consumer services in Egypt.

Laverie plans to expand its operations to provide easy access to premium laundry services to a much wider range of unserved clientele in the Greater Cairo area, and subsequently expanding to the Gulf within the next two years.

"Partnering with A15 is a pivotal milestone for Laverie and we are thrilled to be a portfolio company of such a leading and impactful tech investor. We are excited to have access to A15's team of experts who will help build capabilities across different functions through its venture development program as well as use its network and offices for future regional expansion," said Ayman Gaballah, Co-founder at Laverie.

Differentiating Laverie from other players in the market, is the seamless customer experience and journey while using the app, the quality of service and after-sales customer care. The company also offers order tracking, and various payment options for convenience.

"I am very excited about joining Laverie, and having the opportunity to converge the 30 years of my family-owned laundry business experience into Laverie's innovative digital model, along with the new services that will be added to our portfolio. We are looking forward to fine tuning a localized model capable of scaling in the Gulf countries with the support of our stakeholders soon," Hani Salama, CEO at Laverie, has stated.

"The revolution in digital services is touching upon all sectors, and I see a great potential & need in the laundry market in Egypt for transformation and makeover. With a capable team such as Laverie's, we can expect to disrupt the industry," said Sahar Salama, Laverie Board Member.

About Laverie

Laverie, Egypt's first dry-cleaning & laundry app, through its bold leadership, innovation and its comprehensive portfolio, is transforming the dry-cleaning industry. As of September 2018, Laverie started to cover major areas in greater Cairo. Laverie's success is driven by a commitment to delivering a peerless experience through the state-of-the-art platform/mobile app and customer-focused operations providing an impressive quality of service via a network of trusted partners as well as the unmatched dedication of personnel on ground.

About A15:

A15 is an entrepreneurial company that creates and invests in digital products and technology brands; aspires to empower the human race to overcome its limits and expand its capabilities. It generates a year-on-year growth of 30% and an annual revenue of US\$158 million through its 24 portfolio companies operating in 20 markets with 17 offices and more than 1,000 employees. Part of its portfolio, there are 9 leading growth companies in the region including Connect ads, the number 1 digital agency in the Middle East. There are also 15 innovative ventures such as PayMob, the rising Fintech Start-up for payments acceptance. A15 is the first investor in the Middle East and Africa which created a Dragon from one of its investments which is TPay exit to Helios Investment partners in 2018. The MENA's First Dragon exit is the second major exit for A15 in three years after the sale of Otlob, one of the leading regional online food delivery businesses, to Rocket Internet. As a leading tech investor, A15 is focusing on creating and investing in disruptive tech and tech-enabled companies in verticals like Fintech, E-Commerce, SaaS and Adtech. To Learn more visit: www.A15.com