



Lavo na Vaga

**A CLEAN CAR, WHEREVER YOU ARE.
URBAN LOGISTICS AND WATER EFFICIENCY FOR SMARTER CITIES.**



WHY NOW

Paraná banned washing vehicles with public-supply water.

State Decree 13,498/2026, of April 29, valid for 180 days: bans the use of public-supply drinking water to wash vehicles across the state of Paraná, Brazil.

4,500

car washes closed in France by drought rules in Oct 2026, 45% of the country

3 decrees

of water emergency in Paraná, in 2020, 2021 and 2026. The crisis repeats

6+

federal public tenders for eco-friendly car washing in Brazil since Nov 2024 (R\$ 88 per car at ABIN)

Sources: Paraná Decree 13,498/2026 · France: Mobilians, via CarwashPro, 5 Oct 2026 · Federal tenders: PNCP, since Nov 2024 (ABIN tender of 11 Mar 2025)

The problem today

Car washing is a frustrating task for almost every driver.
The traditional car-wash model no longer meets modern customer expectations.



Time lost

Waiting in line can consume valuable hours of the day.



Inconvenience

You may need to call an Uber or arrange alternative transportation to keep your commitments.



Lack of trust

Customers are constantly concerned about leaving their vehicle with strangers.



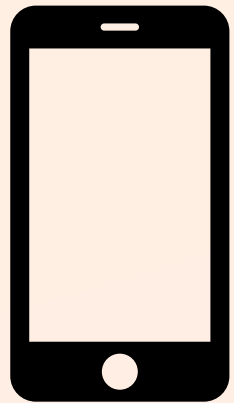
ESG Report

The market still lacks transparent and reliable ESG reporting.

Our solution

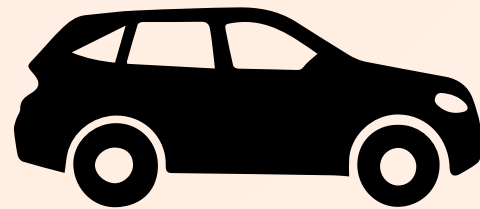
A **SaaS platform** that transforms the car-care experience by bringing a premium service **directly to the customer.**

01



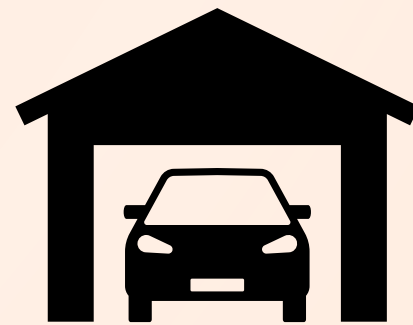
BOOK ONLINE

02



WE COME TO YOU

03



**COMPLETE PEACE
OF MIND**

04



**RECEIVE SERVICE
NOTIFICATIONS**

05



**WATER MEASURED
ON EVERY WASH**

We have created a solution that fits seamlessly into the customer's lifestyle.

Product

One platform, three layers: what runs today and what is being rolled out.

1. Online booking · LIVE

Customers book and schedule their wash online at agendamentolavonavaga.com.br.

2. Washer app · IN USE

Washers follow a checklist and take photos in the app; the water is measured and logged on every wash.

3. ESG dashboard · BEING IMPLEMENTED

Water data per wash feeds the ESG dashboard now being implemented. AI routing and matchmaking are in development for the licensing launch planned for 2027.



agendamentolavonavaga.com.br

Energy metered on the job

Plug-in energy meter between the socket and the equipment



Start · meter reset

0.000 kWh



End of job

0.297 kWh

Energy used

0.297

kWh on the job

Logged with the water reading
in the job's digital checklist

Water metered on the job

Flow meter on the tap: zeroed, read at the end and photographed for the job checklist



Meter at zero

0.0 L



End of job · 9 Sep 2026

139.2 L

3 vehicles, 1 address

≈ 46 L

per vehicle on this job

Varies with vehicle size, service and soiling: heavy mud needs more water.

Street car wash reference:
120 to more than 300 L per vehicle

FOR COMPANIES AND FLEETS

We wash in the company parking lot: the car stays put and nobody loses time.

No trips

The vehicle is washed in its parking spot during working hours. Just leave the key.

Many vehicles, one visit

One team serves every car at the same address. In our data, days with 2 or more washes cut travel per wash by 29%.

Metered water

From 5 liters of water applied to the vehicle, with water logged on every job.

THE COST NOT ON THE INVOICE

~R\$ 43

per wash on top of the car wash price: staff time to take the car and fuel for the trip.

30-vehicle fleet, 2 washes a month:

R\$31k to R\$36k a year

in hidden cost, plus about 12,000 liters of drinking water a month at a street car wash.

Estimate: 1.5 hours of staff time at R\$25/h, 8 km round trip at 10 km/l, gasoline at R\$6.78/l (ANP Curitiba average, Sep 27 to Oct 3, 2026), 200 liters per wash at a street car wash. The range goes from the employee waiting for the car to returning by ride-hailing. We redo the math with each client's numbers.

ESG

SDG

ENVIRONMENT

WATER SAVINGS

VONIXX PRODUCTS WHOSE SAFETY DATA SHEETS INDICATE RAPID DEGRADABILITY

LESS WASTE

LOWER OPERATING FOOTPRINT

SOCIAL

INCOME FOR LICENSED WASHERS (2027)

A PATH TO FORMAL WORK

CUSTOMER CONVENIENCE

GOVERNANCE

STANDARD PROCESS

TRACEABLE OPERATION

QUALITY CONTROL

SAFETY AND PRODUCT-USE COMPLIANCE

6 ÁGUA POTÁVEL E SANEAMENTO



Clean water and sanitation:

From 5 liters of water applied to the vehicle,
up to 95% less than a street car wash, which uses 120 to 300+ liters per car

11 CIDADES E COMUNIDADES SUSTENTÁVEIS



Sustainable cities and communities:

- brings the service to the car, cutting trips;
- works in residential and corporate settings.

12 PRODUÇÃO E CONSUMO RESPONSÁVEIS



Responsible consumption:

- Vonixx products whose safety data sheets indicate rapid degradability.
- less waste of water, product and residue.

Initial growth: **ORGANIC**

Conscious consumption

CORE SERVICE

Eco-friendly car washing

Our most requested service, with Vonixx products whose safety data sheets indicate rapid degradability.

Starting at R\$ 119.

GOVERNO DO ESTADO DO PARANÁ
April 29, 2026
DECRETO Nº 13.498

III - fiscalizar o cumprimento das restrições de uso nas bacias hidrográficas em situação crítica.

Art. 3º Autoriza a Companhia de Saneamento do Paraná - SANEPAR e demais concessionárias a adotar medidas de contingenciamento, tais como:

I – a implementação de rodízios no abastecimento público, para preservar o volume útil dos reservatórios;

II – a intensificação do monitoramento da qualidade da água bruta, visando mitigar os riscos da baixa capacidade de diluição de efluentes nos rios;

III – a realização de campanhas de conscientização para a redução drástica do consumo.

Art. 4º Proíbe o uso de água potável fornecida pela rede pública para atividades não essenciais, incluindo:

I – a lavagem de calçadas, pátios e veículos;

II – a irrigação de jardins e gramados;



Proof of demand first 12 months:

- + 200 customers
- + 350 car washes
- + tens of thousands of liters of water saved

Almost 40% of customers have come back for more

RECENT TRACTION

90-day repurchase: 17% to 43%

monthly revenue: R\$1.7k to R\$4.2k

Repurchase: Oct 2025 vs Jun 2026 customer cohorts. Revenue: Feb vs Aug 2026.

Business Model

TODAY

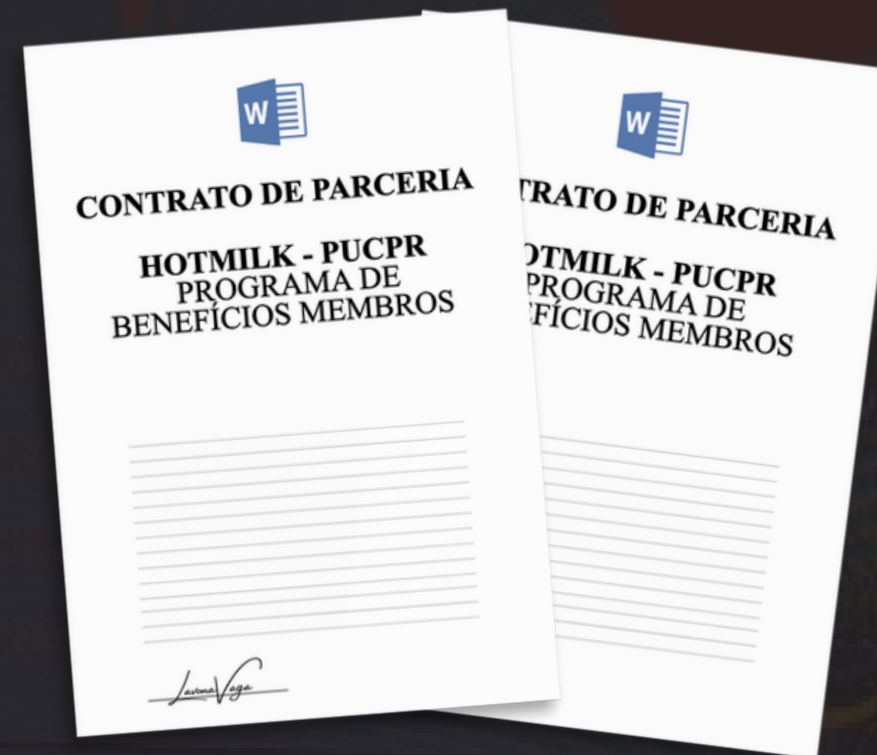
B2C on-demand service
avg. ticket R\$ 172 per wash

Fleet plans, B2B and B2G
R\$ 100 per vehicle per month
(being implemented)

Employee-benefit agreements
(B2B2C)

NEXT

Subscription plans (Oct 2026)
Licensing to washers (2027)
Cashback program
E-commerce for car products
Complementary services



Signed B2B2C partnership
contracts

B2B2C CONTRACTS

B2B2C

AFUS (Sebrae-PR employee
association)

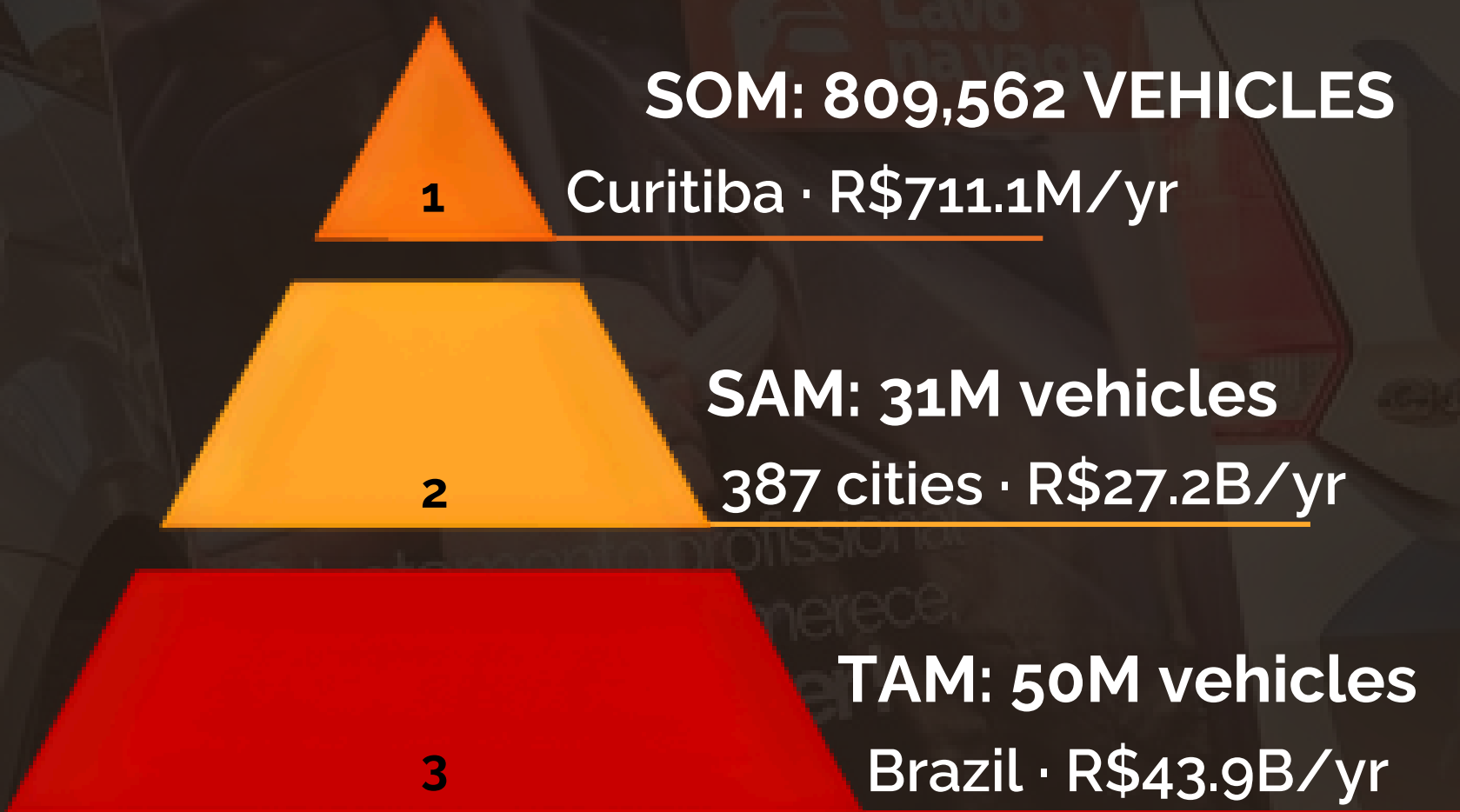
HOTMILK, PUC-PR (member
benefits program)

ASCMC (Curitiba City Council
employees)

being signed

Vale do Pinhão pilot
cooperation agreement

THE SIZE OF THE OPPORTUNITY



Method: R\$878 per vehicle a year (5.1 washes a year measured in our customer base × R\$172 average ticket). TAM: 28M class A/B vehicles plus an estimated 22M business-fleet vehicles (logistics-sector survey; Senatran does not publish fleet data by owner type). SAM: the 387 cities with over 100,000 inhabitants (IBGE, 2024). SOM: Curitiba, 1.62% of the national fleet (Senatran, July 2026) applied to the TAM.

Global and public markets

US\$35.2B

global car wash market in 2025, growing about 5% a year to US\$45.2B in 2030 (The Business Research Company, 2026)

~10.5% a year

growth of mobile washing through 2030, our segment: US\$8.4B in 2026 (Grand View Research)

R\$0.8B to R\$1.2B

a year in public procurement of fleet washing in Brazil (estimate, not yet verified)

Competitive landscape

Direct players in Brazil: Wash Me (dry wash for corporate fleets, São Paulo, franchising since 2024) and the franchise networks Acquazero and DryWash.

Business model	Price	Technical quality & products	Customer time required	Convenience & comfort	Security
Lavo na Vaga (on-demand, at the parking spot)	FAIR PREMIUM \$\$\$\$	EXCELLENT ↑↑↑↑↓	ZERO ⌚⌚⌚⌚⌚	MAXIMUM 😊😊😊😊😊	TOTAL ✅✅✅✅✅
Auto detailing shop (physical store)	VERY HIGH \$\$\$\$\$	HIGH PERFORMANCE ↑↑↑↑↑	MEDIUM ⌚⌚⌚⌚⌚	LOW 😊😞😞😞😞	HIGH ✅✅✅✅!
Mall car wash	HIGH \$\$\$\$\$	MEDIUM/GOOD ↑↑↑↓↓↓	MEDIUM ⌚⌚⌚⌚⌚	GOOD 😊😊😊😞😞	MEDIUM ✅✅!!!
Traditional car wash	MEDIUM \$\$\$\$\$	VARIABLE ↑↑↓↓↓↓	MEDIUM/HIGH ⌚⌚⌚⌚⌚	LOW 😊😞😞😞😞	MEDIUM ✅✅!!!
Gas station car wash	LOW \$\$\$\$\$	LOW ↑↓↓↓↓	HIGH ⌚⌚⌚⌚⌚	NONE 😞😞😞😞😞	LOW ✅!!!!
Self-service car wash	VERY LOW \$\$\$\$\$	VARIABLE ↑↑↓↓↓↓	HIGH ⌚⌚⌚⌚⌚	NONE 😞😞😞😞😞	HIGH ✅✅✅✅!

Financials

Today: own operation. Revenue measured in our booking system; CAC and LTV are estimates (LTV = 4 washes a year × 2 years × R\$140 contribution margin per wash).

Today	Avg. ticket	Revenue, Jan to Sep 2026	Monthly revenue, Feb vs Aug	CAC	LTV (contribution margin)	LTV/CAC	CAC payback
Own operation	R\$172	R\$25.7k	R\$1.7k to R\$4.2k	R\$120	~R\$1,120	~9.4x	< 1 wash
Projection	Share of Curitiba SOM	Washes per year	GMV per year	Teams of two washers	Washes per team/month	Own vs licensed	Take rate (licensed)
Year 1 (exit run-rate)	0.3%	13,440	R\$2.30M	8	140	Mostly own	15% to 25% (from 2027)
Year 2	1%	41,288	R\$7.08M	25	140	Own + licensed	15% to 25%
Year 3	3%	123,863	R\$21.23M	74	140	30% own, 70% licensed	15% to 25%

Projection: approved 3-year plan on the Curitiba SOM at R\$171 per wash; licensing launches in 2027 with a take rate of 15% to 25% that varies with each licensed washer's activity (19.3% weighted average in our 100-washer model). Year 1 shown as exit run-rate (month 12 × 12); total billed in year 1: 5,980 washes and R\$1.03M GMV.

Team

 **Lavo
na vaga**

Somos uma startup apoiada
pelo Sebrae/PR.

CONECTAPR

SEBRAE

Henrique Cruz, CEO

Strategic vision, sales and capital;
Entrepreneur: built a network of
70+ independent retail stores;
MBA and postgraduate education;

Gabriel Vitoretti, CTO

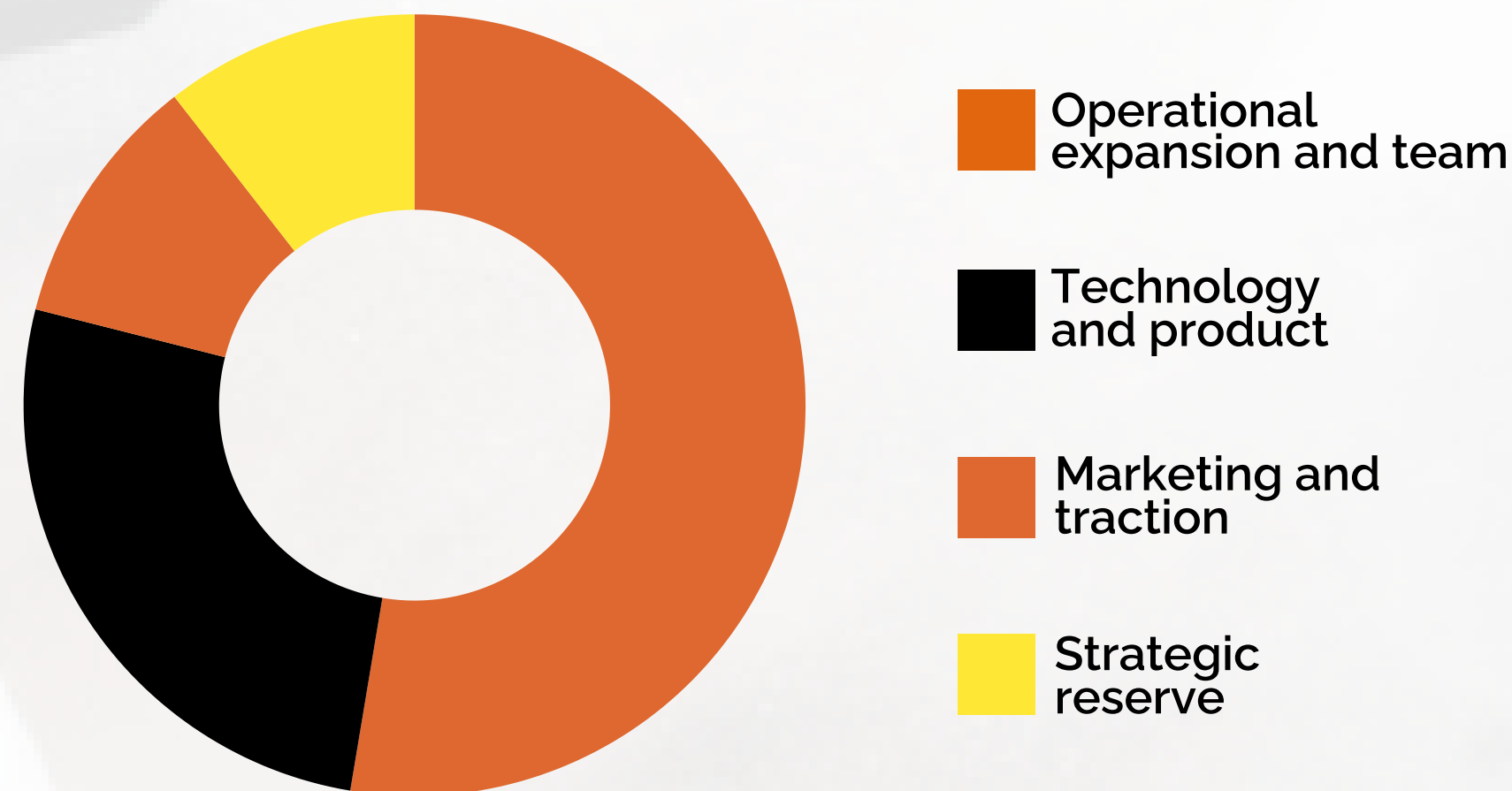
Technology and product innovation;
10 years of experience in the automotive
industry;
Degree in Systems Analysis and
Development;
Mobile developer specializing in Flutter;

Tiago Demoral, COO

Operations and quality assurance;
15 years of experience in logistics,
distribution and customer service;
Experience in operational training
and quality control;
Training in automotive detailing;

Current Funding Status

Founder-funded: over R\$210k invested by the founders (over R\$83k in cash plus about R\$132k of the CEO's unpaid work); no equity raised. We are preparing a pre-seed round. Planned allocation below.



EXTERNAL CAPITAL RAISED TO DATE

US\$ 0

50%

Operational expansion and team

Structure two complete service teams in Curitiba, including:

- Vehicles; Hiring; Training; Equipment; Capacity to service up to 300 cars per month

30%

Technology and product

Develop and improve the customer and service-provider applications, with a focus on:

- Scalability; Automation; Operational efficiency; Improved user experience

10%

Marketing and traction

Invest in media and customer acquisition to:

- Accelerate channel validation; Generate consistent demand; Increase brand awareness; Improve acquisition predictability

10%

Strategic reserve

Capital reserved for:

- Financial security; Tactical adjustments; Unexpected opportunities; Operational contingencies



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**A more sustainable
future.**

