

# PITCH DECK

## MOBILE SHOWERS



POLSKO-UKRAIŃSKA RADA  
WYMIANY MŁODZIEŻY

ПОЛЬСЬКО-УКРАЇНСЬКА РАДА  
ОБМІНУ МОЛОДДЮ



Ministerstwo  
Edukacji Narodowej

Projekt został sfinansowany ze środków  
Polsko-Ukraińskiej Rady  
Wymiany Młodzieży z dotacji MEN



# IMAGINE THE FIRST DAY OF YOUR TRIP



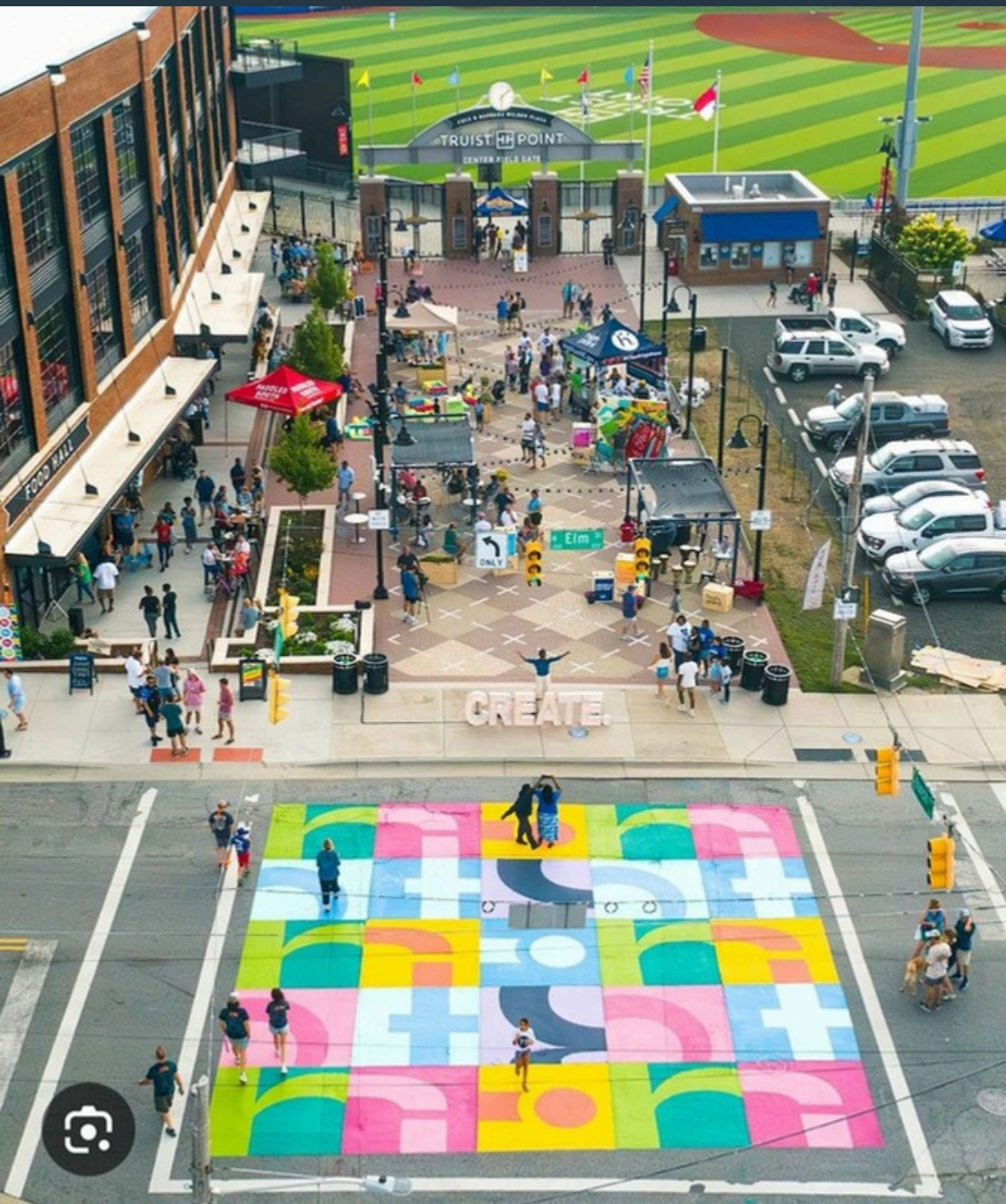
Imagine this: You've just stepped off a long train ride, it's the middle of summer, the station is crowded, and you feel hot, sticky, and tired. You have an important meeting in the city, but you don't have time to go home and freshen up. Thousands of travelers, commuters, and city workers face this same challenge every day. Right now, there is no quick and convenient solution.

## PROBLEMS





# WHY THERE ARE NO SHOWERS?







Our idea is to change this. We are introducing showers: self-service shower cabins located in high-traffic urban areas – train stations, airports, bus terminals and city centers.

These smart cabins give people a clean, safe and affordable way to refresh themselves during the day



Each cabin is fully automated, equipped with water-saving technology, a secure payment system and eco-friendly supplies such as biodegradable soap and towels. Customers can book a 10–15 minute shower through our mobile app or on-site kiosk. The cabin automatically cleans and sanitizes itself after every use ensuring hygiene and comfort



# The Market – Who Needs It

Our target audience includes:

Travelers who need to freshen up between journeys.

Commuters biking or walking to work in hot weather.

Urban professionals with meetings or events after a long day.

Tourists exploring the city without access to private facilities







# THE VALUE – WHY IT MATTERS

With showers people don't just get a shower—they get confidence, comfort and a better daily experience. Cities benefit too: our cabins reduce demand on public restrooms, promote hygiene and create a modern, sustainable service for both residents and visitors.



**you save your money because you don't spend a lot on hotel**



**You will be fresh and feel good**



**your friends will not abandon you because of the smell**

We generate revenue through pay-per-use fees and partnerships with transport hubs, municipalities and private companies who want to provide added value to their clients.







Our vision is simple: to make cities more livable by giving people the chance to feel fresh anytime, anywhere. Just like public Wi-Fi changed how we connect, shower will change how we take care of ourselves in the urban environment.

# INVEST IN HUMAN HAPPINESS AND CLEANLINESS





## Key partners

- Owners /renters of spaces in transport hubs (train stations, airports, bus terminals)
- City administrations and authorities (permits)
- Suppliers of shower equipment (cabins, heaters, filters)
- Water and electricity providers / connection contractors
- Cleaning and maintenance companies
- Advertising partners (branding options)

## Key activities

- Installing and connecting mobile showers
- Maintenance and cleaning
- Managing payments and bookings (terminals, app)
- Marketing and promotion
- Negotiating location agreements
- Ensuring hygiene and safety standards

## Key resources

- Mobile shower modules
- Water supply and filtration system
- Staff (technical and cleaning)
- IT system for booking and payments
- Permits for public installations
- Brand and reputation

## Value Proposition

- For travelers: freshen up without booking a hotel
- For authorities: improved services for visitors
- For transport hubs: added passenger convenience
- Clean, safe, and accessible
- Fast booking and contactless payment

## Customer relationships

- Self-service via terminal or app
- Online support and chatbot
- Loyalty programs for frequent users
- Feedback system for improvements

## Channels

- Physical mobile shower units
- Mobile app and booking website
- Advertising in transport hubs
- Google Maps, travel services (TripAdvisor, Booking)
- Partnerships with travel agencies and guides

## Customer segments

- Travelers and tourists
- Long-distance drivers and bus passengers
- Transit passengers with long layovers
- Event attendees (festivals, sports)
- People with limited access to hygiene facilities

## Cost structure

- Purchase/rent of mobile shower units
- Water, electricity, sewage costs
- Cleaning and maintenance
- Staff salaries
- Marketing and advertising
- IT infrastructure (app, site, terminals)
- Licenses and permits

## Revenue streams

- Pay-per-use fees
- Subscriptions for regular users
- Advertising and branding on units
- Sponsorships (e.g., hygiene brands)
- Revenue-sharing agreements with transport hubs