

laundry. dry cleaning. delivered.

GARMENT VALET

powered by Husky  Express

“Who knew laundry could be this easy?”



laundry. dry cleaning. delivered.

Garment Valet ®

By Husky Express Inc.

Contact

Dominic Coryell
617-44-CLEAN (x105)
dominic@huskyexpress.com

Executive Introduction

GARMENT VALET® is a laundry and dry cleaning delivery service. The company caters to urban residents of multi-unit housing facilities as well as hotels, gyms, offices, and other businesses. The company offers un-attended delivery to one of their digital lockers or by arranging a secure drop-off location with each customer. GARMENT VALET® also offers in-person attended and office delivery. The convenience that this service offers is three fold: it eliminates the need to visit the dry cleaners; it saves time as a great alternative to self-service wash-dry-fold; and the unattended delivery option frees customers from having to wait for a driver.

The key to Garment Valet's delivery model is the digital locker system, a virtual concierge of sorts, which are located in the common areas of various buildings throughout the city. These lockers act as a shared service point enabling each resident to access any of the unoccupied cubes in each locker. These digital cubes are linked through their custom developed software application, allowing GARMENT VALET® the capability of using the same locker for multiple customers each day, saving precious square footage of city real estate.

All residents who have an online account with GARMENT VALET® are able to schedule pick-ups, specify detailed cleaning preferences, track orders and receive notifications of their incoming deliveries via, phone, email or SMS.

The Team

Dominic Coryell **CEO**

BA '09 Northeastern University; Finance & Accounting, Technological Entrepreneurship

Dominic has owned and operated two businesses in NY, worked as legal strategist on Wall Street for Balsam, Felber & Goldfield, an international finance firm and participated in multiple start-ups through market launch stages. As the minority holder in Husky Express for the past four (4) years, Husky has quadrupled revenues, expanded its customer base, established a digital locker distribution network, and completed the platform of the custom HEnet® software suite.

Adam Jacknow **CVO, President**

BA '02 Northeastern University; Small Business Management & Entrepreneurship

Involved in multiple real estate ventures and technical startups, Adam founded the company by pioneering a new industry. Fusing delivery and dry-cleaning with technology, has proven to be Adam's forte. He built the business from the ground up by bootstrapping resources and patiently and stubbornly building systems capable of expansion. Adam is the instrumental player in developing HEnet® and improving locker technology.

Evan Leather **Executive Vice President**

BA '07 Northeastern University; Broadcast journalism & communications

Involved in nearly every department at Husky Express for the past three (3) years, Evan is responsible for the inter-working of all departments and is chief of administrative duties. Evan has been involved with multiple broadcasting companies including ABC's WMUR in New Hampshire and Boston City TV, where he worked alongside Mayor Thomas M. Menino. Evan continues to help strengthen the internal systems with a focus on accounting, HR management and Public Relations.

Steve Parker **COO**

University of Massachusetts - Boston; Small Business Management

Steve has operated Husky Express for over three (3) years and as head of operations, he is astutely aware of all of the

intricacies involved in keeping the company running day to day. He has been vital in developing the adaptive and scalable logistics system that Husky Express utilizes and oversees our business expansion program.

Bryan Healey CTO

Northeastern University; Computer & Information Sciences

Over the course of his three (3) years at Husky Express, Bryan has provided the much needed technical expertise that Husky Express depends on. He developed both the customer portal for huskyexpress.com and the internal management and logistics software suite, HEnet®. He manages Husky Express's computer network and servers and continues to innovate new ways to automate the system. He has a similar background of building information systems for Goldman-Sachs and Grace Chemical.

Alex Tamargo VP, Business Development

BS '08 Northeastern University; Marketing & Management

Alex was involved in multiple multi-national and bi-lingual corporations, acting as assistant product manager for Fiat in Spain and Aviva life insurance in Quincy. Alex brings great marketing knowledge to our team and has been instrumental in tightening advertising campaigns, boosting revenues, and increasing customer satisfaction and retention.

Chris Congdon VP, Engineering and Technical Design

Northeastern University; Electrical and Mechanical Engineering

Chris is responsible for the design, manufacturing plan, and launch of the LAUNDROLOCKER. Chris comes to us with industrial experience and educational experience in commercial design. Currently, Chris is finishing the development of Generation 2.0 KIOSK LAUNDROLOCKER (aka: The Virtual Concierge).

Kevin Brewster CIO

McGill University; Electrical Engineering & Computer Science

The newest team member, Kevin comes to us with experience in launching a similar business in Montreal, Quebec, Canada (Kanji Laundry Inc). Kevin has a solid background in electrical engineering and computer science. Kevin is working with Bryan Healey to strengthen and enhance our current software suite.

The Business

For almost nine years now Husky Express has been washing, dry cleaning and delivering laundry and garments to customers with next day turnaround. If you haven't heard of Husky Express yet, you soon will. Since inception, they have grown into all parts of the greater Boston area, by applying the logistical concepts of FedEx to laundry and dry cleaning. Husky has grown organically from the beginning, preventing uncontrollable debt and errors while maintaining a strong back end.

In order to distinguish the software and logistics system from the laundry and dry cleaning delivery service, Husky Express re-branded it's consumer division as GARMENT VALET®.

Husky Express continues to undergo a steady transformation of its GARMENT VALET® service. Over the next few years, Husky Express will be ramping up production power with the help of their custom-built management and logistics software, into which nearly \$200,000 has already been invested. This software is so valuable because it has been tailored to fit the exact needs of Husky Express and is designed to be scalable for future expansion. Nine years of trial and error and consideration of nearly every scenario have produced a robust automated program that increases efficiency, reduces human error, and cuts costs.

Custom software and automation are terms not usually associated with the laundry industry, so why so much focus on the technical aspect of the business? The answer is that clothes are very personal, and often sentimental, belongings. Customers entrust Husky Express with their laundry and dry cleaning and in return expect the utmost care and attention. When you are dealing with thousands of customers, each with unique preferences and allergies, you cannot rely on human judgment to ensure accuracy and reliability. It is essential that you have software that can track an order every step of the way, throughout the thousands of service locations that Husky services.

In the Beginning

Husky Express was founded in 1999 by Northeastern University student, Adam Jacknow, an entrepreneur-major whose goal was to provide a cost-competitive alternative for students who were spending too much time doing laundry and not enough time enjoying the college experience. In a very short time the service caught on, not only with students but with faculty and staff as well. Once considered a luxury for incoming freshmen at Northeastern, Husky Express quickly became the "norm" for busy students and professionals throughout the greater Boston area. Servicing more than 10 colleges and universities and over 1,000 high-end condo and residential complexes, Husky Express has built an extremely loyal customer base with the average customer spending \$720.00 each, in cleaning last year. The two target markets are working professionals and college students residing in heavy populated urban areas.

Less than a year after creation in early 2000, Husky Express got its first 200 customers, all of which were in the Northeastern and Mission Hill area of Boston. Rather than create a dedicated laundry plant, Husky Express initially operated by renting out time at a local laundromat. Adam and his one other non-production employee would consistently wake up at 5:00 am to oversee the laundry production at the laundromat. The two of them would then deliver the garments back to the customers, often times still warm from the dryer. Once their runs were complete, it was off to class before they had to repeat everything the following day at 5:00 am. The next milestone came in July of 2004 when the laundry portion of the service became in-house. Husky Express acquired a coin-op laundromat in Kenmore Square and named it the Laundry Basket. During the day, it was operated as a regular laundromat, but at night the Husky Express workers took over. The official office was moved from the basement of Adam's apartment to a small back office at the Laundry Basket.

At this point the business was self-sustainable, but it was time to hire another employee. Dominic Coryell, another Northeastern student who was just looking for a part time job, was hired as a delivery driver. Little did either of them know that in just two years, Coryell would become CEO and 49% stakeholder of Husky Express. Once joining Husky, sales began to skyrocket and revenue has doubled every year since 2004.

Together, Jacknow, Coryell and the entire team have grown the company with continual reinvestment and total sweat equity, always striving to refine the service and improve customer satisfaction. Their next big accomplishment came in 2005 when Husky Express invented and installed digital lockers in all on-campus housing units at Northeastern. One year later in the spring of 2006 Husky Express moved once more to its current location at 977-979 Tremont St, a 1,700 SQF office just outside the campus walls of Northeastern. At the time, Husky Express had ten full-time office employees, striving to stay ahead of the competition they hired everything from Computer Science majors to Engineering co-op students to innovate and streamline the current business practices into models for the future.

Today, Husky Express is just shy of hitting \$1M in revenue. They have experienced over 300% growth in the past three years and plan on hitting home in 2009 with over \$1.2M in revenue. With automation of logistical processes and custom-built software, Husky Express is able to provide an unparalleled level of service to their customers. In November of 2008, to reflect the new direction which the company is headed, Husky Express introduced GARMENT VALET®, the premier door-to-door laundry and dry cleaning brand for Bostonians and beyond.

Of course, a lot more than the name has changed and over the years and it hasn't always been easy to handle customer's specific needs while guaranteeing next day service. However, one thing that has remained the same is that both students and alumni of Northeastern University and surrounding schools still make up the majority of the 25 person staff that Husky Express and GARMENT VALET® currently employ.

The Near Future

In December 2008, a new website will be launched to complement the introduction of GARMENT VALET®. The new website will introduce a new way to use the service: customized 'Monthly Plans'. Customers will be able to go to the web site and create their own unique plan by specifying how many times a month they want service and how much laundry and dry cleaning they typically do. An online calculator will figure out how much each plan costs, also giving customers the ability to add it to your account on the spot.

The all new garmentvalet.com will coincide with the launch of Husky Express's next major release of their in-house software, HEnet®. The new software suite allows for much greater detail in tracking orders and delivery routes, further automating many tasks.

Infinity and Beyond

You may wonder how a dry cleaner has managed to avoid the trend of increased volume correlated with poor customer satisfaction. The custom software suite, an aggregate of nine years of research and trial and error, combined with a well trained staff result in a very scalable and customer-focused operation.

Recognizing and solving problems as they occur has allowed Husky Express to focus most of its energy on moving forward with its plan to become a national brand, popping up in cities across the country.

Husky Express has big plans for the upcoming year and is just getting started. With a national expansion plan slated for quarter three of 2009, the company has also began focusing on green cleaning, an important goal not only for GARMENT VALET® but for the future of planet earth.

Additional Information

If you would like to check out Husky Express and GARMENT VALET®'s most current media coverage, including CEO/Northeastern student Dominic Cornell's recent victory at the 2008 Global Student Entrepreneur Awards in Chicago, [click here](#)

To see our most recent newsletter click here

For a list of our frequently asked questions [click here](#)

[To see a list of the current laundry plans that we offer click here](#)