



MEET



WASHOS

Every detail counts

► Story by Daniel Steingold

Living in Silicon Beach, it's all too easy to just focus on your own style, leaving your ride's looks by the wayside.

Whether you have caked residue on your windshield, or your entire vehicle is powdered by a healthy smattering of dust, virtually no one likes washing their own car. (Those select few who are partial toward shammies and sponges are certainly a dated, if not noble breed.)

For a twenty-first century solution, enter *WashOS*, an LA-based on-demand car washing and detailing service with over 1,500 local clients.

WashOS uses an eco-friendly spray solution to clean its vehicles, which captures most grime while using only a fraction of the H₂O.

Started by French entrepreneur Bertrand Patriarca two years ago, the service, which can be requested via web or iPhone app, would appear to be the latest entry in the increasingly-crowded gig economy space — with one key distinction.

That is, Patriarca, a serial trep, opts to employ many of his detailers on a full-time basis, paying them wages considerably better than the industry average.

(continued on next page)

All images: Courtesy of WASHOS.



The convenience of a home or office service



Bertrand Patriarca
Co-founder and CEO of Washos, Inc.

Bertrand Patriarca is the co-founder and chief executive officer of WashOS, Inc. where he oversees the company's vision and growth strategies. There he manages investor relations in addition to leading business development. He developed his entrepreneurial background as founder and CEO of TOUCHVIBES, a business-to-business web marketing agency, in 2009. At TOUCHVIBES, he was in charge of company development and management, strategic planning and business development. After three years, Bertrand sold the agency to French media group CCM Benchmark for a successful exit of \$8.5M.

Previously, Bertrand was also the founder and CEO of 80-20.com, an exclusive, ad-free platform designed to support a collective of top professionals and market leaders focused on idea-sharing and intelligent marketing collaboration.

Bertrand began his career as a business developer in IT and software at SkyRecon Systems. After a short time in the industry, he progressed to international business development positions that enabled him to utilize his expertise in multicultural relationships in business development strategies. ■

MEET **W** WASHOS (continued)

It's an employment model he seems to have adopted eagerly, being particularly cognizant of the importance of employee satisfaction and loyalty within a growing firm.

Today, Patriarca's clients include employees at firms like Taco Bell, Virgin Orbit, and Sixt, along with executives at prominent Westside tech-based startups, such as Snapchat, Twenty20, Dollar Shave Club, Lootcrate, and Clutter.

Soon enough, you may be able to get a pristine ride outside of SoCal in locales like Portland, Phoenix, or even Paris.

Outside observers may be inclined to deem WashOS a fad or luxury, which Patriarca quickly dismisses, reminding critics that his venture "offers packages for any price point."

Sure enough, the firm's cheapest option, called "Gleam," is \$21 including tax. It provides a full-body exterior wash that falls in line with other professional options in terms of cost.

Naturally, more intricate jobs cost more, and add-ons both provide WashOS with an additional revenue stream and give customers the opportunity to customize their purchase.

A reporter would be remiss to not mention one the startup's less-heralded differentiating factors—its unique "waterless" approach to washing vehicles.

WashOS uses an eco-friendly spray solution to clean its vehicles, which captures most grime while using only a fraction of the H₂O.

Meanwhile, WashOS' austere use of liquids runs counter to its rapid growth — the burgeoning startup boasts month-to-month sales increases of 25 percent.

With their fast and convenient service, an easy-to-use interface, and competitive pricing, there's no reason to believe that WashOS won't continue to expand at a blitzing pace.

Thus, while it's still premature to add WashOS to the pantheon of firms to make it big out of Silicon Beach, it will certainly be a startup to keep an eye on.

As fickle of a science as a brand recognition is, it seems clear that Patriarca and his team have all of the makings of a Hollywood success story. ■