



mopiclean

ROADMAP · 2026 – 2031

The platform that dignifies cleaning work

A free SaaS for cleaning professionals that brings together, in one place, everything they need to work better, more protected and within the law.

Much more than a cleaning app

Mopiclean is a digital platform that is **free for cleaning professionals**, connecting cleaners with households and businesses and giving them access to a complete ecosystem of services: from products and uniforms to insurance, tax services and mental health support.

“We want every cleaner to be able to do her job in the best possible way: with the best tools, protected, and recognised as the professional she is.”

The problem

Domestic cleaning in Spain carries a huge underground economy: thousands of professionals work without a contract, without insurance, without paying social security and without access to professional tools. They face clients, unpaid jobs and accidents alone.

Our solution

A free app where cleaners find clients and set their own prices and availability, while accessing all the services of a large employer — yet keeping their independence. Mopiclean earns through commissions and affiliations, never at the cleaner's expense.

125

registered cleaners

150

clients on the waitlist

1%

commission per
booking (min. €1)

€0

cost for the cleaner

A market broken on both sides

FOR THE PROFESSIONAL

Before Mopiclean

- ✗ Clients are hard to find — and often **don't pay, or pay late**.
- ✗ She can't afford to say "no" to a rude client.
- ✗ She spends more time doing taxes and buying supplies than cleaning.

As a MopiCleaner

- ✓ **Paying** clients come to her; she gets paid in advance, with different payment options.
- ✓ Protected by cancellation policies; she can flag and block rude clients.
- ✓ Fast, low-cost tax agency and cleaning supplies thanks to our collaborators.

FOR THE CLIENT

Before Mopiclean

- ✗ Cleaners don't pick up the phone — and if they do, they aren't available.
- ✗ Finding a professional cleaner isn't an easy job.
- ✗ You might find out mid-job that they **weren't actually self-employed**.

As a MopiClient

- ✓ MopiCleaners' availability is listed and **updated daily**.
- ✓ Book and pay in a minute, with other MopiClients' reviews and satisfaction rates.
- ✓ Verified profiles: self-employed documentation checked by Mopiclean.

Everything a professional needs, in one place

The SaaS is free at launch. The value — and the revenue — come from the ecosystem of services Mopiclean integrates through affiliate agreements and specialised partners:



Cleaning products

Access to professional Km0 products at advantageous prices, with an **organic** line for those who want to stand out.



Vacuums and robots

Professional equipment — vacuum cleaners, robots, machinery and drone cleaning — to work better in less time.



Liability insurance

Coverage for breakage and accidents at the client's home. Peace of mind for the cleaner and confidence for the client.

Partner being closed



Online psychologists

Mental health support for a workforce that works alone and under pressure. Caring for those who care for our spaces.

Partner being closed



Uniforms and workwear

Professional clothing that conveys brand image and reliability, available from the app itself.



Low-cost tax agency

Self-employment registration, invoicing and taxes for just **€30/month**. The lever to leave the underground economy behind.



Every service generates affiliate revenue for Mopiclean at no extra cost for the professional, aligning the platform's success with its users' wellbeing.

The tax agency: our social impact lever

A large part of the sector works off the books not by choice, but because registering seems expensive and complicated. Mopiclean removes that barrier with an integrated, low-cost online tax agency.

How it works

- ✓ Full tax agency for **€30/month**: self-employment registration, invoicing and taxes.
- ✓ Mopiclean receives a **€5/month** commission for each subscribed professional.
- ✓ Everything from the app — no paperwork, no travelling.

Why it matters

- ✓ It encourages those working undeclared to **regularise their situation**.
- ✓ Access to benefits: sick leave, unemployment and retirement.
- ✓ Fiscally verified profiles: a unique seal of trust versus the competition.

REVENUE MODEL

1%

marketplace commission per booking

€5/mo

tax agency commission per professional

5–15%

affiliation on insurance, products and equipment

A recurring, diversified revenue model that grows with every active professional — without ever charging her for using the platform.

From Mallorca to the world

JULY 2026 · LAUNCH

Balearic Islands

Launch in Mallorca with the free SaaS, marketplace and integrated tax agency. Focus on partnerships with holiday-rental (VUT) management agencies, the most profitable acquisition channel.

FEBRUARY 2027

Balearic Islands conquered

Market leadership across the islands and full activation of the service ecosystem: liability insurance, products, uniforms and online psychologists.

DECEMBER 2027

Breakeven

Profitability with 600 active cleaners, keeping a minimal team until that point.

JANUARY 2028

Spain conquered

National expansion, replicating the Balearic model city by city.

2029 – 2031

International expansion

Going international in 2029; Europe, the UK and Switzerland in 2030; Asia in 2031.

OUR VISION

A cleaning sector that is professional, protected and proud of it

Mopiclean doesn't compete to take the cleaners' margin: it builds the ecosystem that makes them more professional, safer and more profitable. When they win, we win.

Join us.