



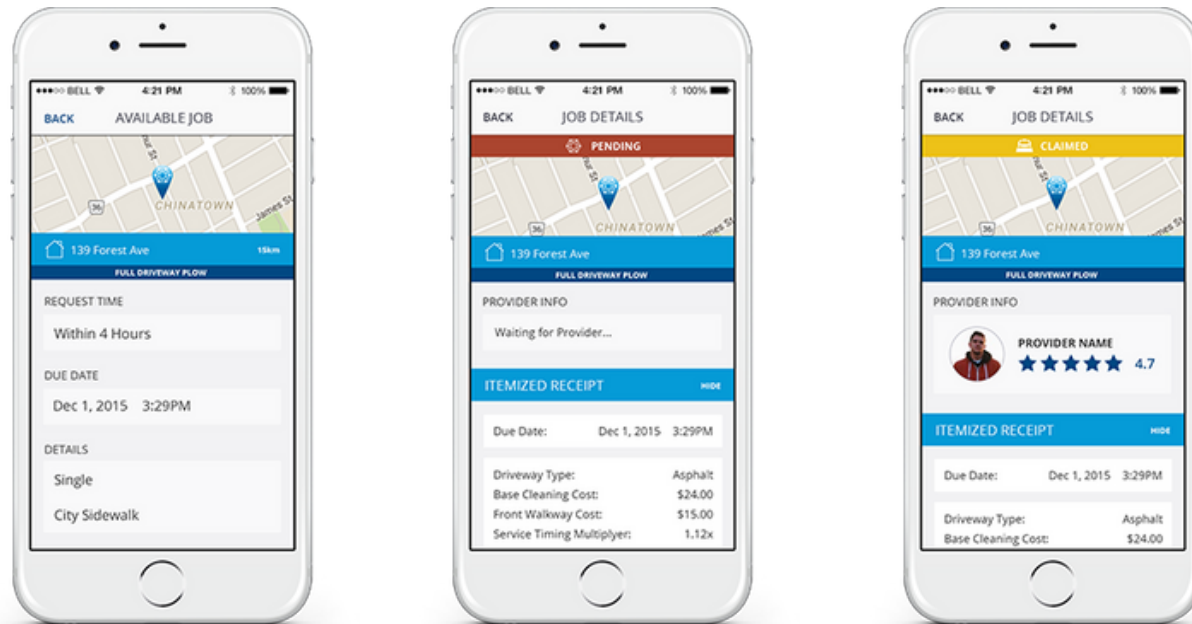
TOUCHPLOW

On-Demand Snow Removal

Press Kit

Client

Several start-ups providing on-demand snow clearing services launched in 2015 - but none with the speed to market and cross-country reach as TouchPlow. Started by a plow industry veteran, TouchPlow launched in November 2015 across Ontario, Alberta, Saskatchewan, Manitoba, and the Eastern provinces. The company tapped into a valuable underserved segment of homeowners who don't want the commitment of signing a seasonal snow contract - but still want the option to get their driveway cleared on a case-by-case basis.





Project Summary

As a mobile-only service, TouchPlow connects homeowners to professional plow drivers and amateur snowblowers ready to clear their driveway. With an easy sign-up process, secure e-commerce implementation, push notifications to alert customers of upcoming snowstorms, the ability for customers to order plows for relatives across the country, and a user-friendly back-end for their Customer Support team, TouchPlow was able to quickly become an important player in Canada's sharing economy, generating revenue both during and between each snowstorm.

Thousands of new customer signups in Ottawa alone in the week of the city's first snowstorm (December 29, 2015)

Named App of the Week by MobileSyrup.com and PhoneFreaks.ca

Nationwide media coverage, including This Hour has 22 Minutes, Toronto Star, Ottawa Citizen, CBC Radio, CTV, Windsor Star and many more.

Named by the Telegraph-Journal as New Brunswick's "first test of the sharing economy"

Press Assets

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