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2U Laundry Closes \$6M Series A Round

Florida Funders Invested \$1.27M

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By Courtney Gabrielson
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Editor's Note: The following piece was updated Sept. 9 with new information from 2U Laundry.

[2ULaundry](#), the Charlotte-based valet laundry and dry-cleaning service, has closed a \$6 million Series A round after receiving an investment of \$1.27 million from Tampa, Fla.-based [Florida Funders](#), the venture capital fund and crowd-funding platform announced in an emailed statement. Morgan Creek Capital also led the round, with participation from new investors including Reform Ventures and Service Provider Capital.

The move marks 2ULaundry's expansion into the Sunshine State, and will help the company as it looks to add additional roles to its 31-person team.

“This is a massive inflection point for 2ULaundry and our team, as well as incredibly exciting for the startup ecosystem across the southeast and Florida,” said 2ULaundry co-founder and CEO Alexander Smereczniak. “The South has not been regarded as one of the startup meccas of the country, especially when it comes to B2C businesses. For a tech-enabled laundry business to have raised a \$6 million Series A, led by a Florida-based fund ... is a testament that these markets increasingly want to see more companies like ours built here and relocated here.”

In May, [the Charlotte Business Journal reported](#) that the company had raised \$3 million of a planned \$5 million Series A. In that report, it added that the funds would help the service expand to other markets, such as those in Florida and Texas. Currently, 2ULaundry operates in Charlotte and Atlanta. According to Thursday's press release, “additional locations [are] to be announced soon.”

This wasn't the first funding ove for 2ULaundry, which [was founded in 2015](#) by Smereczniak and Dan D'Aquisto and had [brought in](#) nearly \$3 million before the Florida investment. The startup raised \$400,000 in a seed round in 2016; the following year, it raised \$2.5 million in a round led by Techstars Atlanta.

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