UpCircuit Launches AI-Enabled Business Growth Platform, Introduces Laundry Buddy for Laundry and Dry-Cleaning Operators

New platform combines business management software, customer acquisition, marketing automation, and AI-powered customer support; broader home services expansion planned for January 2027.



Concord, New Hampshire Nov 9, 2026 (Issuewire.com**)** - UpCircuit, a new technology company focused on helping small and mid-sized service businesses grow, today announced the launch of its integrated business growth platform. The company's first industry-specific solution, **Laundry Buddy**, launched November 1, 2026, serving laundry and dry-cleaning operators. UpCircuit plans to introduce expanded functionality for the broader home services industry in January 2027.

UpCircuit was created around a straightforward premise: service businesses need more than software to manage their daily operations. They need affordable, connected tools that help them attract customers, deliver exceptional service, and build recurring revenue.

"Most small service businesses don't struggle because they lack the ability to deliver great service. They struggle because acquiring customers, managing operations, and maintaining customer relationships require time, technology, and expertise they often don't have," said Marc McNamara, Founder of

UpCircuit. "We're bringing those capabilities together in a single platform designed to make business growth more accessible and affordable."

Laundry Buddy: The First Industry-Specific Solution

Laundry Buddy brings UpCircuit's integrated approach to laundromats, wash-and-fold operators, pickup-and-delivery laundry services, and dry cleaners.

The platform combines essential operational capabilities with customer acquisition and retention tools, allowing business owners to manage and grow their businesses without relying on multiple disconnected software applications.

Key capabilities include:

- **Business Management:** Customer-facing websites, online service requests, scheduling, point-of-sale functionality, payment processing, and customer relationship management.
- **Customer Acquisition and Retention:** Digital advertising support, promotional campaigns, automated customer communications, and tools to encourage repeat business.
- **AI-Powered Customer Support:** Intelligent assistance for customer inquiries, lead capture, messaging, and appointment coordination.
- **Business Insights:** Reporting and dashboards that help operators understand activity, customer engagement, and business performance.

Laundry Buddy is offered through three subscription tiers, beginning at $99 per month, allowing operators to select the capabilities that best align with their business needs.

UpCircuit is also working with Laundry University to introduce Laundry Buddy to entrepreneurs and established operators seeking to build and expand their laundry businesses.

A Business Growth Platform, Not Just Another Software Application

Unlike traditional software platforms focused primarily on operational efficiency, UpCircuit is designed around a broader objective: helping service businesses generate and retain customers.

By combining operational technology with integrated marketing and customer engagement capabilities, UpCircuit aims to reduce the complexity and cost of managing multiple technology and service providers.

"Our philosophy is business growth first," McNamara added. "Technology should make it easier for a business owner to attract new customers, serve them effectively, and keep them coming back. We believe those capabilities should work together rather than exist as separate, expensive solutions."

Expanding Into Home Services in January 2027

Building on the November launch of Laundry Buddy, UpCircuit plans to release expanded platform capabilities in January 2027 to support a wider range of home service providers.

The upcoming release is being designed for businesses such as residential cleaning companies, handyman services, plumbing and electrical contractors, property maintenance providers, and other appointment-based service organizations.

The expanded platform will provide configurable service management, scheduling, customer communications, payment processing, marketing automation, and AI-assisted support tailored to different service categories.

This approach will allow UpCircuit to support multiple home service industries while maintaining a common technology foundation.

About UpCircuit

UpCircuit is a business growth technology company focused on helping small and mid-sized service providers acquire customers, streamline operations, and build lasting customer relationships. Its integrated platform combines business management software, digital marketing, customer relationship management, and AI-powered customer support into an affordable, connected solution.

Laundry Buddy, launched in November 2026, is the company's first industry-specific offering, with additional home services capabilities scheduled for January 2027.

For more information, visit www.lndrybuddy.com.

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