

# Eye-O Analysis Report

**Idea:** mobile car detailing service that specializes in electric vehicles and uses eco-friendly cleaning products, targeting environmentally conscious urban professionals

**Viability Score:** 8/10

**Product Name:** EcoSparkle Mobile

## Positioning:

Premium eco-friendly mobile detailing for electric vehicles, catering to environmentally conscious urban professionals.

## Target Users:

Urban professionals aged 25-45 who own electric vehicles and prioritize sustainability.

## Revenue Model:

Subscription-based model offering monthly or quarterly detailing services with tiered packages for different service levels and a premium for one-time services.

## Key Risks:

- High operational costs
- Limited customer base initially
- Dependence on urban markets

## Counter Moves:

- Optimize logistics and resource management to reduce costs
- Target marketing campaigns to rapidly expand customer base
- Explore expansion into suburban areas with high EV adoption rates

## Opportunities:

- Growing market for eco-friendly products
- Increasing number of electric vehicle owners
- Potential partnerships with EV manufacturers

## Launch Plan:

- Conduct market research and surveys
- Develop a detailed business plan
- Create a prototype mobile app
- Establish partnerships with eco-friendly product suppliers
- Recruit and train a small initial team
- Launch a pilot program in a key urban area