



## **NYC Green Gleam**

### **Executive Summary**

**NYC Green Gleam** aims to become a leading provider of eco-friendly cleaning services in New York City. Our mission is to offer high-quality, sustainable cleaning solutions that reduce environmental impact while ensuring a healthy and clean environment for our clients. Leveraging the city's Green Economy Action Plan, we will create jobs, promote green practices, and contribute to New York City's goal of reducing carbon emissions and increasing climate resilience.

### **Market Overview**

#### **Industry Analysis**

The green cleaning industry is experiencing significant growth due to increasing awareness of environmental issues and the demand for sustainable practices. New York City's commitment to becoming a leader in the green economy provides a favorable environment for businesses like NYC Green Gleam.

### **Target Market**

Our primary target market includes:

- Residential clients seeking eco-friendly cleaning solutions.
- Commercial clients, including offices, retail spaces, and educational institutions, looking to comply with green building standards.
- Government and municipal buildings aiming to meet sustainability goals.

### **Competitive Analysis**

NYC Green Gleam will differentiate itself through:

- Use of non-toxic, biodegradable cleaning products.
- Highly trained staff in green cleaning techniques.

- Competitive pricing and exceptional customer service.
- Strong alignment with New York City's Green Economy Action Plan.

## **Financial Projections**

### **Revenue Model**

Our revenue will come from:

- One-time cleaning services.
- Recurring contracts with residential and commercial clients.
- Specialized services such as post-construction clean-ups and event cleanings.

### **Projected Financials**

- Year 1: Initial investment in equipment and marketing, with a focus on building a client base. Expected revenue: \$500,000.
- Year 2: Expansion of services and client base. Expected revenue: \$1,000,000.
- Year 3: Further market penetration and introduction of new services. Expected revenue: \$1,500,000.

### **Funding Requirements**

To achieve our goals, we seek an initial investment of \$250,000, which will be allocated as follows:

- \$100,000 for equipment and supplies.
- \$50,000 for marketing and advertising.
- \$50,000 for staff training and development.
- \$50,000 for working capital.