

The Business Model Canvas

Designed for:

WMBA - 6070

Designed by:

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Version:

Final

<p>Key Partnerships</p>  <ul style="list-style-type: none"> Equipment suppliers (pressure washers, surface cleaners, vacuums, generators) Chemical and detailing product distributors (eco-friendly soaps, degreasers, waxes) Vehicle supply vendors (water tanks, trailers, vans, branding wraps) Local real estate agents and property managers Homeowners associations (HOAs) Apartment complexes and commercial property owners Car dealerships and fleet operators Insurance providers (liability, vehicle, equipment coverage) Payment processors (mobile POS, invoicing platforms) Local marketing partners (sign shops, digital marketers) 	<p>Key Activities</p>  <ul style="list-style-type: none"> Residential pressure washing (driveways, sidewalks, siding, patios, fences) Commercial pressure washing (parking lots, storefronts, dumpster pads) Mobile auto detailing (interior, exterior, full-service packages) Fleet washing and maintenance contracts Customer scheduling and route optimization Equipment maintenance and inventory management Marketing and lead generation (online and local) Customer relationship management and follow-ups Quality control and service standardization Compliance with environmental and water regulations 	<p>Value Propositions</p>  <ul style="list-style-type: none"> Property Managers/Apartment Owners (B2B): <ul style="list-style-type: none"> Convenience & vendor reduction Predictable maintenance budgets Curb appeal drives leasing Added resident perk Apartment Residents (B2C): <ul style="list-style-type: none"> Convenience beats price Trust via property endorsement Time scarcity Bundled service appeal 	<p>Customer Relationships</p>  <ul style="list-style-type: none"> Property Managers/Apartment Owners (B2B): <ul style="list-style-type: none"> Relationship over transaction Proactive communication matters Minimal management burden Apartment Residents (B2C): <ul style="list-style-type: none"> Digital-first interaction Event-based engagement Trust & repeat usage Subscription Hesitancy 	<p>Customer Segments</p>  <ul style="list-style-type: none"> Residential homeowners Renters in high-density communities Property managers and HOAs Commercial businesses and storefronts Car owners seeking convenience Luxury and high-end vehicle owners Used car dealerships Fleet operators (delivery, service, construction) Real estate agents preparing homes for sale Short-term rental owners (Airbnb, VRBO)
<p>Cost Structure</p> <ul style="list-style-type: none"> Fixed Costs: <ul style="list-style-type: none"> Vehicle payments Insurance premiums Software subscriptions (CRM, scheduling) Payment processing equipment Website hosting Licenses & permits Branding materials Variable Costs: <ul style="list-style-type: none"> Labor (paid hourly or per job) Fuel Cleaning chemicals & supplies Payment processing fees Marketing spends (ads for scaling up/down) Equipment wear & maintenance costs 	<p>Revenue Streams</p>  <ul style="list-style-type: none"> One-time residential pressure washing services Commercial pressure washing contracts Mobile auto detailing packages (basic, premium, full detail) Fleet washing and maintenance agreements Subscription and recurring service plans Bundled service discounts Add-on services (waxing, ceramic coatings, stain removal) Seasonal promotions and upsells Emergency or expedited service fees 	<p>Revenue Streams</p>  <ul style="list-style-type: none"> One-time residential pressure washing services Commercial pressure washing contracts Mobile auto detailing packages (basic, premium, full detail) Fleet washing and maintenance agreements Subscription and recurring service plans Bundled service discounts Add-on services (waxing, ceramic coatings, stain removal) Seasonal promotions and upsells Emergency or expedited service fees 		



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