

The Business Model Canvas

Designed for:
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<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"> Convenient, on-site service for homes and vehicles Time-saving, hassle-free cleaning solutions High-quality, professional-grade results Eco-friendly and surface-safe cleaning methods Flexible scheduling (weekends, evenings, same-day options) Bundled service discounts (home + vehicle) Transparent pricing with no hidden fees Reliable, insured, and professional technicians Improved curb appeal and vehicle longevity Subscription and maintenance plans for recurring clients 	<p>Customer Relationships</p>  <ul style="list-style-type: none"> Personalized service with direct customer communication Automated appointment confirmations and reminders Post-service follow-ups and satisfaction checks Loyalty programs and referral incentives Subscription-based recurring services Responsive customer support via phone, text, and email Online reviews and reputation management Education on maintenance and preventative care CRM-driven customer history tracking 	<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"> Equipment purchase and maintenance Vehicle fuel, maintenance, and insurance Cleaning chemicals and detailing supplies Labor costs (technicians, subcontractors) Marketing and advertising spend Software subscriptions (CRM, scheduling, payments) Licensing, permits, and compliance fees Insurance premiums Uniforms and branding materials Administrative and overhead expenses 	 <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> 		



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