








The Business Model Canvas

Designed for:
WMBA - 6070

Designed by:
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<div>Key Partnerships</div> <div></div> <div>Equipment suppliers (pressure washers, surface cleaners, vacuums, generators)</div> <div>Chemical and detailing product distributors (eco-friendly soaps, degreasers, waxes)</div> <div>Vehicle supply vendors (water tanks, trailers, vans, branding wraps)</div> <div>Local real estate agents and property managers</div> <div>Homeowners associations (HOAs)</div> <div>Apartment complexes and commercial property owners</div> <div>Car dealerships and fleet operators</div> <div>Insurance providers (liability, vehicle, equipment coverage)</div> <div>Payment processors (mobile POS, invoicing platforms)</div> <div>Local marketing partners (sign shops, digital marketers)</div>	<div>Key Activities</div> <div></div> <div>Residential pressure washing (driveways, sidewalks, siding, patios, fences)</div> <div>Commercial pressure washing (parking lots, storefronts, dumpster pads)</div> <div>Mobile auto detailing (interior, exterior, full-service packages)</div> <div>Fleet washing and maintenance contracts</div> <div>Customer scheduling and route optimization</div> <div>Equipment maintenance and inventory management</div> <div>Marketing and lead generation (online and local)</div> <div>Customer relationship management and follow-ups</div> <div>Quality control and service standardization</div> <div>Compliance with environmental and water regulations</div>	<div>Value Propositions</div> <div></div> <div>Property Managers/Apartment Owners (B2B):</div> <div>Convenience & vendor reduction</div> <div>Predictable maintenance budgets</div> <div>Curb appeal drives leasing</div> <div>Added resident perk</div> <div>Apartment Residents (B2C):</div> <div>Convenience beats price</div> <div>Trust via property endorsement</div> <div>Time scarcity</div> <div>Bundled service appeal</div>	<div>Customer Relationships</div> <div></div> <div>Property Managers/Apartment Owners (B2B):</div> <div>Relationship over transaction</div> <div>Proactive communication matters</div> <div>Minimal management burden</div> <div>Apartment Residents (B2C):</div> <div>Digital-first interaction</div> <div>Event-based engagement</div> <div>Trust & repeat usage</div> <div>Subscription Hesitancy</div>	<div>Customer Segments</div> <div></div> <div>Residential homeowners</div> <div>Renters in high-density communities</div> <div>Property managers and HOAs</div> <div>Commercial businesses and storefronts</div> <div>Car owners seeking convenience</div> <div>Luxury and high-end vehicle owners</div> <div>Used car dealerships</div> <div>Fleet operators (delivery, service, construction)</div> <div>Real estate agents preparing homes for sale</div> <div>Short-term rental owners (Airbnb, VRBO)</div>
<div>Cost Structure</div> <div><div><div>Fixed Costs:</div><div>Vehicle payments</div><div>Insurance premiums</div><div>Software subscriptions (CRM, scheduling)</div><div>Payment processing equipment</div><div>Website hosting</div><div>Licenses & permits</div><div>Branding materials</div></div><div><div>Variable Costs:</div><div>Labor (paid hourly or per job)</div><div>Fuel</div><div>Cleaning chemicals & supplies</div><div>Payment processing fees</div><div>Marketing spends (ads for scaling up/down)</div><div>Equipment wear & maintenance costs</div></div></div> <div></div>	<div>Revenue Streams</div> <div><div>One-time residential pressure washing services</div><div>Commercial pressure washing contracts</div><div>Mobile auto detailing packages (basic, premium, full detail)</div><div>Fleet washing and maintenance agreements</div><div>Subscription and recurring service plans</div><div>Bundled service discounts</div><div>Add-on services (waxing, ceramic coatings, stain removal)</div><div>Seasonal promotions and upsells</div><div>Emergency or expedited service fees</div></div> <div></div>			



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