BUSINESS PLAN: AURA-CLEAN MOBILE ECO-DETAILING & FLEET SANITATION

1. EXECUTIVE SUMMARY

1.1 Business Concept

AuraClean is a premium, eco-friendly mobile detailing and sanitization service that brings commercial-grade vehicle care directly to residential driveways and corporate fleet yards. By utilizing proprietary water-recycling filtration skids, high-pressure low-flow steam technology, and plant-based biodegradable cleaning agents, AuraClean delivers showroom-quality results while consuming 85% less water than traditional commercial car washes.

1.2 Mission Statement

To redefine vehicle maintenance through uncompromising environmental stewardship, exceptional mobile convenience, and rigorous professional standards—preserving resources while protecting customer investments.

1.3 Core Objectives & Financial Goals

- **Launch & Operational Readiness:** Deploy the first fully outfitted custom service van within 90 days.
- **Revenue Target:** Achieve $7,500 in monthly recurring revenue (MRR) by Month 6 through subscription fleet maintenance contracts and residential recurring packages.
- **Profitability:** Attain net operating profitability by Month 5 with an average gross profit margin of 68% per service call.

2. COMPANY & INDUSTRY ANALYSIS

2.1 Industry Overview

The mobile detailing and fleet maintenance sector is experiencing robust growth driven by consumer preference for convenience and corporate demand for outsourced asset management. Simultaneously, tightening municipal water restrictions and environmental regulations are forcing commercial fleets to adopt sustainable, water-reclaim washing practices.

2.2 Target Market Segments

1. **Commercial Fleet Operators:** Local delivery services, utility contractors, and corporate sales fleets requiring regular on-site sanitation and exterior upkeep to maintain brand image.
2. **Busy Urban/Suburban Professionals:** Dual-income households and high-net-worth vehicle owners who value time-saving mobile services at their homes or offices.
3. **Eco-Conscious Consumers:** Vehicle owners actively seeking chemical-free, biodegradable, and water-conserving alternatives to drive-through car washes that scratch clear coats and waste water.

3. OPERATIONS & SERVICE METHODOLOGY

3.1 Mobile Unit Architecture

Each AuraClean service vehicle operates as a self-contained, off-grid detailing station, eliminating the need for client water or power hookups:

- **Power Supply:** Integrated quiet inverter generators and lithium-ion power banks.
- **Water & Filtration System:** 150-gallon freshwater onboard tank coupled with a closed-loop wastewater recovery mat and multi-stage sediment/oil filtration pump to ensure zero toxic runoff.
- **Tooling:** Commercial heated carpet extractors, orbital polishers, and medical-grade ozone sanitization generators for interior air purification.

3.2 Service Tier Structure

Service Package	Target Audience	Key Inclusions	Duration	Price Point
The Eco-Express	Residential / Fleet	Foam bath wash, hand dry, tire conditioning, interior vacuum & wipe-down	45 mins	$75 – $110
The Signature Rejuvenation	Premium Owners	Clay bar treatment, paint decontamination, ceramic spray sealant, complete steam interior detail	2.5 hrs	$220 – $320
Fleet Maintenance Contract	Commercial B2B	Bi-weekly exterior wash, interior cab sanitization, digital condition audit report	30 mins/unit	Custom B2B Tier

4. MARKETING & GROWTH STRATEGY

4.1 Customer Acquisition Channels

- **B2B Direct Outreach:** Pitching local commercial fleet managers with a guaranteed "Zero Runoff / EPA Compliant" sanitation certificate.
- **Local Digital Presence:** Hyper-local geo-targeted search marketing, Google Business Profile optimization showcasing before-and-after transformation galleries, and Nextdoor community recommendations.
- **Subscription Model:** Offering a "Clean Club" monthly membership tier that grants members two washes per month and 15% off deep detailing services, stabilizing cash flow.

4.2 B2B FLEET CONTRACT SALESPITCH DECK

Slide 1: Cover & Value Proposition

- Title: Sustainable Fleet Hygiene: Protecting Corporate Assets, Brand Image, and Environmental Compliance.
- Subtitle: Turnkey on-site mobile detailing and sanitation for commercial fleets with zero water runoff.
- Core Value Proposition: Eliminate lost driver hours spent driving to commercial car washes while achieving 100% compliance with local environmental wastewater regulations.

Slide 2: The Operational Problem for Fleet Managers

- The Cost of Downtime: Sending company vehicles off-site for washing loses valuable field hours and labor productivity.
- The Compliance Liability: Traditional washing creates toxic runoff (heavy metals, oil, and road grime entering storm drains), risking hefty EPA and local municipal fines.
- Wear & Tear: Automated car wash brushes scratch vehicle clear coats, degrade corporate vinyl wraps, and fail to sanitize high-touch interior cabs effectively.

Slide 3: The AuraClean Solution

- 100% Mobile & Self-Contained: Our custom service units bring power, purified water, and closed-loop filtration directly to your corporate yard or parking depot overnight or during off-hours.
- Zero-Runoff Technology: Patented wastewater recovery mats and oil-water separation skids capture 100% of wash water, ensuring total environmental compliance.

- Fleet Asset Preservation: Gentle low-pressure steam and biodegradable, plant-based cleansers protect paint, decals, and interiors without harsh chemicals.

Slide 4: Service Tier & Pricing Model

- Fleet Assessment & Custom Cadence: Tailored schedules (weekly, bi-weekly, or monthly) based on vehicle usage intensity.
- B2B Volume Pricing Structure:
- Light-Duty Vans & Sedans (Exterior + Cab Sanitization): $45 per unit / wash on bi-weekly contracts.
- Medium-Duty Box Trucks & Service Vehicles: $75 per unit / wash.
- Transparent Billing: Net-30 corporate invoicing with digital asset audit reports delivered instantly after each service run.

Slide 5: Digital Proof & Fleet Health Audit

- Vehicle Condition Tracking: Every service includes digital logging via our client portal, noting pre-existing body damage, scratch reports, and tire/glass health.
- Call to Action: Schedule a complimentary on-site demo wash for 2 pilot vehicles at your depot this week.

4.3 DIGITAL BOOKING SYSTEM & CLIENT WORKFLOW

- 1. Client Onboarding & Account Setup
  Self-Service & B2B Portal: Fleet managers or residential clients access the booking portal to input vehicle classes, exact depot/residential coordinates, and preferred service windows.
  - Automated Asset Tagging: For B2B contracts, unique barcode or QR identifiers are generated for each fleet vehicle to track service history and frequency automatically.
- 2. Automated Dispatch & Scheduling Engine
  Route Optimization: The system groups appointments by geographic clusters to minimize transit time and fuel overhead for mobile detail vans.
  - Automated Confirmations & Reminders: Clients receive automated SMS and email reminders 24 hours prior to service, confirming water/power access conditions and site readiness.
- 3. Field Execution & Quality Control Workflow
  Check-In & Safety Check: Technicians arrive on-site, scan vehicle identifiers, and complete a digital pre-wash inspection checklist on their mobile devices.

    - Service Execution: Technicians perform the eco-detailing workflow, capturing time-stamped completion records.
    - Digital Sign-Off & Photo Audit: Before-and-after photos and condition reports are instantly uploaded to the client dashboard upon job completion.
- 4. Invoicing & Subscription Automation
    - Recurring Billing Execution: Monthly subscription cards or B2B Net-30 accounts are automatically billed upon completion of the monthly service quota.
    - Feedback Loop: An automated review/rating prompt is sent to residential clients, while fleet managers receive a monthly aggregated asset hygiene summary report.

5. FINANCIAL PROJECTIONS & STARTUP BUDGET

5.1 Startup Capital Requirements

Expense Item	Estimated Cost	Description
Vehicle Acquisition & Wrap	$28,000	Pre-owned utility van + custom vinyl branding
Equipment & Onboard Systems	$12,500	Pressure washers, generator, recovery tank, steamers, extractors
Initial Inventory & Supplies	$2,500	Biodegradable soaps, microfiber towels, compounds, safety gear
Licensing, Insurance & Legal	$2,000	Commercial liability insurance, LLC formation, permits
Working Capital & Marketing	$5,000	Launch advertising, digital booking software, working reserve
Total Startup Investment	**$50,000**	**Fully capitalized launch budget**

5.2 Projected Revenue & Growth Trend

MONTHLY REVENUE TRAJECTORY: MONTHS 1 TO 12

1. Month 3 (Pilot Phase):
   Revenue: ($3,200/mo) - [40 Jobs / 2 Fleet Clients]

2. Month 6 (Growth Phase):
   Revenue: ($7,800/mo) - [95 Jobs / 5 Fleet Contracts]

3. Month 12 (Scale Phase):
Revenue: ($15,500/mo) - [Expanded Van #2 Deployed]