



Our Lean Plan
Sustainable Social Responsibility Business

Green Miyagi Waterless | Dallas Eco Auto Detailing

Identity

Green Miyagi provides eco-safe & water conservative details, and is mobile to the location that a customer requests.

Problem

Lack of environmentally friendly services to impact our communities through promoting and practicing sustainable social responsibility business & water conservation.

Our solution

Dallas, Texas is projected to spend over \$6 Billion by 2070 to conserve a needed 134 Billion gallons of water. This equals 45 CENTS per gallon of conservation. Our car cleaning method saves an average of 40 gallons per wash, or \$18 of reduced the burden on residents of the city.

Target market

Current demographic in Dallas that have their cars cleaned, specifically auto detailing. Dallas, Texas has around 2 cars per each of its 513,443 households that are washed an average of 11 times per year for a total of 11.3 Million car cleanings each year in Dallas.

The competition

There are numerous detailing and/or car wash services in the Dallas, Texas area charging a wide variety of prices and offering multiple services. None of which offer all of the things Green Miyagi is built on: eco-safe, waterless, and providing public benefit.

Revenue streams

Schedule cleaning appointments online through website and by phone then deliver services.
Provide Network Business Services
Offer Web Design & Web Shop
Phase 2: Retail Green Miyagi branded eco-safe waterless cleaning products online and in local stores.

Marketing activities

Mobile billboard ads, digital marketing, social media marketing, blog posts, events in person, and through network members.

Expenses

- See FINANCIAL SHEET document

Team and key roles

Currently, the only team member is the owner, Corey Sargent. As demand increases to 30 jobs/month, Green Miyagi will add an employee to assist with detailing. This will allow up to 45 jobs/month and fund a second mobile unit after 3-5 months of 45 + jobs.

Milestones

- 1) Raise funds required for private label product order to decrease cost per job and add additional revenue stream.
- 2) Reach 30 jobs/month by 2022 to add a detail tech.
- 3) Reach 45 jobs/month & add mobile unit by April 2022.