

WJR Solution

Commercial Cleaning (Canada)

Cleans trucks and heavy equipment better, faster, and cheaper.

Advisors:

Damon Surzyshyn

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Company Summary

WJR Solution is an innovative solution based on a proprietary recipe (trade secret) that cleans highway trucks and heavy equipment quickly and inexpensively. Works especially well to remove bugs, highway salt, dust, grime, brake dust, and grease. Dries to a shiny finish without leaving water spots.

Executive Summary

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- COO – Damon Surzyshyn, successful entrepreneur, professional car racer and vehicle enthusiast.
- Other - TBD

Customer Problem

- In an industry characterized by slim margins, cleaning highway tractors and heavy equipment is an important part of vehicle and equipment maintenance that ensures minimal down-time and maximum productivity.
- However, the cleaning process can be time-consuming, creating productivity delays which are expensive in the short-term and can facilitate more serious maintenance issues if neglected in the long-term.

Product / Services

- A concentrated liquid that is mixed with water to create a powerful cleaning solution usually cutting the time to wash a tractor-trailer unit by 75% while achieving greater cleanliness than other solutions currently on the market.
- No unique equipment is required, and one 20-liter pail of concentrate (one unit) makes enough solution to clean approximately 8-10 tractor trailer units.

Target Market

- There are approximately 4 million Class 8 highway tractors in North America with 90% owned and run by small owner/operators.

Business Model

- Sales of concentrate via a wholesale/retail network.

Customers

- The primary customer is the owner-operator of an independent trucking firm.
- The secondary customer is the fleet manager of a large corporate trucking firm.
- The tertiary customer is the personal vehicle owner.

Sales and Marketing Strategy

- Partnering with a national retailer such as Flying J that services the independent owner operator.

Competitors

- Commercial truck wash locations
- Other concentrated cleaners such as
 - Bugs-B-Gone
 - Spray Nine

Competitive Advantage

- Innovative trade secret recipe that drives low production costs, superior quality and significant margins

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 198,240	\$ 1,982,400	\$ 3,964,800
Tech Dev	\$ 40,000	\$ 20,000	\$ 10,000	\$ 10,000	\$ 10,000
Bus Dev	\$ 70,000	\$ 30,000	\$ 272,571	\$ 272,571	\$ 272,571
OpX	\$ 80,950	\$ 10,050	\$ 48,400	\$ 48,400	\$ 48,400
Total Expenses	\$ 190,950	\$ 60,050	\$ 330,971	\$ 330,971	\$ 330,971
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 59,050	-\$ 1,000	-\$ 133,731	\$ 1,517,698	\$ 5,151,527

Based on sales of 2,000 units/month by year 5.

One 20 litre unit currently retails in test markets for \$408. COGS is approximately \$100/unit.

Licensed Technology/Product

- Reseller license of manufactured product that is supplied by the Licensor.

Technology/Product – Current Status

- Operational Environment Demonstration (TRL 7)