



them in the emerging organic market due to their spending power.

**What do you understand that your competitors don't?** ▾

How to make beautiful lawns without using gas or chemicals, and still make a healthy profit. Our customers pay a sustained premium for lawn care done our way. We also have access to a new organic weed control that will be a viable organic alternative to RoundUp.

**How will you make money?** ▾

We already have a healthy EBITDA. We want to expand and accelerate it while the opportunity to become the US leading brand in organic lawn care is still available.

We project \$4.6 million in owner revenue for 2019, generating about \$300,000 in royalty revenue for HQ. With around 6,000 active customers nationally, that's \$767 revenue/customer. We've added 725 new annual customers YTD.

The lawn care market is a \$15+ billion per year in revenue market. Organic lawn care could expand to \$3 billion per year. Our goal is to capture 10% of the organic market longer term, giving us the opportunity to see annual franchisee revenue in the hundreds of millions.

**What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** ▾

Risks include new competition looking to "win" this big emerging market, being out-marketed and out-spent by a larger company, and growing too slowly. If we are unable to capitalize on our status as a pioneer in the organic and sustainable lawn care market, we could be left behind as others take over the market.

In order for us to take a large share of the organic lawn care market, we need to put more time and money into finding entrepreneurs who are ready to open a green franchise like ours. Our franchise business model has been proven over our 10-year history, but we need to accelerate new franchise location growth.

**What do you need the most help with?** ▾

We need help with finding new franchise owners who want to pioneer our lawn care model in their communities. We need to spend more money marketing to them and finding them with our proven pay-per-click marketing strategies. We're great at training owners and supporting their success. We just need to find more high-quality franchisees.

With the capital to invest in franchise development efforts, we will target opening 15-25 new territories annually.

**What would you do with the money you raise?** ▾

Reduce debt, increase cash, and increase marketing dollars spent finding new franchise owners to accelerate new location growth.

**Why does your business model work so well?** ▾

Our model thrives on recurring revenue with happy returning customers. The business model combines a quick cash flow turn-around with lawn mowing services and a high cash flow percentage with organic treatment services.

**What makes you stand out as a franchisor?** ▾

We excel at franchisee support. Our HQ support team offers full billing, marketing, and business support. Our franchisees are like a big family – they communicate via email on our owner forum and share questions, answers, funny stories, wins, and challenges. We meet every year for our annual Clean Air Lawn Care conference.

At HQ, we are always looking for ways to help our franchisees increase revenue and grow at the pace they desire. We actively look for solutions to problems and reach out when it seems like an owner might need additional support.

**How does your business impact the world?** ▾

Clean Air Lawn Care is the largest solar-powered lawn care company in the world. We are leaders in addressing the harmful emissions and pollution caused by the lawn care industry. We are showing the world how to drastically cut emissions in an emission-loaded industry with a business model based on renewable energy.

On top of that, our approach to organic, all-natural lawn treatments and organic weed control is making the world healthier for pets, kids, and wildlife. We are paving the way for a healthier future by showing that it is possible AND it is better than the toxic approach to lawn care.

**How does your business impact local communities?** ▾

This is where our franchise stands out! Franchise owners can tell that they are directly impacting the health of their communities by offering zero-emission lawn care as well as safe, healthy organic lawn treatments. Pets, kids, and employees in their communities are safer and healthier thanks to them.

Thanks to a local Clean Air Lawn Care franchise, a community will see less toxic chemicals on the ground and in the air, less air pollution, and less CO2 emissions. That means more healthy, happy families.

**What makes you different from your competitors?** ▾

We have the most passionate owners! They know effective, healthy and organic lawn care inside and out. They use our custom, proprietary, and top-of-the-line organic treatments to achieve beautiful, non-toxic yards.

Plus, we have solar-powered lawn maintenance down to a science. Our roof-mounted solar panel system is also proprietary and is the secret to how our owners capitalize on daily mowing operations with electric equipment.

**Are investors investing in the franchisor or a specific franchisee?** ▾

This campaign is for the actual franchisor, Clean Air Lawn Care. We have 67 specific territories owned by our franchisees.