



THE MOBILE SOAP STOP

Eco-friendly refill service

Alex Lombardi, Elissa Woolridge, Andre Zarate & Brett Righter

Problem Statement



Plastic overload: The average household discards dozens of soap, detergent, and cleaner bottles each year, with most ending up in landfills rather than being recycled.



High costs: Eco-friendly alternatives are typically 20-30% more expensive than conventional brands, creating barriers to consistent use.



Time crunch: Many households want clean, healthy homes but lack the time to spend hours scrubbing or shopping for sustainable refills.



Missed convenience: Staying eco-conscious is difficult without sacrificing time, money, or both.



Our Value to Customers



Eco-Impact

Reduce single-use plastic waste through convenient refills



Affordable Sustainability

Eco-friendly product priced competitively with traditional brands



Time-Saving Convenience

On-demand delivery and optional light cleaning service



Flexibility & Choice

Seasonal scents, customizable refill schedule, and pay-per-bottle options



Turning Sustainability into a Business

Multiple Revenue Streams



Pay-per-Refill:

Customers purchase refills as needed.



Subscription Plans:

Households can subscribe for recurring deliveries.



Add-On Service:

An optional light cleaning service is offered to customers.

Value Proposition



Customers save money on packaging.



Eco-conscious buyers are willing to pay premium for sustainable, local options.



Refills reduce clutter and waste.

Scalability



Route density boosts efficiency.



Partnerships with eco-friendly brands expand product offerings and revenue potential.



Technology integration (scheduling app, refill tracking).



Market Knowledge



Traditional Retail Brands



Refill Stores (in-store)



Delivery Subscriptions



Local Cleaning Services



The Mobile Soap Stop

Eco-Friendly Products

Some options

Yes, bulk refill only

Yes

Sometimes

Core offering

Convenience

High

Low

Medium

Medium

High

Waste Reduction

Low

High

Low to medium

High

High

Personalized Service

None

Low

Limited

Medium

High

Scalability

Very high

Discrete

High

Medium

High

Price Competitiveness

Competitive

Competitive

Subscription pricing

Service fees

Competitive

Market Opportunity



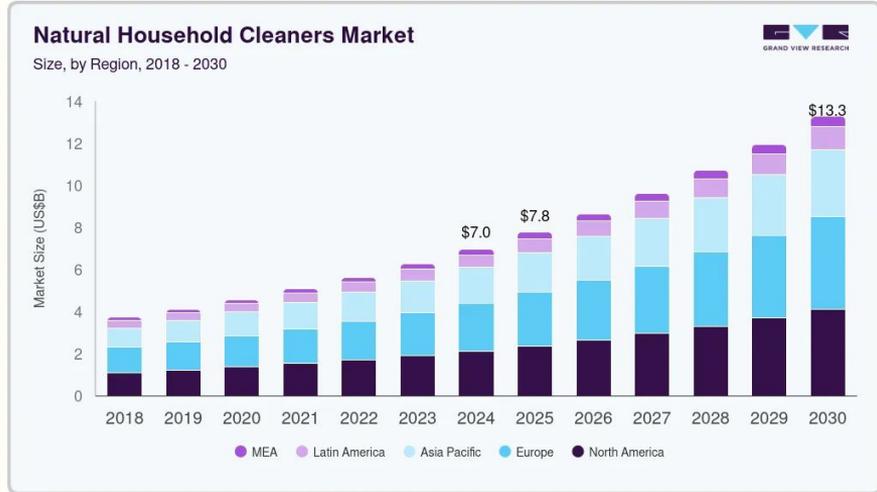
Market Trends: Projected growth of 10%-20% over the next 5 years.



Financials: 20% of consumers currently use eco-friendly products in their home.



Rising Demand: Growing awareness of chemicals used in most cleaning supplies has created more demand for eco-friendly products.



Viabile Team

Founders & Roles



Alex Lombardi -
Budgeting, forecasting,
and analysis.
Future role: Financial
Analyst

Elissa Woolridge -
Marketing and outreach
Future role: Customer
Acquisition Lead.

Andre Zarate -
Public sector and
sustainability Future
role: Business
Development &
Partnerships



Brett Righter -
Logistics and
operations
Future role:
Operations Manager)



Why This Team Wins



Complementary skill sets in finance, marketing, sustainability, and operations.



First-hand customer research informing business model.



Shared commitment to sustainability and community impact.



Additional Expertise

Contracted app developer to build scheduling and customer management platform.



Trained and background-checked cleaning staff to ensure safety and reliability.



Plan for the Future



Expand Reach: Develop and expand our service locations regionally to establish a stronghold in key markets.



Tech Innovation: Leverage emerging technologies to streamline routes, enhance user experience, and track eco-performance.



Community Focus: Collaborate with local organizations to anchor services in communities and amplify our mission.



Continuous Improvement: Measure outcomes and make data-driven adjustments to optimize operations and customer satisfaction.

