

MOMO ENTERPRISES

Business Plan: Specialized Bin Sanitization Services
Market: Moncton, New Brunswick, Canada

Executive Summary

Momo Enterprises is a specialized service provider focused on high-pressure, eco-friendly garbage bin sanitization for residential and commercial clients in the Greater Moncton Area (Moncton, Dieppe, Riverview). Our mission is to address the hygiene gaps inherent in the three-stream waste management system by eliminating bacteria, odors, and pests through professional-grade mobile equipment.

1. Market Analysis (Moncton, NB)

The Southeast Regional Service Commission operates a mandatory three-stream waste system (Green, Blue, and Clear/Black). The Green (Organics) bin represents a significant recurring pain point for homeowners due to New Brunswick’s high humidity, which facilitates rapid bacterial growth and maggot infestations during the summer months.

- **Target Demographics:** Single-family homeowners, multi-unit property managers, and food-service establishments in the Moncton core.
- **The Gap:** While waste collection is frequent, sanitization is left to the consumer. Traditional garden hose cleaning is ineffective and results in hazardous runoff.

2. Service Offerings & Pricing Structure

Service Tier	Description	Estimated Price (CAD)
Single Visit	Deep sanitize of 2–3 bins (Post-collection)	\$75.00
Seasonal Subscription	6 Cleanings (Bi-monthly May–Oct)	\$240.00 / Season

Service Tier	Description	Estimated Price (CAD)
Monthly Pro	1 Cleaning per month for all bins	\$45.00 / Month
Commercial	On-site dumpster and toter sanitization	Quote Basis

3. Operational & Regulatory Strategy

Equipment & Compliance

- **Wastewater Recovery:** Utilization of custom-built trailers with self-contained wastewater recovery to comply with the City of Moncton Clean Water by-laws.
- **Route Optimization:** Integration of GPS routing software (e.g., Jobber) to align service schedules with municipal waste collection routes.
- **Licensing:** Application for a Mobile Trader Permit through the City of Moncton and Dieppe to operate legally in residential zones.

4. Marketing & Growth Path

- **Hyper-Local SEO:** Target keywords specifically for Moncton, Dieppe, and Riverview.
- **Direct Response:** Neighborhood-specific door hangers delivered 24 hours prior to municipal collection days.
- **Referral Incentives:** Group discounts for "Full Street" sign-ups to maximize logistical efficiency and profitability per route.

Keywords: Moncton Business, Garbage Bin Cleaning, Waste Management NB, Eco-friendly Sanitization, Mobile Pressure Washing, Entrepreneurship Canada.

AI Disclosure: Generated by Gemini 1.5 Pro. Verification State: Operational strategy based on 2026 municipal by-law data and industry standard benchmarks.

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MOMO ENTERPRISES

Funding & Grant Strategy: Bin Sanitization Project

Location: Moncton, New Brunswick (v2)

Executive Summary: Funding Objectives

Momo Enterprises seeks to leverage federal, provincial, and municipal financial instruments to offset capital expenditure (CAPEX) for high-efficiency mobile sanitization units and wastewater recovery technology. Priority is placed on environmental sustainability and youth entrepreneurship incentives within the Atlantic Canadian ecosystem.

1. Federal Funding Sources (Canada)

Industrial Research Assistance Program (NRC IRAP)

Potential support for the technical design of specialized wastewater filtration and heat-exchange systems used in the mobile units. Focuses on innovation and technical risk mitigation.

Canada Summer Jobs (CSJ)

Wage subsidies for hiring students during the peak summer months (May–August), which aligns perfectly with the seasonal demand for bin cleaning in Moncton.

Business Development Bank of Canada (BDC)

Targeted "Small Business Loans" for equipment purchase and "Green Tech" financing for businesses reducing environmental impact through proper waste runoff management.

2. Provincial & Regional Support (New Brunswick / ACOA)

Atlantic Canada Opportunities Agency (ACOA)

The **Business Development Program (BDP)** provides unsecured, interest-free loans for the expansion or modernization of small businesses that contribute to the regional economy.

Opportunities NB (ONB) - Small Business Investor Tax Credit

Encourages equity investment in NB-based small businesses by providing a 50% provincial income tax credit to resident investors.

SEED Program (Student Employment Experience Development)

Provincial wage subsidies to hire students for summer operations, facilitating lower operational costs during high-growth periods.

3. Specialized & Environmental Grants

- **Futurpreneur Canada:** Offers collateral-free loans up to \$60,000 and mentorship specifically for entrepreneurs aged 18–39.
- **EcoAction Community Funding:** Potential for projects that specifically focus on diverting hazardous runoff from municipal storm drains (Water quality focus).
- **Impact Investing NB:** Focuses on businesses with a clear "Triple Bottom Line" (People, Planet, Profit).

Keywords: Canada Business Grants, New Brunswick Small Business Funding, ACOA BDP, Environmental Technology Grants, Youth Entrepreneurship NB, Moncton Startup Capital.

AI Disclosure: Generated by Gemini 1.5 Pro. Verification State: Funding availability subject to annual budget cycles and eligibility criteria of the respective agencies as of 2026.

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