

## **Target Audience for Blue Bear**

### **Product Strengths:**

- Eco-friendly / biodegradable
- Made from soybeans (American-grown = local appeal)
- Safe alternative to harsh chemical strippers and degreasers

### **1. Professional Painters & Contractors**

- Especially those focusing on residential or historic renovations
- Need safe, effective strippers that won't destroy original materials
- Concerned with client safety, especially around kids/pets

### **2. Furniture Restorers / DIY Refinishers**

- Small business or hobbyist-level
- Strong preference for eco-safe, gentle products
- Likely to post about their process online (bonus: user-generated content)

### **3. Architects / Interior Designers**

- Especially those working with LEED-certified or green building projects
- Might spec out materials and products for renovation projects

### **4. Municipal or Government Maintenance Crews**

- Often need to follow eco-regulations
- Look for non-toxic options for graffiti removal, surface prep, etc.

## **Companies That Would Use Blue Bear**

### **1. Restoration & Remodeling Companies**

These companies need paint strippers and degreasers that are safe for historic surfaces and for use in occupied homes.

### Examples:

- **Servpro** (Restoration & Cleaning Services)
- **Paul Davis Restoration**
- **Belfor Property Restoration**
- **CertaPro Painters** (franchises may be open to eco-friendly options)

## 2. Furniture Restoration & Refinishers

Refinishers love safe, soy-based strippers that are gentle on wood and non-toxic in home workshops.

### Examples:

- **The Strip Joint** (Tampa-based furniture refinisher)
- **Heirloom Refinishing**
- Independent Etsy/Instagram-based restorers (great for affiliate/wholesale sales)

## 3. Museums, Art Conservators, and Historical Societies

They need products that are non-invasive and won't harm artifacts or historic woodwork.

### Examples:

- **Tampa Bay History Center**
- **Henry B. Plant Museum**
- Local historic building preservation societies

## 4. Maintenance Crews for Cities/Counties

Used for graffiti removal, public works cleanup, and equipment degreasing with minimal environmental impact.

### Examples:

- **City of Tampa Public Works**
- **Hillsborough County Facilities Management**

## **Target Audience for Vital Oxide**

### **Product Strengths:**

- Kills 99.999% of viruses, bacteria, mold
- EPA-registered disinfectant
- Food-contact safe, no rinse required
- Used in healthcare, education, commercial cleaning, and even HVAC

### **1. Commercial Cleaning Companies**

- Janitorial services, contract cleaners, building maintenance teams
- Need versatile, effective cleaners for a wide range of environments

### **2. Healthcare Facilities**

- Hospitals, clinics, dental offices, assisted living homes
- Demand for EPA-approved disinfectants is high and ongoing

### **3. Schools & Childcare Centers**

- High concern for safe disinfecting of shared spaces
- Must meet certain sanitization standards

### **4. Food Service & Hospitality**

- Restaurants, hotels, food processing facilities
- Need for food-safe disinfectants is critical
- Bonus: eco-friendly pitch plays well to “sustainable dining” trends

### **5. HVAC & Mold Remediation Companies**

- Use in air duct sanitation and mold/mildew remediation
- Safe for sensitive areas

### **Hospitality & Travel**

- Hotels, vacation rentals, airlines, cruise ships
- Demand high-standard disinfection in guest rooms, lobbies, and high-touch areas

### **Fitness & Recreation**

- Gyms, yoga studios, sports complexes
- Clean locker rooms, equipment, mats, and common areas frequently

### **Senior Care & Assisted Living**

- High need for safe, effective disinfection without harsh chemicals

### **Janitorial Services**

- Contract cleaning companies can use and resell Vital Oxide as part of their service package

### **Government & Municipal Facilities**

- Courthouses, libraries, post offices, and more all require regular cleaning with eco-conscious products

## **Companies That Would Use Vital Oxide**

### **1. Commercial Cleaning Companies**

They're always looking for products that are powerful, versatile, and safe across different client needs.

#### **Examples:**

- **Jani-King**
- **Coverall**
- **Stratus Building Solutions**
- **JAN-PRO**

### **2. Healthcare Facilities**

Hospitals, clinics, nursing homes — they require EPA-approved disinfectants that are also safe.

**Examples:**

- **BayCare Health System**
- **Tampa General Hospital**
- **AdventHealth**
- **Genesis HealthCare**

**🏠 3. Restaurants & Food Processing Facilities**

They love a no-rinse food-safe sanitizer that still kills pathogens — especially post-COVID.

**Examples:**

- **Bloomin' Brands** (owns Outback Steakhouse, headquartered in Tampa)
- **Sysco** (food distribution and kitchen sanitation services)
- **US Foods**

**🏫 4. Schools, Colleges, and Daycares**

They need products safe around children but strong enough to kill bacteria and viruses.

**Examples:**

- **Hillsborough County Public Schools**
- **University of South Florida**
- **Kiddie Academy**
- **The Goddard School**

**🧹 5. Mold Remediation & HVAC Cleaning Companies**

Vital Oxide is commonly used in duct cleaning and mold treatment because of its safety and effectiveness.

**Examples:**

- **Stanley Steemer (HVAC division)**
- **AdvantaClean**
- **COIT Cleaning & Restoration**