

## LAWN AND GARDEN POWER EQUIPMENT DEVELOPMENT AND MANUFACTURING

Location of the investment: **Turnstone Place, Castle Rock, United States**

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### What is your idea / business and to whom is it addressed?

My project aims to clean up neighborhoods and solve the age-old problem of Saturday morning noise, smoke and fuel pollution. Homeowners and landscaping companies have been taking care of lawns and gardens with gas powered equipment for ages. The noise, noxious odors and smoke have been disturbing the peace of Saturday morning for ages. My invention, The Yard Mule, will eliminate the smoke and odors and reduce the noise to near nothing leaving neighborhoods quiet and peaceful again. The Yard Mule is an electrically driven, modular set of lawn and garden tools designed to be eco-friendly, quiet and noxious free. The Yard Mule will also save money in fuel and oil purchase, operate on its own and reduce storage space.

### How should the idea/business earn money?

Yard Mule will be sold as a base bundle and seasonal themed bundles, i.e. Spring, summer, fall, etc. and as individual units. The price of each unit has not been fully established yet, although the goal is to make it comparable with current ride-on, zero-turn and other garden care equipment. Profits will come in individual on-line sales, lawn and garden retail outlets, box stores, i.e. home depot, Lowes, etc. I plan sell in both US and international markets simultaneously. Additional markets include the hobby farmer, non-profits working in undeveloped nations, commercial and corporate enterprises and the rental industry. The global lawn mower market, alone, is projected to reach around \$37 billion by 2024, growing at a CAGR of approximately 5% during the period 2018-2024.

### At what stage is the idea / business at the moment?

The Yard Mule project is in the form of 3D computer aided design (CAD) conceptual models. The Homeowner/hobby farmer and commercial drive units and 12 attachments have been conceptually modeled. Some electronic and mechanical components have been researched. A startup expense requirement is complete and fluid. A financial plan, which includes 2 years of development and 5 years of sales has been started. I have spent approximately 4500 hours over a 10-year period equaling more than \$300,000.00 of my time creating CAD models, researching components and manufacturing plans, researching markets, creating business and financial plans. My business model include 2 years to complete development, build prototype and evaluation articles. Limited manufacturing will begin after year 1 and full production to begin in year 2.

### What do you need?



I am looking for a partner to help in further developing my business, financial, marketing and manufacturing plans. The plan is to sell the business after 5 years of sales (7 years total) to a major lawn and garden power equipment manufacture. Current startup needs for 2 years development will be \$2,000,000.00. this includes completing business documents, patent applications, prototype and evaluation units, office equipment, tools and components and salaries for owner and contractors.

