LUCID BOTS



Sherpa drone

Exterior Cleaning Business Playbook

with Lucid Bots Sherpa Drone

01 Pricing strategy

02 Investment

03 Reinvestment strategy

Sherpa

Each Sherpa drone is assembled, tested and serviced by the Lucid Bots team in Charlotte, North Carolina.

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Pricing strategy

Competitive analysis



RESEARCH COMPETITORS

Investigate local pressure washing businesses to understand their pricing structures. Note the services they offer and their rates.

SERVICE COMPARISON

Compare the quality of services, reputation, and customer reviews. This will help you position your business effectively in the market.

Cost calculation

Fixed, variable and overhead costs

01

Fixed costs

These are costs that remain constant regardless of how many jobs you complete. They include:

- Equipment purchase and maintenance
- Vehicle expenses (purchase, fuel, maintenance)
- Insurance
- Office space (if any)
- Marketing and advertising

02

Variable costs

These costs fluctuate based on the volume of work. They include:

- Cleaning supplies and detergents
- Labor (if you have employees or hire contractors)
- Utility expenses (water and electricity used during jobs)

03

Overhead costs

These are indirect costs such as:

- Accounting fees
- Software subscriptions
- Administrative expenses

Pricing strategy

Pricing models



PER SQUARE FOOT

$0.25–$0.45

per square foot

Common for large areas like driveways, patios, and commercial properties. Rates vary with job complexity and local market rates.

HOURLY RATE

$50–$150

per hour

Useful for smaller or more intricate tasks. Typical rates range from $50 to $150 per hour.

FLAT RATE

$200 / $150

driveway cleaning / house siding wash

Set a fixed price for specific services. This method can simplify the pricing process for customers.

PACKAGE DEALS

Bundled

driveway + patio + siding

Offer bundled services at a discounted rate to attract customers looking for comprehensive solutions.

Profit margin

20–30%

Target profit margin

TARGET PROFIT MARGIN

Aim for a profit margin of 20–30%. Calculate this by subtracting your total costs from your revenue and dividing by your total revenue.

(Revenue - Total costs) ÷ Total revenue

ADJUST AS NEEDED

Monitor your costs and adjust your prices periodically to maintain your target profit margin.

Discounts and promotions

Seasonal discounts

Offer discounts during slow seasons to attract more customers.

Loyalty programs

Provide discounts or free services to repeat customers to encourage loyalty.

Referral discounts

Offer a discount to customers who refer new clients to your business.

Investment

Startup costs*



Equipment

Full trailer pump system Depending on customizations	**$15,000–$30,000**
Pressure washers	**$1,000–$3,000** each
Accessory equipment Nozzles, wands, surface scrubbers, extra hoses	**$2,000–$5,000**
Detergents and cleaning supplies	**$200–$500**
Lucid Bots Sherpa Drone **Including necessary attachments and software**	**$30,000–$50,000** each

Vehicle

Vehicle Depending on whether you buy new or used	**$5,000–$25,000**

Insurance, licensing & launch

Insurance Depending on coverage	**$500–$2,000** annually
Licenses and permits Depending on local requirements	**$100–$500**
Marketing and branding Initial branding, website creation, and promotional materials	**$500–$2,000**
Miscellaneous Office supplies, accounting software, etc.	**$500–$1,000**



The complete Sherpa system: drone, payloads, power, ground equipment and support

Operational costs

Monthly expenses

Fuel and vehicle maintenance	**$200–$500**
Cleaning supplies	**$100–$300**
Drone Maintenance Plan **Subscription plan to maintain your Lucid Bots Sherpa Drone**	**$150–$350**

Marketing	**$100–$500**
Insurance	**$50–$200**
Utilities (if applicable)	**$50–$150**
Miscellaneous	**$50–$200**

*Please note that all cost range estimates provided by Lucid Bots are based on the information available at the time of the estimate. These estimates are intended as a preliminary guide and are subject to change based on the actual scope of work, site conditions, and any unforeseen circumstances. Final costs may vary and will be detailed by your sales representative. While we strive to provide accurate and comprehensive estimates, Lucid Bots cannot be held responsible for any discrepancies between the estimated and actual costs. Customers are encouraged to discuss questions about their estimates with us directly.

Investment

Funding options

01 Personal savings
Use your own savings to fund the startup costs.

02 Small business loans
Apply for loans from banks or credit unions. Ensure you have a solid business plan and good credit history.

03 Grants
Research and apply for small business grants that may be available in your area.

04 Investors
Seek out investors who are interested in your business. Be prepared to offer a share of your profits in return for their investment.

05 Crowdfunding
Use platforms like Kickstarter or GoFundMe to raise funds from the public.



Calculate break-even point

Determine how many jobs or how much revenue you need to cover your costs before making a profit. This helps set realistic financial goals.

Monitor cash flow

Keep track of your income and expenses to ensure you are on track to meet your financial goals.

Break-even formula

Fixed costs ÷ (Price per job − Variable costs per job)

Founded
2018
A growing network of cleaning drone operators across the country.

In the field
400+
The industry's largest deployed fleet of commercial cleaning drones.

Power Tether
8+ hrs
Continuous tethered flight tested with the optional Power Tether.

Pricing strategy

Reinvestment strategy

Reinvest profits

Allocate a portion of your profits to reinvest in the business. This can include upgrading equipment, expanding your service area, or investing in marketing.

Expansion plan

Plan for growth by identifying potential new markets, additional services, or hiring more staff. Set aside funds specifically for these initiatives.

Under the hood

Technical specifications



Latest version	**Sherpa 1.5**
Maximum working height	**180 feet / 54 meters**
Maximum pressure	**4,500 PSI**
Soft-wash flow	**Up to 12 GPM at 300 PSI**
Cleaning rate	**Up to 300 sq. ft. per minute**
Battery flight time	**Up to 19 minutes per battery cycle**
U.S. commercial requirements	**FAA Part 107 certification, plus applicable site and airspace authorizations**
Country of origin	**Designed and built in Charlotte, NC USA**

Source: lucidbots.com/sherpa-drone

LUCID BOTS

By carefully planning your pricing strategy and managing your investments wisely, you can establish a profitable and sustainable pressure-washing business, especially with the innovative addition of the Lucid Bots Sherpa Drone.

Talk to an expert

Request a demo

Scan to explore the Sherpa drone

lucidbots.com/sherpa-drone

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