DrGoodAir Franchise Business Plan v5

Updated to define HVAC system assessment as a required but limited air-quality scope within every IAQ assessment

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Executive Summary

DrGoodAir is a premium indoor air quality company designed to assess, improve, and monitor the health of the air inside homes and commercial spaces. The business model combines IAQ assessments, solution sales, smart sensor monitoring, and recurring subscriptions.

This update clarifies that every DrGoodAir IAQ assessment includes a required HVAC air-quality assessment. The HVAC component is limited to system conditions that directly affect air quality, comfort, and ventilation performance. DrGoodAir is not positioning itself as the customer's general HVAC repair or preventive-maintenance provider unless separately contracted for IAQ-related corrective work.

1. Core Service Positioning

DrGoodAir does not sell a "sensor-only" or "air sample-only" opinion. The company sells a structured IAQ assessment that includes three connected layers:

- Indoor environmental measurement: PM2.5, VOCs, CO2, humidity, temperature, ventilation indicators, and visible IAQ symptoms.
- Building and occupant context: complaint history, room conditions, occupancy, filtration history, allergy/asthma concerns, odor, moisture, and comfort patterns.
- HVAC air-quality assessment: inspection and measurement of HVAC operating conditions that influence air quality, airflow, humidity control, filtration effectiveness, and ventilation performance.

This integrated approach gives DrGoodAir a stronger diagnostic position than a standard HVAC service call and a stronger operational position than a standalone IAQ monitor company.

2. Mandatory HVAC Air-Quality Assessment Scope

Every IAQ assessment will include a mandatory HVAC system assessment, but only for components and operating conditions that materially affect indoor air quality.

This limited scope is a strategic feature of the business model. It lets DrGoodAir identify the system-level causes of poor air quality without becoming responsible for full-system diagnosis, general repair, or routine mechanical maintenance.

2.1 Included HVAC assessment items

- Static pressure and airflow indicators where relevant to filtration, duct restriction, and ventilation performance
- Humidity control performance and latent-load handling
- Fan speed / blower settings as they relate to airflow, filtration capture, humidity removal, and ventilation delivery
- Refrigerant charge conditions only insofar as they materially affect humidity removal, coil performance, or IAQ-related comfort outcomes
- Filter type, fit, condition, bypass risk, and upgrade opportunities
- Coil cleanliness and fouling where it impacts airflow, microbial growth risk, or humidity performance
- Drainage / condensate issues that may contribute to moisture, odor, or microbial growth risk
- Duct leakage, return-side contamination risk, outside-air / fresh-air setup, and ventilation effectiveness
- UV, purification, dehumidification, and IAQ accessory compatibility / opportunities
- Documented observations on how HVAC operating conditions may be contributing to dust, odor, moisture, stuffiness, or elevated particle / VOC concerns

2.2 Explicit exclusions

DrGoodAir will not position the IAQ assessment as a full HVAC diagnostic or a substitute for the customer's existing air-conditioning service provider.

- No general diagnosis of motors, capacitors, contactors, boards, compressors, or unrelated electrical/mechanical failures
- No promise of full-system troubleshooting unrelated to IAQ outcomes
- No routine HVAC maintenance agreement embedded in the IAQ assessment
- No assumption of responsibility for the customer's general HVAC upkeep unless separately contracted
- General HVAC maintenance remains the responsibility of the customer's air-conditioning provider

2.3 Customer-facing positioning language

Recommended positioning: "As part of every DrGoodAir IAQ assessment, we inspect and measure the parts of the HVAC system that directly affect air quality, airflow, humidity, and ventilation. We are not replacing your regular AC company for motors, capacitors, or routine maintenance. We are evaluating the system specifically through the lens of air quality."

3. Why this matters strategically

• It improves diagnostic credibility: poor IAQ is often caused or amplified by airflow, filtration, moisture, ventilation, and setup issues inside the HVAC system.

• It avoids overpromising: the company stays focused on air quality instead of broad mechanical service liability.

• It preserves referral relationships: DrGoodAir can coexist with the customer's regular AC provider instead of competing on every repair and maintenance issue.

• It creates a clear sales bridge: assessment findings can naturally convert into filtration upgrades, UV, purification, dehumidification, ventilation corrections, duct sealing, and monitoring subscriptions.

4. Revised Service Model

5. Operations and technician training update

Technician training should formalize a split between IAQ-centered HVAC assessment and general HVAC service. DrGoodAir techs must be trained to understand what to inspect, what to measure, what to recommend, and what to defer.

• Technicians must be able to explain why static pressure, fan speed, humidity performance, filtration, and refrigerant-related dehumidification matter for IAQ.

• Technicians must avoid drifting into full mechanical diagnosis unless separately authorized under a different scope of work.

• Reports and proposals should clearly note when a customer should contact their regular AC provider for general maintenance or non-IAQ repairs.

• Internal SOPs should include a "refer out / defer" checklist for issues outside DrGoodAir's IAQ scope.

6. Go-to-market messaging update

This change sharpens the market message. DrGoodAir is not just testing the air; it is connecting the air to the system that creates the indoor environment.

• "We assess the air and the HVAC conditions driving it."

• "Every IAQ assessment includes an HVAC air-quality review."

• "We focus on airflow, humidity, filtration, ventilation, and IAQ-related system performance — not general motor/capacitor repair."

• "Your regular AC company handles routine maintenance. DrGoodAir handles the air-quality diagnosis and solution plan."

7. Risk management and legal clarity

The business plan should explicitly separate IAQ assessment scope from general HVAC service obligations in customer agreements, field checklists, and technician scripts. That protects the brand from scope creep, avoids customer confusion, and reduces the chance of being held responsible for unrelated mechanical issues.

- Assessment agreements should include a scope statement and exclusions section.
- Proposal templates should identify which recommendations are IAQ corrections versus issues to be addressed by the customer's AC provider.
- Technicians should never imply that passing or failing the IAQ HVAC review is the same as certifying the whole HVAC system.

8. Updated positioning statement for the business plan

DrGoodAir performs premium IAQ assessments that include a mandatory limited HVAC air-quality assessment focused on airflow, humidity, ventilation, filtration, and other system conditions that directly affect indoor air. DrGoodAir does not replace the customer's general air-conditioning provider for routine maintenance or unrelated mechanical diagnosis.

Appendix A: Suggested business plan insertion language

Insert under Services & Revenue Model: "Every DrGoodAir IAQ Assessment includes a mandatory HVAC air-quality assessment. This is not a full HVAC diagnostic. The review is limited to HVAC operating conditions that materially affect indoor air quality, including static pressure, humidity performance, fan speed, refrigerant-related dehumidification performance, filtration, ventilation, coil condition, drainage/moisture risk, and other IAQ-relevant findings. Mechanical repairs and routine HVAC maintenance remain the responsibility of the customer's air-conditioning provider unless separately contracted."