

## BIG Idea Finalists and Mentor Contact Information

### Finalist Information

Presentation Time: 10:30 AM

<b>BIG Idea Business Name:</b> The Grass Whisperer	<b>School:</b> Edmunds Central High School
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<b>Teacher's Name:</b> Chad Richardt	

### Mentor

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# Entry: The Grass Whisperer

**ID: 248**

## Concept Overview

In a small town, your lawn deserves a personal touch. That's where The Grass Whisperer comes in! My services include mowing, with the option of bagging, and precise trimming. I am committed to providing reliable, high-quality care to help you maintain a beautiful lawn!

## Product & Service

The Grass Whisperer offers specialized lawn care services, focusing on mowing and trimming. My service includes mowing, with the option of bagging grass clippings for a cleaner, more polished look. I also provide precise trimming along sidewalks, driveways, and around hard-to-reach areas to give lawns a sharp, defined edge. My services prioritize attention to detail and reliability, using high-quality equipment to ensure consistent results. Homeowners benefit from a well-maintained lawn without needing to invest their own time and energy. The main advantage of The Grass Whisperers services is the convenience and quality I bring to each job, helping customers achieve a neat and attractive lawn. A potential drawback is the extra cost associated with bagging because of the extra time and effort, but once again, this service is completely optional and based on the customer's preferences. Ultimately, The Grass Whisperer will provide every client with a well-kept lawn without the hassle.

## Marketing Opportunity

The lawn care industry, which is part of the service category, continues to grow as more people seek to have others help maintain their lawns. In Roscoe, where the population is around 269, approximately 20% of them are seniors, many of whom may have difficulty doing their own yard work. These seniors, as well as working homeowners, are the target customers for my business. With 163 households in town, there is a clear opportunity to provide lawn care services that meet the needs of those who want their lawns taken care of without the physical effort. Pricing for my services will fluctuate based on the time required for each job and anything extra like bagging or trimming. Since many of my customers will be seniors, I aim to keep my prices affordable while offering high-quality service. My pricing will be \$18 per hour for mowing and trimming only and \$22 per hour for mowing and trimming plus bagging. To reach my target audience, I will promote my business through social media, such as Facebook. Additionally, I will use flyers to help spread the word about my services to potential customers.

## Competition

The Grass Whisperer faces competition from about 3-4 other people in town, but I stand out by offering bagging services and an hourly pricing base, which can be more flexible and cost-efficient for clients. A major strength of my business is a focus on quality service, along with customer-centered pricing, and tailored lawn care options. However, a weakness is that my time is split between farm work and the lawn business, which can impact availability during peak seasons. Additionally, with a limited and stable customer base in Roscoe, gaining customers can be challenging. Finally, while providing high-quality services helps set me apart, the lawn care industry is easy to enter, meaning that new competitors can quickly emerge.

## **Management & Operation**

In managing “The Grass Whisperer,” I will be the only operator, taking on all of the responsibilities, from meeting with clients to delivering lawn care services. This will involve figuring out customer preferences, tracking finances, and performing the actual lawn maintenance. Since Roscoe is a small town, I won’t need to hire any employees, which will help keep operational costs low. To deliver my services, I will be using a lawnmower, trimmer, pickup truck, and trailer. For managing my finances and customer information, I will use Microsoft Excel on my laptop. My biggest ongoing expense will be fuel for both the lawnmower and the pickup, as I will be traveling to various locations in Roscoe. Keeping track of my fuel expenses will help me to ensure my business's profitability.

## **Inspiration**

**Source:** original

**Details:** Personally, I enjoy mowing my own lawn, so I think I would have fun doing it for others as well.

## **Elevator Pitch**

**Link:** [https://youtu.be/aXl\\_TGE1Seg?si=5Ey87FDhxwKPXXI1](https://youtu.be/aXl_TGE1Seg?si=5Ey87FDhxwKPXXI1)