RodentRadar

Ideal Customer Profile (ICP)

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Summary

Our ideal customer is a reputation-driven, independent pest control operator classified under NAICS 561710 (Exterminating & Pest Control Services) who holds the right licenses, invests in their brand, and sees RodentRadar as a way to differentiate against national competitors and deepen relationships with loyal customers. Company size does not matter — mindset and market positioning do.

Industry Classification

NAICS Code	561710 — Exterminating & Pest Control Services
Industry Size	~30,000 firms nationwide
Target Segment	Regional/independent operators serving commercial and compliance-sensitive accounts

Company Profile

Regional or independent pest control operator. Established business — not a startup. Has been around long enough to build a reputation and a base of recurring commercial accounts. Company size is not a qualifying factor; a sharp 3-person operation that markets well is a better fit than a 25-person company that's coasting.

Required Licensing

- Structural Pest Control license
- Structural & Rodent pesticide license
- Active state pesticide business registration

These licenses authorize service to restaurants, schools, medical facilities, food processors, commercial kitchens, and apartment buildings — the compliance-sensitive environments where RodentRadar delivers the most value.

Digital Presence Signals

These signals indicate an operator who invests in their brand and understands the value of marketing — which means they'll understand RodentRadar as a competitive tool, not just a gadget.

Signal	What It Tells Us
Professional website	Not just a Facebook page or Yelp listing. Has a real site with service descriptions, service area, and contact info.
Strong Google reviews	4+ stars with consistent volume. Shows they care about customer experience and actively manage their reputation.
Some SEO or local marketing effort	They're already investing in being found online. RodentRadar fits naturally into their marketing story.
Active online presence	May post on social media, respond to reviews, or maintain a Google Business profile. Signals an owner who's engaged.

Owner Mindset

This is the most important qualifier. The right owner sees RodentRadar not as an expense, but as a strategic advantage.

- **Competitive differentiator:** Wants something modern and data-driven that the national chains don't offer at the local level. Uses it to win bids and retain accounts.
- **Value-add for loyal customers:** Views monitoring as an additional service tier that deepens relationships with long-term commercial accounts — not just a tool, but a sellable offering.
- **Reputation-driven:** Cares about being seen as progressive and professional. Wants to be the operator in their market known for using the best technology.
- **Technology-willing:** Doesn't need to be tech-savvy, but is open to adopting new tools if the ROI story is clear and the system is easy to use.
- **Partnership-minded:** Responds better to "let's build this together" than a hard sell. Interested in shaping the product for the industry.

High-Value Use Case: Audit-Ready Monitoring

Multiple pest control professionals have independently identified the same high-value application: third-party audited facilities. This signal has come from field technicians, commercial account managers, and account executives at companies of varying sizes.

The Opportunity

Facilities audited by organizations like AIB International, Steritech, or EcoSure require documented pest management programs. Auditors review logs, check for evidence of monitoring, and evaluate whether the operator can demonstrate control over time. Today, most

operators provide paper logs or basic trap check records. RodentRadar gives them timestamped detection data, activity trend visualization, and before/after remediation proof — a fundamentally different conversation with an auditor.

Target Facilities

- Food processing and packaging plants
- Pharmaceutical and medical facilities
- Schools and universities
- Commercial kitchens and restaurants with health inspection requirements
- Sensitive accounts where previous pest control efforts have failed to gain control

What Professionals Are Saying

"I can actually see its potential uses in 3rd party audited facilities, locations that have had a significant ongoing rodent issue that other companies have not been able to get under control. I can see its use in sensitive accounts as a one-off monitoring in say medical facilities or even schools." — Account Executive, mid-size pest control company

Strategic Implications

Audit-ready monitoring represents a potential premium service tier. Facilities that require documented compliance will pay more because the cost of a failed audit — lost contracts, regulatory action, reputational damage — far exceeds the monitoring fee. Pricing for this tier will be developed as operator partnerships mature and deployment data validates the model.

For now, this use case strengthens the ICP by confirming that compliance-focused operators are exactly the right partners. Operators who service audited facilities are inherently reputation-driven, documentation-oriented, and willing to invest in tools that help them prove results.

Lead Sourcing

The primary acquisition path is organic discovery through Field Notes SEO content targeting pest control search queries. Exterminators and wildlife exclusion companies have already found the site and signed up before any promotion — validating that the content strategy works.

If organic volume is insufficient, outbound email outreach supplements using state licensing databases as the lead source. Every state maintains searchable registries of licensed pest control businesses under NAICS 561710. Cross-referencing with Google Business profiles filters for the digital presence and reputation signals that indicate ICP fit.

Prospecting workflow:

- Pull licensed operators from state pesticide business registries (NAICS 561710)
- Cross-reference with Google Business profiles for reviews, rating, and website presence
- Filter for operators who match digital presence signals (professional site, 4+ star reviews)
- Prioritize operators serving compliance-sensitive and third-party audited accounts

Partner Network & Territory

RodentRadar operators are not just customers — they are invited partners in an exclusive network. The site will feature a map of partner operators, serving two purposes: giving operators lead generation from consumers who find RodentRadar through press, social media, or SEO, and giving consumers a path to a qualified professional in their area.

Partner Qualification

Operators are selected by invitation or through meeting ICP qualification criteria. Not every company that wants to buy a kit earns a spot on the map. Partners must meet the licensing, digital presence, and reputation standards outlined in this document. This keeps the network credible and gives each partner confidence that the RodentRadar brand reflects well on their business.

Limited Protected Territory

Each partner operator receives a limited protected coverage area based on their service region. This is not a rigid exclusive territory — it's a priority zone that gives the operator confidence we won't hand the same tool to their direct competitor next door. The protection rewards loyalty and early adoption, and creates urgency for new operators to join before their market is claimed.

Territory details will evolve as the network grows, but the principle remains: operators who invest early and perform well get priority in their market.

Consumer Funnel

As RodentRadar gains visibility through press releases, social media, and organic search, consumers will find the site. Rather than selling directly to homeowners, the partner map funnels these consumers to qualified operators in their area. This makes every piece of RodentRadar marketing a lead generation engine for partner operators — a tangible, ongoing benefit of being in the network.

Who We Are NOT Targeting

- Lawn-only or agricultural companies
- Solo operators without commercial accounts
- National chains running massive warehouse deployments
- Homeowners (consumer market — funneled to partner operators instead)
- Companies without structural pest control licensing

Why This Customer Wins With Us

RodentRadar is optimized for compact commercial environments — restaurants, kitchens, small food processors, apartment buildings. The hardware range naturally aligns with these spaces. For operators serving compliance-sensitive or third-party audited accounts, RodentRadar provides timestamped detection logs, activity pattern visibility, before/after remediation proof, and audit readiness support. This is documentation their customers and inspectors are already asking for.

We are a partner to operators — not a replacement. The goal is to make their service more visible, more defensible, and harder for a national chain to undercut.