Lito (José) Rodriguez

DryWash

“ I saw an opportunity to wash cars in a unique, green-friendly way. ”

COUNTRY	Brazil
INDUSTRY	Consumer
EMPLOYEES	47
YEAR SELECTED	2002
WEBSITE	www.drywash.com.br/

COMPANY SNAPSHOT

Jose runs the largest vehicle cleaning and conservation chain in Brazil. He designed a process that washes vehicles without water, does not pollute the environment, and uses 99.5% less electricity than traditional car washes. His company, DryWash, manufactures proprietary vehicle conservation products that it supplies to a network of franchises. The DryWash process is patented and receives high marks for quality from the most renowned automobile publications and auto paint manufacturers such as DuPont. The union of carwash workers estimates that Greater Sao Paulo wastes an average of 316 liters of water per vehicle washed. In four years of operation, the DryWash network has washed more than 2 million vehicles – saving more than 700 million liters of water. Since selection by Endeavor, the number of jobs has grown by 133%.

In recent news, Jose’s business partner won a reality TV show inspired by the US show “The Apprentice” and show owner, Roberto Justs, became a partner in a new venture that sells DryWash wipes internationally.

ENDEAVOR AND DRYWASH

In addition to the G-Lab program, which produced a business plan, and eMBA program which contributed operational analysis, Jose participated in an Entrepreneur Summit. Locally, he gained introductions to potential strategic partners (including for the franchise business), and received legal support, marketing and brand guidance, and assistance developing the first formal strategic plan.

Jose is a frequent speaker at Endeavor events and regularly nominates new candidates to the network.