

CleanGo Innovations – Bringing to Market their Proprietary Cleaning Products that are Green, Safe, Cruelty Free and Effective for Residential and Commercial Markets, Oil and Gas, Construction and Marine Companies



Anthony Sarvucci
 Founder and CEO

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Interview conducted by:
Bud Wayne, Editorial Executive, CEOCFO Magazine

CEOFCFO: Mr. Sarvucci, would you tell us about CleanGo Innovations?

Mr. Sarvucci: My background was in public markets. I was approached by a friend of mine quite a few years back on a company idea that he had. He had come across an individual who he referred to as a mad scientist that had created this incredible cleaning product. He asked me if I would like to take a look at it because he thought it might be the new and greatest green cleaner on the market. He wanted to help to get it to the next level and he thought if we took it on, we could promote this business, build the sales and eventually take the company public. My background is in public companies. I have been in the industry since 1991 and started in Newport Beach, California. I have been involved in these public companies ever since. This company came along and basically he said it was the greatest thing he had ever come across as far as a cleaning product and it can clean absolutely everything. The best thing was it was green. This was in 2011 and there were green cleaners then but they were not as predominant as they are today. He said he would like to send me out some of the product and he wanted me to give it a try and see if it was something I was interested in. He sent it out and my wife and I tried this product on absolutely everything. It was incredible, it worked on everything and was like paint thinner. The only thing is that it had an odor to it. I reiterated the question on whether this was a green product and he said it was absolutely green.



After trying this I said I would be interested in propelling this company forward. About a year into it we set up an infomercial and things were ready to go. We had the labels picked and the company was ready to launch. I asked this would-be mad scientist a few technical questions over the course of the last year. I was getting weird answers that didn't leave me with a warm and fuzzy feeling. I asked again if he had in fact invented this and then asked him again if he was sure there weren't any other partners that may try to lay claim to the Intellectual property. He said he had a friend that had helped him in the past to work through some of the formulation, I asked him why I was finding out about this a year later and why hadn't I heard about his friend/partner before? He told me he had a partner named Dick out of Wisconsin and Dick had created this product with him. I told him I wanted to talk to Dick and the next day I was on the phone with Dick. I told him I had been working with this guy named Robert and he claimed to have created this product. Dick quickly corrected me and told me he had created the product and he created it 30 years ago.

I told Dick that it was incredible that he had created a green product 30 years ago, and he said it's not green it was purple. I said it's purple in color, I get that, but I mean green, environmentally friendly, clean and non-toxic. He said "no, this stuff is like battery acid, I use it to clean locomotive cars." He said it worked extremely well and he didn't think a green product could clean locomotive cars. I said "we based this whole business model on this being a green product." All of our marketing is based on it being a green product. I told him it was a pleasure talking to him and we ended the telephone call there. Basically what I am trying to say is we hit a hard roadblock and the brakes went on quickly.

"CleanGo is a much safer alternative; we are working hard every day to make cleaning safe by utilizing the best and most effective ingredients on the market today." Anthony Sarvucci

CEO CFO: Had you already purchased the product or the company and gotten involved?

Mr. Sarvucci: Yes we had a whole partnership agreement drawn up at that point and we figured we were going to be the next Oxy Clean. At the time Billy Mays (The Oxy Clean Pitchman) had just passed away and we figured we were going to move into the spot where Oxy Clean left off and we were going to be the next big thing. However we hit the wall really hard. We got rid of that would be scientist and I had to go back to the drawing board. I have a financial background, I am not a scientist. but we now had to create a product that would meet the claims of our marketing materials.

CEO CFO: Did you use the same product to base it on?

Mr. Sarvucci: No there were no redeemable qualities of that product as a green product. It was an incredible cleaning product but it had nothing to do with green. You could have added 99% water to it and it still would not have made it green. It was highly toxic. We went back to the drawing board. We started talking to different laboratories and different scientists that we worked with in the past on other non-related products. We got ahold of a few chemical companies that produce ingredients for different chemical compounds. We said "listen, this is where we are at, we went down this path and I thought we had a green product and we don't, our whole companies mission statement and marketing is based on this." The guy I was talking to was a scientist. He asked if I had a cell phone back in the 80s and I told him I did. I told him I had a brick phone like everybody else. He asked what I had now and I told him I had an iPhone. He asked me if the two were the same and I told him they were definitely not the same. They both make telephone calls but they are a world apart. He said "that's exactly my point."

He said, "The US EPA, Health Canada and all these governing agencies out there are mandating chemical companies to make things/ingredients greener and cleaner. He said that the products on the market for the last 50 or 60 years had the mentality is that if it's not broke, why fix it. The reason they don't fix it is because these chemicals cost a lot more than what they are currently using, and if people are continuing to buy these highly toxic products, why would they change it? He said there is a plethora of new ingredients that are available on the market, and if I gave him the list of what we were trying to accomplish, we could figure this thing out together.

We worked on this for another six months to a year, creating different chemical compounds to try to come up with a product that would clean as well as that last product, which we thought was a tall order. A year later we created several different formulations that were our own formulations, so we owned the IP. We narrowed it down to a few highly effective formulations. With the most effective product, we started putting it out there for people to try around the house

and businesses. We felt we had a winner. We started running with this product and this is what brought us to where we are today.

CEO CFO: How many products do you have now?

Mr. Sarvucci: I have a good team that works with me. We have a doctor, a scientist and an engineer. While we were testing our products, we found that some of our formulations were extremely effective on anything to do with petroleum based products. I have some experience in the oil and gas sector. My business partner also works in the oil and gas sector. We played around with so many formulations and ingredients, that we were able to create different products that were effective on all these different applications.

As it sits now, we have several different products that have their own certifications. We have products that are used in your home for residential uses, everything from kitchen and bath, garage, barbecue, anything to do with spot treating your laundry, too cleaning your carpets and everything in-between. Those are all individual products that we have created. They work extremely well and they are effective, they are all our own proprietary formulations. We expanded from there and created a commercial division, so we have products that we have created that work extremely well in commercial applications like hotels, restaurants, and cleaning companies who use our products every day.



The third area is very interesting and that is our industrial area. We service oil and gas companies, concrete companies, asphalt companies, and we are now serving the marine sector. Our products are used on shipping vessels. Oil bunkering companies use our products to clean their tanks in the holding areas. All of these products are proprietary to us and hold a Green Seal Certification, Leaping Bunny Cruelty Free. FDA Certification and in Canada, we have been assigned 5 Health Canada DIN (Drug Identification Number) numbers, which allow us to claim 99.9% disinfecting qualities.

CEO CFO: Other than the fact that it is green, as a cleaning product is there anything that sets it apart from other cleaning products?

Mr. Sarvucci: Like I said before, you have a lot of these companies that have been around for a very long time using highly toxic and caustic ingredients, and people continue to buy these products because they work. However, you are not advised to inhale them; you are not supposed to touch them, because they are highly toxic and caustic. They haven't really upped their game because these new ingredients that are available are quite a bit more expensive and they are a lot more effective. So, not only is our product a comparable product, it is a more effective product that won't cause harm to you and the people around you. The cost of our product isn't really any different, it is comparable and we are way more effective than these antiquated products that are available on the market today.

We have an incredible team that helped put these ingredients together. It will make a world of difference in oil production for example. We do things with oil production where we take wells that have depleted in production, and we deploy our product down hole to clean out the perforations and anything to do with the fracks, the well bores and get the wells back onto production like the first day they were drilled and sometimes even better. We have had some great success with our products replacing old technology in the oil and gas sector and we continue to have that every day.

CEO CFO: Many people with cleaning companies use bleach and they spend day after day breathing in the fumes. There has to be something better out there!

Mr. Sarvucci: They are burning their lungs, absolutely. During COVID everybody was consumed with making sure everything around them was disinfected and clean with no spread of bacteria or viruses. So our products were used to service a lot of restaurants and high traffic areas of public places. I know every time I walk into a room and smell bleach, it smells disinfected and clean and I convince myself it must be clean, and it is to a degree. But the agencies that regulate different dilutions of bleach to obtain this disinfecting such as the US EPA, Health Canada and governing agencies will dictate what the dilution of bleach would be necessary to obtain a disinfected surface.

What we did during COVID is we purchased a device called a ATP bacteria meter. It looks like a COVID test. Basically you have a swab and you swab a hard surface. We would then go into a restaurant or bar and swab a table, chair or even a door handle on a public space, and it would give a reading on that hard surface of the parts per million bacteria reading. We would have anything from 3000 or 6000 parts per million. We would take a piece of tape and tape off a center line to

cut it in half, and then we would spray the bleach solution to sit for 30 seconds to a minute. We would then wipe it off, and then on the other side of the tape, we would spray our product and allow it to stand for 30 seconds to a minute. In order for a surface to be considered disinfected, it has to be below 100 parts per million. So we would go back after the bleach sat on there for 30 seconds to a minute and wipe it off. We would then re-swab it. You would be surprised, if something was in the range of 3000 to 6000 parts per million. On the bleach side, it would be sometimes as high as 300 to 600 parts per million of bacteria left on that surface. Our product would typically be below 10 and completely outperformed the bleach.

My point is, these antiquated products that are out there, even though our mind thinks because we smell bleach that it is disinfectant; it isn't always as clean as we think it is. There are a lot of good products on the market today that are doing a better job.

CEO CFO: You obviously have products that can replace those products at a similar price point and that are much safer for people to handle. Is that correct?

Mr. Sarvucci: Absolutely! Your skin is a giant organ that absorbs everything we touch and you are absorbing these cleaning products into your body. There is nothing good about that. "CleanGo is a much safer alternative; we are working hard every day to make cleaning safe by utilizing the best and most effective ingredients on the market today."

CEO CFO: Are you a global company?

Mr. Sarvucci: I live just outside of Houston. We have an office in The Woodlands and a facility in Conroe, Texas where we manufacture our products. We bottle and mix. We have two Canadian locations, one located in Calgary, Alberta, Canada, and the second in Edmonton, Alberta, Canada. We utilize third-party companies to mix and blend our products and bottle them. We also produce our products in Buenos Aires, Argentina, primarily for the industrial market. We just recently signed a joint venture deal in Saudi Arabia with a company called Senad, and we formed a new division together called CleanGo Arabia this new company will blend and distribute our products around the UAE. We also signed a distribution deal in Oman. We are in the process now of setting up both blending and distribution just outside of Athens, Greece, and Guyana. We started to put ourselves in a lot more markets over the last couple of years.

CEO CFO: How do people access your products; can they get one at a time or do they have to buy bulk?

Mr. Sarvucci: We cater to our clients in a lot of different ways. We service our retail clients through stores that carry our products. We also sell on our website and we are available on Amazon and Walmart.com. As far as our commercial products, we have a distributor in the South out of Arkansas that distributes our products to commercial cleaning companies and other commercial companies. We also locally distribute our products in the Houston area and all around the US.

From an industrial standpoint, we have a lot of different blending facilities that either we have or contracted through a third party. We can deploy product from an industrial or commercial standpoint from these locations.

CEO CFO: CleanGo Innovations is going public. Are you trying to raise money are you looking for partnerships and investors?

Mr. Sarvucci: We decided around 2021 during COVID that we needed more money to advance our company and our products forward. We decided as a group to look at going public. We did a reverse takeover with the company that was primarily listed on the CSE, with a secondary listing on the OTC, and a third listing on Frankfort. We did an RTO, and unfortunately we inherited a mess so it took us a couple of years to clean up the company. We haven't done a lot in the public markets. We are now looking to, since we have expanded into global markets to raise some money and get our products all distributed all over the world. That was the driving point to going public. We are listed on the OTC:QB, we are listed on the CSE and we are listed on the Frankfort Stock Exchange as well.

CEO CFO: Are you using education to get the word out?

Mr. Sarvucci: We are doing a better job of that now by creating informative videos and doing these types of interviews, and we are doing our best. Everything is budget based, so you can only spend so much money on so many things. We realize that educating our clientele is first and foremost. We need people to understand how our products work, why they work the way they do and the difference they are making by using these types of products.

CEO CFO: Final thoughts?

Mr. Sarucci: The biggest thing about our company that I think people need to know is the education. I think a lot of people are just not aware of the damage that these toxic cleaning products are doing to our family, pets, and even people in your office. We are doing our best to educate our clients as to other alternatives that are a lot safer for your family, friends, pets, and everybody else who may be in proximity of the products being used.

