

Welcome To The

ChannelPro

THE INSIDER'S GUIDE TO SMB

MSP Success Series of Webinars

Host: Michael Siggins, ChannelPro

Guest: Ilene Rosoff, The Launch Pad

RevITup™ Enterprises Presents MSP Business-in-a-Box

The Launch Pad's Managed Services Franchise —Your Ticket To Fast Growth

Part 1



Taking your business to new heights...

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

The Launch Pad – Welcome to the New Face of IT

About The Launch Pad

The Launch Pad provides managed, fixed-fee technology and web services to small and medium-sized businesses. Through our **RevITup™ Business Care Managed IT Series**, our clients enjoy a monthly fee that never fluctuates regardless of how many service calls. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network. We never profit when our client's systems are down.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection
- RevITup VirtualGreen Office™ (turnkey virtual network), Hosted Applications, Web Services & Professional Services
- 2009 & 2010 Inc. 5000 & Tampa Fast-50 fastest growing companies
- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year
- 2010 – Launch 1st National managed IT franchise offering



The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down... and downtime is something no organization can afford.

THE OLD MODEL OF IT



Putting out fires – reactive, break/fix, costly downtime

Our [RevITup Business Care VirtualGreen Office™ Series](#) means our clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.

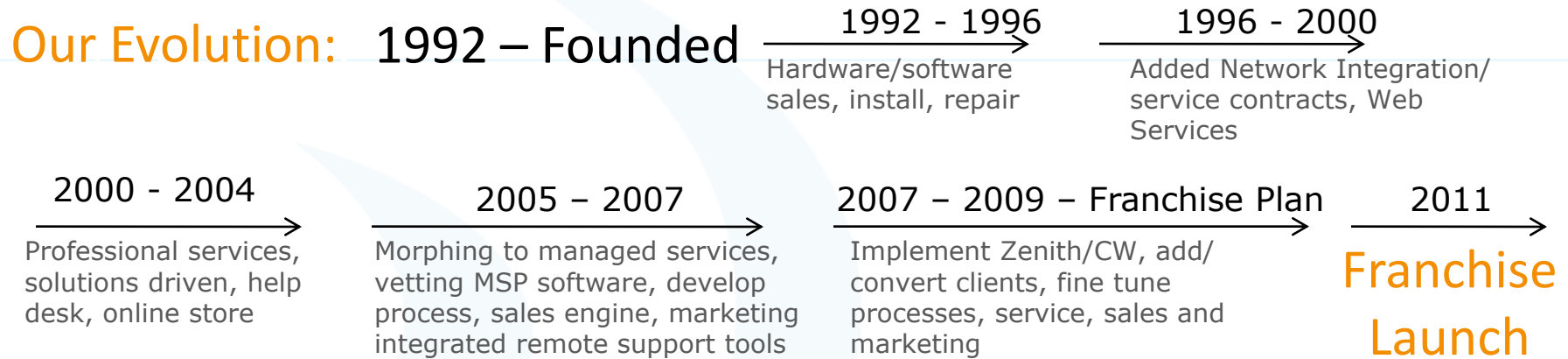
OUR APPROACH



Today's Topic: Franchising with The Launch Pad

- ▶ Why a Managed IT services Franchise?
- ▶ Why would The Launch Pad franchise?
- ▶ Common challenges faced by IT service providers in growing their business.
- ▶ The “brick wall” many existing small IT service companies hit
- ▶ Typical questions that arise with potential franchisees.

THE ROAD TO A FRANCHISE



Tightly Integrated Partner Relationships & Customized Tools

- ✓ ConnectWise – CRM/PSA
- ✓ Zenith – monitoring/backend service
- ✓ QuickBooks/QuoteWerks – accounting/quoting
- ✓ Corelytics – business metrics
- ✓ Channel Online – product sourcing/procurement/online store
- ✓ Robin Robins/TruMethods/Marketo/Kutenda – sales & marketing
- ✓ Manage-to-Win – HR/Team Building

"Our goal: To have the best, most foolproof, and well-supported system for delivering managed IT services to SMBs and to package that offering for guaranteed success to our franchisees"

WHY A MANAGED SERVICE FRANCHISE?

Managed IT Services – Perfect Storm for Franchising



"The evolution of managed services means we now can employ a model with real leverage and definable, repeatable processes driven by proactive rather than reactive methodology; all of which are supported by sophisticated toolsets that are amazingly inexpensive."

- Annuity-based model means client retention, predictable revenue and increased business value.
- Repeatable processes that can be documented, standardized and dropped in training modules.
- Relatively inexpensive tools that can be packaged & templated = low-cost entrance.
- The power of many – critical mass for dynamic growth, buying power, intellectual capital
- Hosted/MRC-based service offerings can be packaged, branded, standardized for franchisees.
- Business metrics can be defined with trigger points and thresholds for each franchisee.
- Business units can be defined with predictable metrics/goals.
- Sales process simplified with clear goals for profitability.

MANY IT COMPANIES HIT A WALL



The wall is littered with struggling MSPs & IT startups

“Many existing small IT service companies hit a “brick wall” both in the shift to managed services and in achieving real growth. The Launch Pad offers you the chalk to draw a door and get to the other side.”

- Majority of “managed services” companies under 1 million in revenue hit a wall and stay there.
- Average profit margins in industry are still below 10 %.
- Our research shows that MSPs under 2 million have unpredictable growth/incomplete systems.
- While tools are relatively simple and inexpensive, implementation is complicated.
- Most smaller companies fail to develop a predictable sales and marketing engine.
- Most smaller companies lack resources to make the significant investment required for process development, training , documentation and systems implementation.
- Much time wasted in trial and error for product development, pricing and sales process.
- Marketing engine is virtually non existent.
- Systems are invested in but not implemented completely.

FRANCHISES: WHAT'S AVAILABLE NOW



The Challenge with Traditional Franchising

"Our goal is to build an air-tight framework for those who have a passion for this business to be able to succeed and excel over and over again.."

Here are the challenges we heard from IT franchisees:

- Franchisors are more interested in selling franchise units than ensuring success of franchisees.
- Fee buys basic business setup but lacks tools and guidance for long-term success
- Lack of understanding/supporting local markets
- Lack of understanding SMB IT services space - Experts in franchising but not in IT services.
- Ongoing support & training is weak and cannot be custom-tailored
- Lack of real success with top-down sales and marketing campaigns
- Systems that are loose, non-standardized, unfinished. Burden still on the franchisee
- Weak methodology for existing IT business to integrate into the franchise system
- Lack of standardized, branded and packaged annuity offerings complete with collateral, training and complete integration into your business management system

WHAT THE LAUNCH PAD HAS TO OFFER

Our mission is your success – 17-year proven IT track record

"The Launch Pad offers you the chalk to draw a door and get to the other side."



- Existing successful IT/MSP service company with a proven track record.
- Multi-tiered levels of support, both technical and business.
- A fully developed, integrated toolset with pre-built templates for sales, marketing, & finance.
- A mature, open communication system to feed back to our franchisees and partners.
- RevITup™ U – our online university for franchisees & their employees with modules for both. ramp-up training and ongoing business development.
- Pre-built QuickBooks system with best-in-class chart of accounts, standard product set.
- Pre-built ConnectWise templates – tracks, workflow, service boards, GL integrations.
- Fully developed marketing collateral including pre-built QuoteWerks templates.
- Complete website with SEO, whitepapers, demos, webinars.
- Add on modules that as you are ready for them.

and much, much more...

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

THE REVITUP DIFFERENCE: A RECIPE FOR SUCCESS

BARRIERS TO MSP GROWTH

- Ramp up time to put together all pieces
- Lack of structured, documented process
- Understanding and implementing metrics
- Unpredictable sales process
- Little or no marketing system/results tracking
- Struggle with service delivery
- No go-to-market on latest technologies
- No time to create process/marketing documents
- Community service, good business

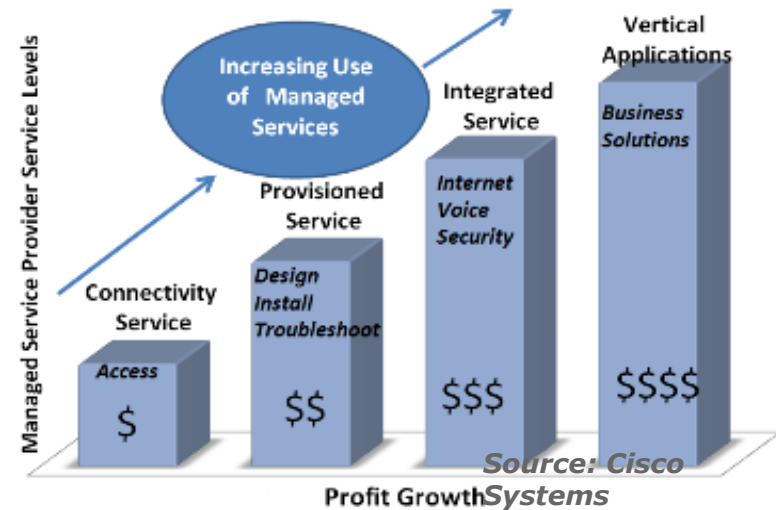
THE LAUNCH PAD CURE

- A complete, fully supported business-in-box
- A packed set of product offerings
- Preset business metrics and management
- Documented and repeatable sales process
- Marketing system with training and tracking
- Pre-built service delivery system with training
- Prepackaged offerings like VirtualGreen Office
- RevITup U, training manuals, sop manuals
- Programs like GreenBack™ , nonprofit outreach

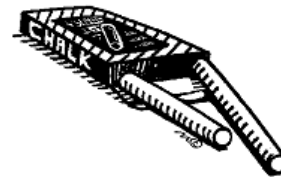
THE MARKET IS RIPE FOR MANAGED SERVICES

Implementing Managed Services Boosts Profits

Businesses have long realized that internal IT staff can be a valuable strategic resource. Now they're finding that outsourcing network and user management can positively effect on the bottom line as team members are freed to spend more time on business building solutions.



Are you ready to ready to fully capitalize on the market?





POTENTIAL FRANCHISEE FAQ

Q. If I have an existing IT business, can I integrate it into your franchise?

A. Absolutely! We have two pathways, one for startups and one for existing companies

Q. Will financing be available?

A. Yes, we will have options for financing including pre-registration with SBA

Q. When is the launch date?

A. We are currently planning our official launch at the end of Q2, 2011

Q. What are the prerequisites and approval process for franchisees?

A. Our franchise coordinator can answer questions regarding specific requirements. You can start the process by visiting our website at www.launchpadonline.com/franchiseITnow and filling out the action form or you can contact Megan Meisner, Franchise Coordinator, at 888-920-3450 x 210 to obtain more information.

Q. I'm interested. What do I do next and how can I stay informed?

A. Completing the Action Form on the website adds you to our franchisee list and you'll receive news and updates as we move through the process. www.launchpadonline.com/franchiseITnow



Channelpro

THE INSIDER'S GUIDE TO SMB

THANK YOU FOR JOINING US TODAY!

www.ChannelProSMB.com