

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

A Sneak Peak at the Launch Pad's Managed Services Franchise

Part 2



Taking your business to new heights...

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Today's Topic: Franchising with The Launch Pad

- ▶ What will the franchise look like and why is it unique?
- ▶ A start-to-finish delivery model for marketing campaigns including social media
- ▶ Training and mentoring programs
- ▶ Profile of a target franchisee – size, finances, technical abilities, market
- ▶ How to get started – what to expect

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

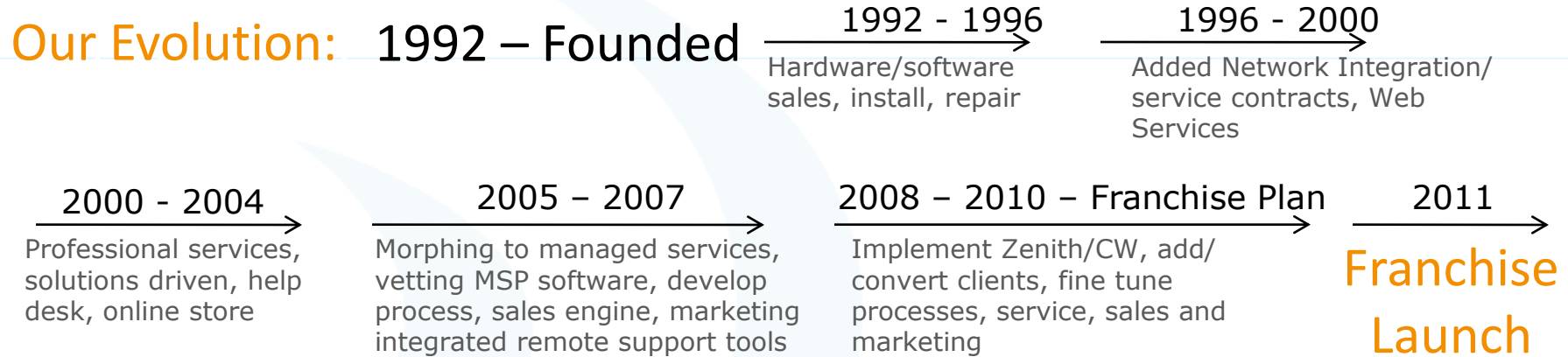
OUR APPROACH



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.

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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

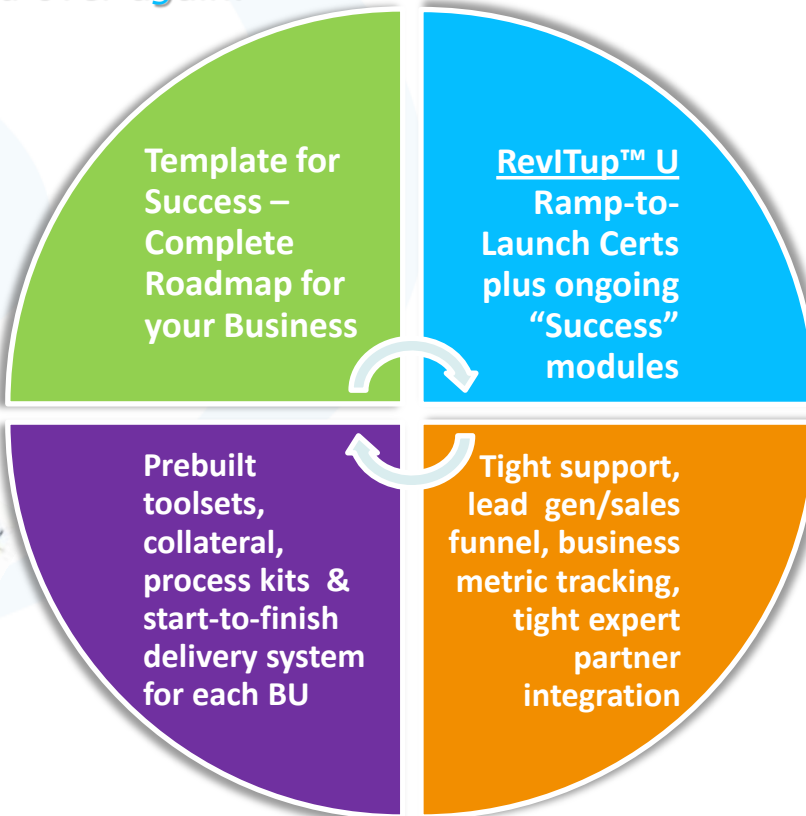
"Our goal: To have the best, most foolproof, and well-supported system for delivering managed IT services to SMBs and to package that offering for guaranteed success to our franchisees"

REVITUP BUSINESS IN A BOX

Branded, Vetted and Ready for Consumption – The Whole Pie



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



WHAT'S IN THE BOX?

A Different Franchise Perspective

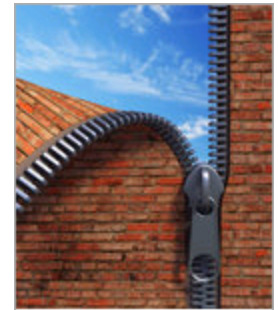


"We are a functioning and successful, award-winning IT service company with 20 years of experience in honing and fine tuning every area of our business."

Start-up out of the box or take your business to the next level...

What will your franchise look like?

- ✓ Vetted and airtight model
- ✓ Business-in-a-box
- ✓ Integrated approach to marketing, sales, service and management
- ✓ Quality assurance team of franchise owners – site visits/reviews to provide benchmarking and deliverable action items for improvement
- ✓ Modules available like RevITup™ Easy-to-GreenIT or VirtualGreen Office™ our pre-packed virtual network with all materials, setup and paint-by-numbers implementation
- ✓ Continuing education requirements
- ✓ Community outreach initiatives



Breakthrough to 1 million, 2 million , 3 million and beyond

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WHAT'S IN THE BOX?

Prebuilt Templates & Systems for All Business Tools



"In so many ways the road to franchising has improved our business and processes even more. We are always thinking about how will it translate in the franchise space, how can we make it work better or be more effective for our franchisee partners."

Many MSPs invest in the tools but don't use them fully and don't get the desired result. We have fully developed and integrated all the tools:

- ✓ ConnectWise – Prebuilt service boards and work flow, prebuilt tracks, service & project templates, GL setup & integration with QuickBooks, prebuilt MSP packages & agreements
- ✓ Zenith – standardized backend setup, scripting, escalation matrix
- ✓ QuickBooks – Prebuilt best-in-class IT chart of accounts, products, templates
- ✓ Corelytics – Business Metrics dashboard integrated to QuickBooks – Prebuilt reports/triggers
- ✓ QuoteWerks – More than 20 branded templates for quoting MSP, BDR, WebSentry, Network Installations and much more
- ✓ Channel Online – Product sourcing/procurement/online store
- ✓ Robin Robins/TruMethods/Kutenda – Customized, integrated sales & marketing delivery
- ✓ Manage-to-Win – HR/Team Building with suggested goals

WHAT'S IN THE BOX?

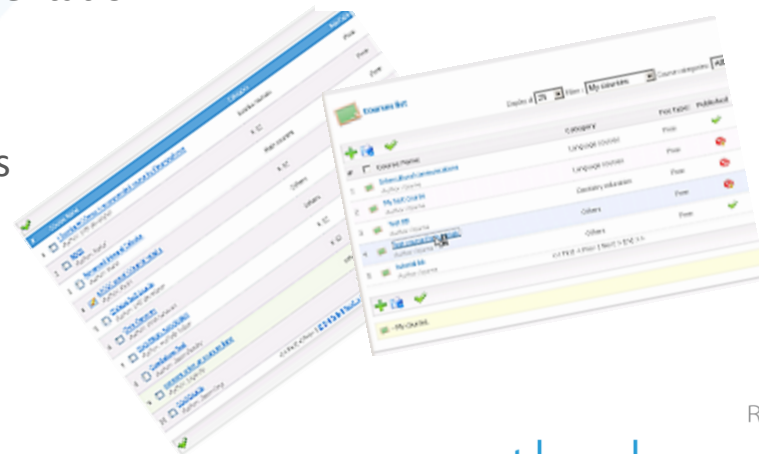
RevITup™ University Custom Coursework Tailored for Your Success



"The biggest factor in franchise success is time to launch. Lack of continued ongoing training and support is at the top of the franchisee complaint list. We intend to meet that challenge head on."

Our Solution

- ✓ Complete documentation on all systems and processes
- ✓ Tools for success at every level
- ✓ Online Certification University with Implementation & go-to-launch course modules
- ✓ Extended Learning Modules
- ✓ Go-to-Market new product training systems
- ✓ Sales Hot Sheets
- ✓ Business Building Best Practices
- ✓ Standardization of processes



WHAT'S IN THE BOX?

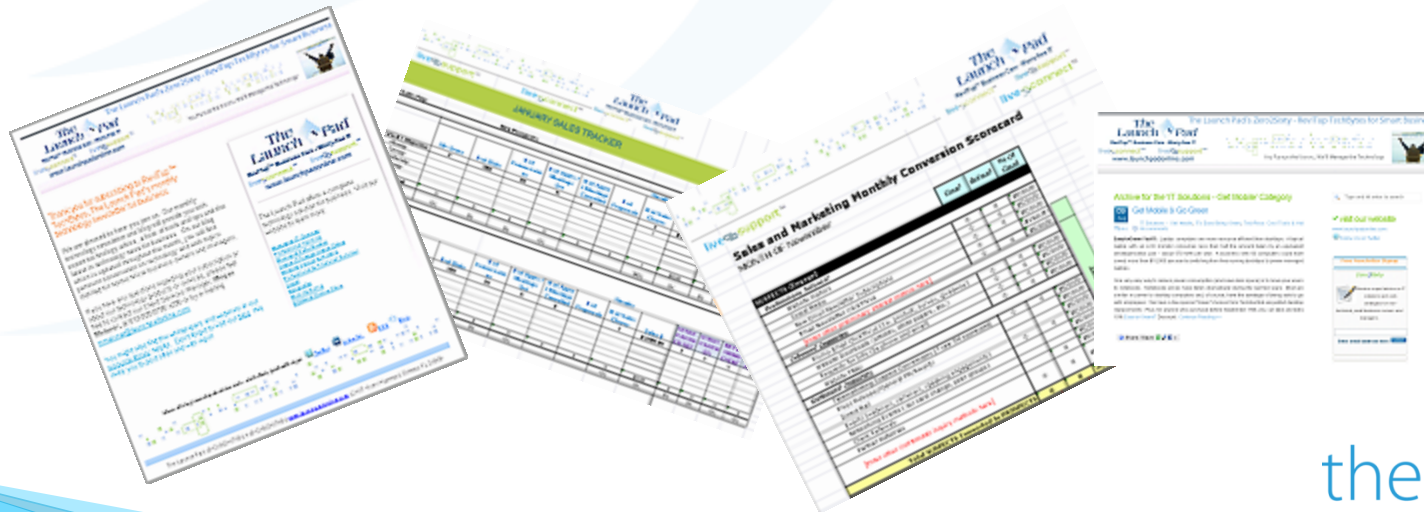
Sales & Marketing



"Managed service sales presents an extreme challenge for many MSPs. A repeatable sales process is the single most important factor driving business. Marketing paves the road for sales. For most MSPs, it is a struggle on both fronts."

Our franchise system combines custom-selected best in class tools...

- Robin Robins – Marketing content/direct mail delivery designed for IT service companies
- TruMethods – Sales success designed by Gary Pica, one of the industry leaders in MSP sales.
- Kutenda – An integrated delivery system for e-mail marketing and web marketing



With ...



WHAT'S IN THE BOX?

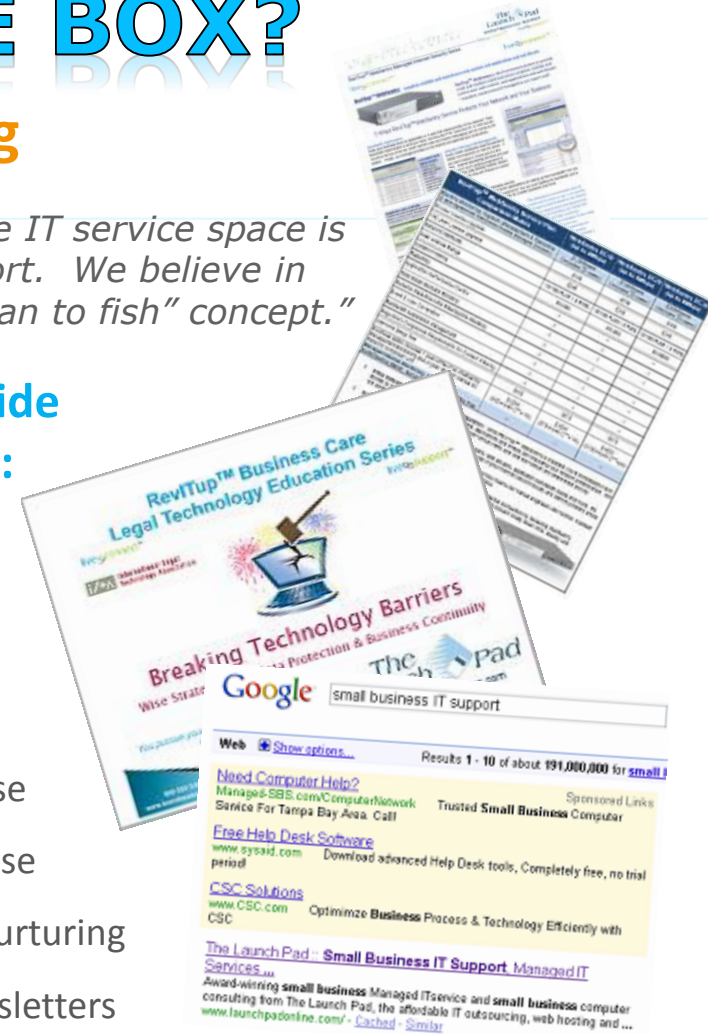
Sales & Marketing



"The biggest complaint from franchisees in the IT service space is the lack of sales training and marketing support. We believe in both top-down support and the "teaching a man to fish" concept."

The Launch Pad's mature and tested processes provide a paint-by-numbers system for sales and marketing :

- Prebuilt, branded marketing templates direct mail and e-mail
- Fully developed, branded marketing collateral
- PowerPoint sales presentations, webinars & seminars
- Start-to-finish sales cycle from lead generation to proposal to close
- Sales & marketing metrics & tracking system linked to ConnectWise
- 30 pre-built ConnectWise marketing tracks for lead generation/nurturing
- Social Media, including TechBytes Blog, Twitter, Linked-in, 3 Newsletters
- Fully developed website, online store and page-one Google SEO presence



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WHAT'S IN THE BOX?

PSA/Zenith

“In the MSP model, documented and repeatable process is the key to excellent service delivery.”



Our Solution Insures Your Success

✓ ConnectWise

Prebuilt service boards and work flow

Prebuilt tracks, service & project templates

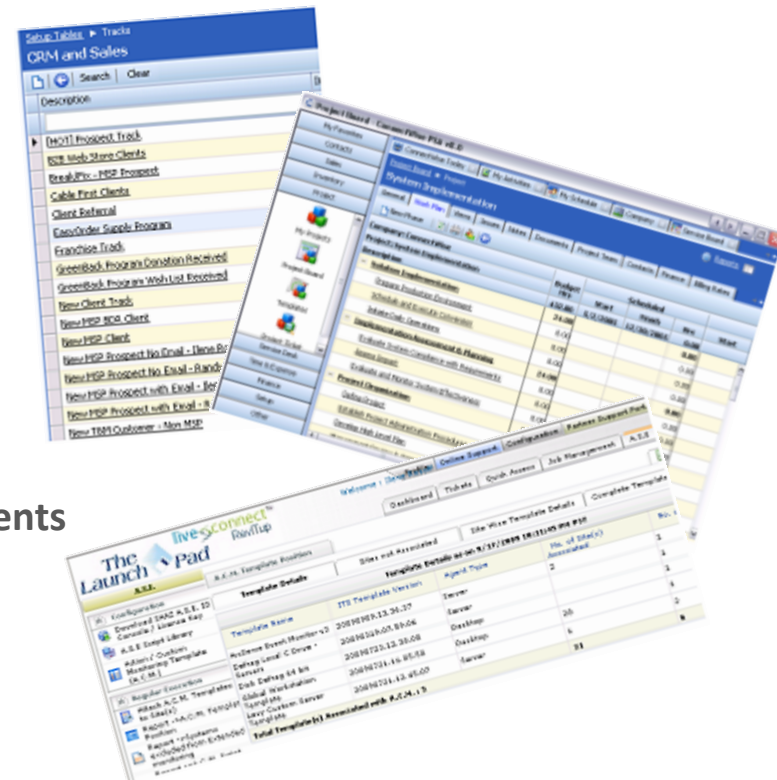
Product setup, GL setup & integration with QuickBooks,

Prebuilt MSP packages & more than 15 pre-built agreements

✓ Zenith

Standardized backend setup, scripting, escalation matrix

Process methodology for best-result NOC management



WHAT'S IN THE BOX?

Accounting & Finance



" Getting the right chart of accounts, building products, quoting tools and reports to properly track business metrics need to be standardized. Many IT service franchises leave this process to chance. We have a different approach"

Our franchise solution saves time and money, and gives you the right visibility into your business

- ✓ QuickBooks – Chart of accounts standardized to IT best-in-class for proper revenue tracking
- ✓ Corelytics – Integrated to QuickBooks with customized dashboards and insight into key business metrics.
- ✓ QuoteWerks – More than 20 branded templates for quoting MSP, BDR, WebSentry, Network
- ✓ Product Database – Prebuilt in QuoteWerks, QB and CW
- ✓ Agreements – More than 15 prebuilt ConnectWise agreements with complete setup & workflow
- ✓ Client Agreements – complete set of legal agreements for MSPs



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WHAT'S IN THE BOX?

Service Delivery



"Client retention is based on your ability to deliver service consistently. Managed services is completely process driven. We make sure nothing gets left to chance."

Our franchisees will receive a complete service package that includes workflow, ticket templates, service board design and manuals with documented process and procedures.

- ✓ Prebuilt ticket templates
- ✓ Carefully designed workflow to ensure the best service result
- ✓ Staff training manuals and ongoing service training
- ✓ Detailed and complete documentation for every process
- ✓ Prebuilt service boards with status & workflow

ID	Status	Priority	Company
22810	0	None	S-O-S Electric Co. Inc.
22811	1	None	Bay Planning
22812	1	None	Florida Home Decor
22813	1	None	Custom Web Memory
22814	1	Scheduled	GLF Coast Subdiv
22815	2	Scheduled	Morales & Company
22816	2	Scheduled	Optima Technology
22817	4	Scheduled	The Florida Centennial
22818	9	Scheduled	Subnet Software Dev.
22819	11	Scheduled	The Launch Pad
22820	10	Scheduled	The Launch Pad
22821	30	Scheduled	S-O-S Electric Co. Inc.
22822	1	In Progress	Morales & Company
22823	1	Scheduled	STG First Response
22824	1	Scheduled	Aerotech Associates
22825	1	Scheduled	The Florida Centennial
22826	15	Scheduled	S-O-S Electric Co. Inc.
22827	2	In Progress	Tami Awards
22828	10	In Progress	STG First Response

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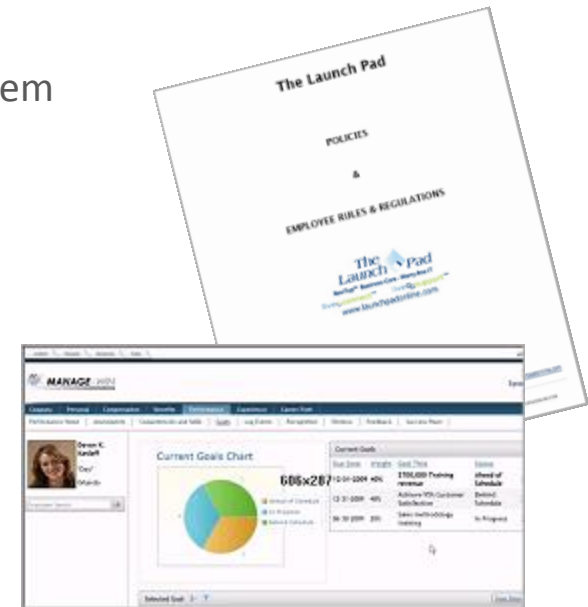
HR Management/Team Building



"There is nothing more critical to a growing business than the right team. This is one of the biggest challenges faced by growing companies. Around the 7 or 8 employee mark, hiring and management challenges begin to take a front seat."

Our solution for our franchisees is to standardize the process and prepare you for success.

- ✓ Manage-to-Win – Web-based team-building goal-setting system
- ✓ SOP Manuals/Employee handbooks
- ✓ Classified Ad Templates with key job descriptions
- ✓ Interviewer guides, technical evaluations, DISC tests
- ✓ HR templates, hiring tools, applications, credit checks
- ✓ Employee reviews, incentive and compensation programs
- ✓ Employee training systems with graduation certificates and ongoing recognition



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WHAT'S IN THE BOX?

Partner for Success



"One of the key components of business success that sets The Launch Pad apart is our partnerships."

The Launch Pad Franchise Solution: Partnerships for Best-in-Class Expert Learning and Ongoing Support

- ✓ Vendor relationships and resource/knowledge pooling
- ✓ Partner referral networks and structured partner building
 - partner news letter
- ✓ Ongoing evaluation and integration of best-in-class tools
- ✓ Support within the MSP space of vendor partners
- ✓ Annuity reselling opportunities such as Kutenda or Online learning
- ✓ Formal training on partner building
- ✓ Interactive, updated blog for partner events, conversations



WHAT'S IN THE BOX?

Packaged Product and Service Offerings

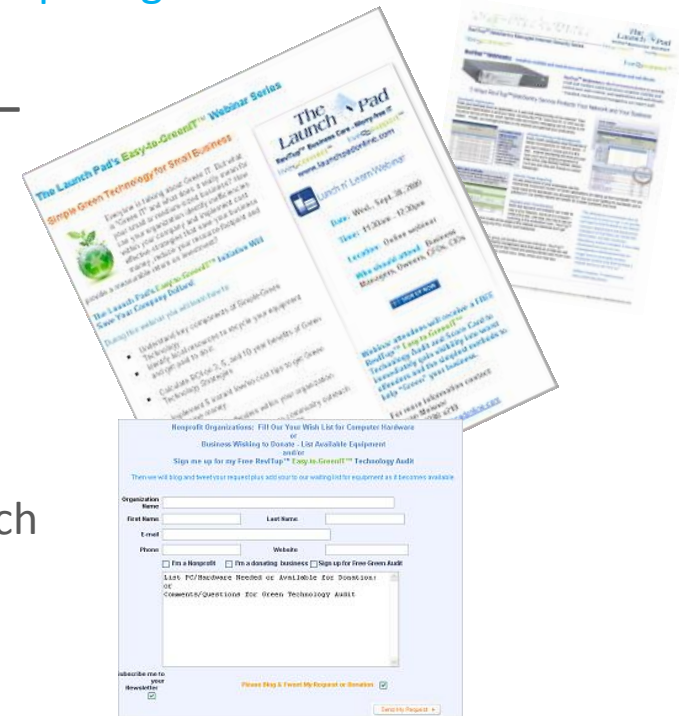


Our franchisees will have access to the latest technologies like virtualization, green IT and cloud computing.

- ✓ **Prebuilt Go-to-Market Strategies for each offering** – branding, pricing, integration into system, sales and marketing campaigns, business metrics
- ✓ **Technical & Sales Training Modules**

Examples:

1. Easy-to-GreenIT Initiative with community outreach
2. VirtualGreen Office™ (network in a box)
3. WebSentry™ hosted internet monitoring



PROFILE OF OUR FRANCHISEES

A Different Franchise Perspective



Is a Launch Pad franchise for you?

Can you answer yes to these questions...

- 1) You are an existing IT or Managed Services provider who struggles with getting the business to the next level.
- 2) You want to build a business based on best practices and recurring revenue for significant resale value.
- 3) You are always willing to learn and grow and be open to a structured system for success.
- 3) You have financial stability and access to some startup capital.
- 4) You have a desire to build a world-class IT service organization based on an annuity model
- 5) You want to work with an innovative organization that allows you to excel in your strengths and supports your weaknesses.
- 6) You want to surround yourself with like-minded individuals who share your vision

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GETTING STARTED 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





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REVITUP FRANCHISE PRE-LAUNCH PROMO



"What we hope to achieve is a franchise model with a different spin; one that is not only technically best-in-breed but progressive, relevant and allows the franchisee to really put her mark on her business and give back to the community – a kind of grass-roots franchising.."

RevITup™ Franchise Now Partner Program

Sign-up Period: June 1, 2011 – December 31, 2011

- Open to all existing Zenith and/or ConnectWise Partners
- 5% Discount on Franchise Fee
- 50% off monthly fee first 3 months

Apply by visiting our website at

www.launchpadonline.com/franchiseItnow

Select "Franchise-1st" on our action form or you can contact Megan Meisner at 888-920-3450 x 210 to obtain more information.



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THANK YOU FOR JOINING US TODAY!

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