



The Launch Pad Franchise for Success Program Overview



Thank you for your interest in The Launch Pad's unique franchise opportunity. The Launch Pad represents the first IT franchise built completely on a managed service delivery model.

Since 1992 The Launch Pad has delivered IT and Web Services to small and medium-sized businesses. We have carefully crafted a rock-solid business model designed to for success. Our decision to move into IT services franchising was driven a passion for this industry and a desire to help other IT companies and entrepreneurs to succeed and excel with managed IT services. For us, franchising was the next logical step to share our vision.

Start-up Costs & Franchise Fees

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| Total Investment: | \$150,000-\$200,000 (including franchise fee, startup and working capital) |
| Initial Franchise Fee: | \$59,995 |
| Royalty Fee: | 6% of gross sales (\$500 minimum) |
| Advertising Fee: | 1% of gross sales (\$100 minimum) |
| Term of Agreement: | 10 Years |
| Renewal Fee: | \$999 |
| Territory: | 5000 targeted businesses meeting specific demographics/SIC |



What's in the Box

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| ConnectWise PSA | Professional service automation & ticketing system fully templated plus installation (new and existing) QuoteWerks/managed service add-on |
| Zenith InfoTech | Templates, setting, standards |
| QuoteWerks | Templates, setting, standards, over 30 fully branded prebuilt proposals |
| QuickBooks | Best-in-class Chart of Account/Items/Invoices - Templates, setting, standards |
| Corelytics System | Integrated to QuickBooks for dashboard metrics tracking based on Service Leadership |
| ManagetoWin | Web-based system for employee performance management, team building and goal setting. |
| RevITup University | Startup training. Access to continued training |

Our Proven System: MSP SmartMetrics™ for Success

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| Best in Class Sales & Marketing Partnerships | Integrated partnership with Robin Robins, TruMethods (Gary Pica), Kutenda |
| Branded Marketing for all Products and Services | Fully developed product and service offering. All offerings include tested impact collateral, PointPoint presentations and webinars and seminars |
| Website (SEO/Integrated Marketing) | Your own local website integrated to our marketing campaigns with branded email templates, tracks, landing pages, tracking metrics and analytics and ongoing campaign templates. |
| Launch Pad Lead Generation & Nurturing System | Ongoing system of integrated email campaigns, direct mail, webinars, seminars for lead generation, lead nurturing and real conversion. Lead nurturing system and start-to-finish instructions for marketing events. |
| 5000 Database List | Matching territory list for local market with e-mails and addresses, automated email marketing (pre-seeding email campaigns prior to Go-Live date) |
| Revltup MSP SmartMetrics™ | Each Franchisee will be trained on each area of the business using our MSP SmartMetrics™ system designed for best in class managed IT service provides. |
| Much More | We are committed to your success and developing and fine tuning an ongoing support system focused on your success. |



The Launch Pad 2107 Gunn Highway. Odessa, FL 33556 phone: 813-920-0788 fax: 813-920-0769 web: www.launchpadonline.com
Launch Pad Sales Team: 888-920-3450 x202 e-mail: sales@launchpadonline.com

First Steps after becoming a Launch Pad Franchisee

First, you'll attend an on-site franchisee training program at our home office in Odessa, Florida. The agenda is packed with information on Launch Pad service methodology, recruiting and interviewing skills, commanding top margins, marketing and sales best practices, RevITup SuccessMetrics™ and much more. We'll show you how to build a professional business with recurring revenue streams. Through RevITup U and our Franchise Solutions Support Team, we will offer you the interactive, hands-on training to launch, fine-tune and grow your new Launch Pad MSP business.


What Else is in the Box?

You'll find most of the franchisor's obligations detailed in the Franchise Disclosure Document and Franchise Agreement which will be available to all Franchise 1st Prospects who have completed the Request for Consideration.

- The right to use RevITup™ Enterprise system, including the Launch Pad trade name, service marks and trade décor and operating system
- Services to help you acquire and develop your location, including site specifications and setup, sources of demographic information, plan and organizational approval
- Sources of equipment, fixtures, furnishings, signs, and products required for your business
- A copy of The Launch Pad's confidential operating manual which details all of our process and moving parts – your recipe for success
- Initial training for you, your manager and staff
- Information and assistance in conducting a grand opening marketing program including our pre-marketing announcements to your new territory of Launch Pad prospects
- Continuing management and staff training opportunities and/or requirements. Our philosophy is that to be great you have to continually invest in your team, your business and your clients
- Advertising and marketing creation, placement and support locally and nationally



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- Research, development and go to market strategies on new managed service offerings that will boost your bottom line. We are always looking for ways to evolve our system in order to stay competitive
 - Vendor partnerships for purchase discounts. Online procurement tool
 - Updated marketing materials and marketing delivery systems



- Individual or group counseling to help you improve the operation of your business. Toll-Free Franchise Solutions Support Team to help you with implementing and managing The Launch Pad system

This is just the start of the assistance you will receive from The Launch Pad. As you embark on a Launch Pad franchise and grow your business, our Franchise Support Team and management staff will be there to make sure that all of the parts are working and you have the support and structure you need to succeed and transition your business. Our franchise partners will also receive ongoing training, access to our Launch Pad Franchisee Forum, RevITup University and our key partnerships. Expect us to be there for you each step of the way as you grow your business and build a robust, successful model for managed IT services.

Legal Disclaimer: This information is not a franchise offering for The Launch Pad and should not be construed as such. Anyone interested in pursuing a Launch Pad franchise opportunity should review that franchise's Federal Disclosure Document (FDD) with an attorney and accountant.



Taking your business to new heights...

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