

UniFi Experience Center and Live-Work Prospectus Summary

I. High-Level Investment Summary

The Opportunity: A \$300,000 investment to secure an SBA-backed, owner-occupied retail asset. This facility serves as the **UniFi Experience Center**, a first-of-its-kind physical location where developers, retail owners, and MSPs can **showcase** the combination of products that serve their specific segments.

The Value Proposition:

- **A Market First:** While Ubiquiti/UniFi released specific products for these segments only recently, the manufacturer currently has no physical Experience Center. This facility allows clients to see the "magic" of **Network Management**, Access, Protect (cameras), Connect, and Talk (phones) working together in a seamless environment.
 - **Certified Expertise:** As **Certified Ubiquiti/UniFi Trainers** in all categories, our value lies in enabling installers, MSPs, and developers through professional training and expert project planning.
 - **The OverIT Design Option:** We showcase "what is possible" in-person, leveraging our field expertise. For clients who choose to hire us for end-to-end oversight, we offer the **option to create and sell** comprehensive, site-specific design and installation guides to ensure technical stability.
 - **Superior Technology & Privacy:** We showcase a **subscription-free ROI** that provides advanced analytics, multi-site management, and ease of adoption. Because UniFi uses **on-premise management**, sensitive client data is not harvested by third-party providers.
 - **Proven Success:** Our model is built on actual results from implemented pilot sites, such as Sager Lofts, providing a verified blueprint for technical stability and rapid rollout.
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II. Segment 1: The UniFi Experience Center & Training Studio

This segment utilizes the physical space for authorized professional training (in-person and virtual) and project enablement.

- **Authorized Training:** Tuition is **\$1,995 per seat** for in-person classes.
- **Virtual Scale (VILT):** Tuition reaches up to **\$5,000 per seat** for high-demand virtual offerings.
- **Enablement Fees:** We earn fees for guided design-to-handoff services, including the option to purchase site-specific installation guides for complex deployments.

Quarterly Financial Performance (Strong Case)

Metric	Q1	Q2	Q3	Q4	Total (Yr 1)
In-Person Training	\$309,960	\$309,960	\$309,960	\$309,960	\$1,239,840
Virtual Training (VILT)	\$1,116,000	\$1,116,000	\$1,116,000	\$1,116,000	\$4,464,000
Enablement Fees	\$375,000	\$375,000	\$375,000	\$375,000	\$1,500,000
Segment Total	\$1,800,960	\$1,800,960	\$1,800,960	\$1,800,960	\$7,203,840

III. Segment 2: DoorKing-to-UniFi Access Modernization

We replace outdated, unreliable hardware with modern, app-based access that is far more seamless for residents and property managers.

Subscription Cost Comparison (Per Box/Door)

Cost Component	Outdated Systems (DoorKing / ButterflyMX)	New UniFi System (Post-Install)
Dedicated Phone Line	~\$80.00 / mo	\$0.00
Cellular Subscription	~\$43.95 / mo	\$0.00

Cost Component	Outdated Systems (DoorKing / ButterflyMX)	New UniFi System (Post-Install)
Mandatory System Fees	~\$200 - \$1,500+ / yr (Required for use)	\$0.00
Remote Access Add-ons	Additional mobile trigger fees (e.g., "Bird")	Included (Native app-unlock)
Total Recurring Cost	\$1,600 - \$3,000+ / yr	\$0.00 / yr

- **Expert Oversight:** We offer the **option to purchase** detailed wiring discovery and design guides to eliminate surprises during the retrofit process.
- **Rapid ROI:** By eliminating mandatory system fees, the simple payback for an HOA is often **12 months or less**.

Quarterly Financial Performance (Strong Case: 6 sites/mo)

Metric	Q1	Q2	Q3	Q4	Total (Yr 1)
Buildings Delivered	14	24	24	24	86 Buildings
Quarterly Revenue	\$135,840	\$233,360	\$233,360	\$233,360	\$835,920
Gross Profit	\$35,323	\$60,637	\$60,637	\$60,637	\$217,236

IV. Segment 3: Multi-Location Retail Modernization

OverIT provides architecture and remote supervision for standardized network rollouts across repeatable retail footprints.

Subscription Cost Comparison (Per 10-Site Brand)

Service Category	Standard "Cloud" Vendors	UniFi Modernization (Post-Install)
Network Management	~\$50 - \$150 / mo per site	\$0.00 (On-premise)
Security Camera Fees	~\$15 - \$30 / mo per camera	\$0.00 (Protect)
Phone System (Talk)	~\$25 - \$40 / mo per line	~\$25 / line (UniFi Talk)

Service Category	Standard "Cloud" Vendors	UniFi Modernization (Post-Install)
Total Annual Subscription	\$12,000 - \$35,000+	~\$900 (3 lines/store)

- **Centralized Control:** Retailers manage all sites (Network, Cameras, Access) through a single dashboard interface.
- **Strategic Flexibility:** We offer the **option to purchase** detailed installation guides to ensure local MSPs replicate the network with consistency.

Quarterly Financial Performance (Strong Case)

Metric	Q1	Q2	Q3	Q4	Total (Yr 1)
Locations Delivered	16	60	60	60	196 Locations
Quarterly Revenue	\$15,900	\$59,625	\$59,625	\$59,625	\$194,775
EBITDA (Cash)	\$13,044	\$56,769	\$56,769	\$56,769	\$183,351

V. Combined Performance and Strategic Outlook

The following table summarizes the combined earnings potential against the projected annual debt service.

Combined Performance	Q1	Q2	Q3	Q4	Annual Total
Total Est. EBITDA	\$1,849,327	\$1,918,366	\$1,918,366	\$1,918,366	\$7,604,425
Projected Debt Service	\$13,800	\$13,800	\$13,800	\$13,800	\$55,200
Combined DSCR	134.0x	139.0x	139.0x	139.0x	137.7x

Ongoing Business Strategy: While these three segments provide the foundational return, we will continuously monitor performance across each industry target to optimize our focus on high-margin opportunities. This includes future revenue from concierge support retainers, hardware commissions, and specialized installer referral bounties.

SBA Compliance Note: The Operating Company will occupy at least **51% of the property** for active operations (training and demonstrations), fully satisfying SBA 7(a) owner-occupancy requirements.