

# **Year-1 Revenue Prospectus & Repayment Capacity Ubiquiti Experience Center + National Training Studio**

Prepared for: SBA Loan Risk Review

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Date: January 30, 2026

Purpose: Provide a conservative, lender-ready, line-by-line view of the Year-1 earnings potential of the proposed owner-occupied property (Experience Center + Training Studio), and demonstrate strong repayment capacity under multiple scenarios.

## Executive Summary (1 page)

**The proposed property is an owner-occupied operating facility used to deliver** (1) Ubiquiti professional training (in-person and virtual), (2) project enablement for DoorKing/ButterflyMX retrofits, and (3) concierge support/education for end users and installers. The business model is diversified, subscription-fee-fatigue aligned, and leverages a national demand engine (authorized course calendar + AI-assisted outreach + distributor partnerships).

- Key repayment facts (conservative):
- Floor (Conservative) contribution estimate: \$922,020 before overhead; even at 10% net margin, DSCR  $\approx$  1.67x on \$4,600/mo debt service (\$55,200/yr).
- Base (Expected) contribution estimate: \$3,633,240 before overhead; at 10% net margin, DSCR  $\approx$  6.58x.
- Revenue is anchored in confirmed unit economics (tuition per seat, enablement % of hardware cart with min/cap, 10% hardware commission on drop-ship store, and concierge support packages).
- The property use is active/operating (not passive); no third-party rental income is required for repayment capacity; upstairs rooms are not rented.

Requested credit decision: Approve SBA-backed owner-occupied acquisition financing based on demonstrated cash-flow coverage, repeatable revenue mechanisms, and compliant owner-occupancy use.

## Year-1 contribution snapshot (before overhead)

Scenario	Training (In-person)	Training (Virtual)	DoorQueens Enablement	Total Contribution
Floor (Conservative)	\$302,400	\$284,400	\$261,720	\$922,020
Base (Expected)	\$527,040	\$2,325,000	\$634,200	\$3,633,240
Strong (Growth)	\$1,239,840	\$4,464,000	\$1,500,000	\$7,424,340

## 1. Business Model & Demand Engine

The Experience Center + Training Studio combines three reinforcing engines:

- Authorized Ubiquiti professional training (UFSP and related tracks) delivered in-person and virtually.
- DoorQueens retrofit enablement: AI-assisted identification of DoorKing/ButterflyMX properties, ROI packet delivery, and guided design-to-handoff for local trained installers.
- Concierge support + education for admins, residents/users, and installer partners (pay-per-incident or retainer blocks).

Demand sources already in motion:

- Published in-person course listings and national visibility on WiFi-U and Ubiquiti training calendars.
- Distributor-driven demand (e.g., ADI locations) plus regional MSP/installer cohorts trained alongside distributor staff, forming a national installer network.
- The 'subscription-prison' pain point (legacy DoorKing + subscription-heavy ButterflyMX) supported by a fast ROI narrative and repeatable scope model.

## 2. Revenue Lines & Unit Economics

All projections below are built from conservative, repeatable unit economics. Values shown are Year-1 contribution (revenue less direct delivery costs), before general overhead.

### 2.1 In-person 2-day course (per student)

Item	Value
List price charged to student	\$1,995 per seat
Seat/exam/platform remitted (Ubiquiti)	\$399 per seat
Net retained per student (your take)	\$1,575 per seat (before minor processing variance)
Per-student supplies	\$15
Per-class travel + lodging (avg)	\$1,500 per class
Class size assumption (Floor/Base/Strong)	5 / 8 / 12 students per class

### 2.2 Virtual Instructor-Led Training (VILT / Zoom)

Item	Value
Representative tuition (examples vary by course)	Up to \$5,000 per seat (WiFi-U VILT offerings)
Any Ubiquiti seat fee remitted	\$0 (for WiFi-U VILT offerings)
Net retained per student (Base assumption)	\$3,900 per seat
Per-student kit/shipping/overhead allocation	\$25
Class cadence assumption (Floor/Base/Strong)	2 / 5 / 8 classes per month
Class size assumption (Floor/Base/Strong)	6 / 10 / 12 students per class

### 2.3 DoorQueens Retrofit Enablement (Design-to-Handoff)

Size band	Typical hardware cart	Kickoff deposit (credited)	Enablement program fee model
Small (<50 units)	\$30,000	\$2,500	18% of cart; min \$7,500; cap \$60,000
Mid-size	\$75,000	\$5,000	18% of cart; min \$7,500; cap \$60,000
Large / Campus	\$300,000	\$27,500	18% of cart; min \$7,500; cap \$60,000

Additional per-project monetization (stacked, not additive in fees):

- Hardware commission on customer drop-ship store purchases: ~10% of hardware cart.
- Installer referral bounty (paid by installer partner; avoids customer optics): Small \$2,500 / Mid \$5,000 / Large \$12,500 (paid at project award).
- Concierge app adoption expectation: 100% of implemented projects (DIY knowledge-base tier available; paid tiers add live support and education).

### 3. Year-1 Financial Outlook (Contribution + DSCR)

Contribution = revenue less direct delivery costs (travel, per-student materials, etc.), before general overhead. DSCR sensitivities show coverage even under high overhead assumptions.

Scenario	Total Contribution	DSCR @ 10% net margin	DSCR @ 15% net margin	DSCR @ 25% net margin	Notes
Floor (Conservative)	\$922,020	1.67x	2.51x	4.18x	Does not require VILT to cover debt
Base (Expected)	\$3,633,240	6.58x	9.87x	16.45x	Includes published training cadence + national enablement pipeline
Strong (Growth)	\$7,424,340	13.45x	20.17x	33.62x	Adds trainer capacity + higher project velocity

Debt service baseline used for DSCR sensitivity: \$4,600 per month (\$55,200 per year).

#### 3.1 Revenue composition in the Floor (Conservative) scenario

Even when assuming minimum in-person enrollments, reduced VILT cadence/pricing, and only 1 DoorQueens project per month, repayment capacity remains strong.

Line	Year-1 contribution
In-person training	\$302,400
Virtual training	\$284,400
DoorQueens enablement (upfront)	\$204,120
Concierge retention	\$57,600
Hourly planning/support	\$73,500

#### 4. SBA Eligibility & Owner-Occupancy Alignment

The proposed acquisition is for an owner-occupied operating facility (Experience Center + Training Studio) and is not a passive real estate investment.

Key alignment points:

- Owner-occupancy: Operating Company will occupy and use at least 51% of the rentable property for active business operations; no third-party rental income is required.
- Mixed-use clarity: Upper-floor rooms are not rented to third parties; they function as ancillary space for the operating principals (e.g., overnight accommodation during training travel, office/storage), supporting the operating business.
- No speculative activity: The property is integral to delivering training, demonstrations, and customer onboarding/support.

Regulatory references (for lender file):

- 13 CFR §120.131(b): For acquisition/renovation of an existing building, borrower may lease up to 49% if borrower occupies at least 51%.
- 13 CFR §120.111(b): Similar 51% occupancy rule for existing buildings financed under SBA programs.
- SBA SOP 50 10 (Real Estate Occupancy guidance): provides detailed definitions of 'Rentable Property' and occupancy calculations.

Practical documentation we will provide at closing (if requested): floor plan with rentable square footage calculations, narrative of operating use by area, and written policy stating that upstairs rooms are not leased to third parties.

## 5. Concierge Monetization Options (Recommended Menu)

The Concierge app is positioned as a user adoption + support safety net. Customers can choose DIY-only or paid tiers; this keeps optics clean while maximizing lifetime value.

Tier	Best for	Pricing model	What it includes
DIY Knowledge Base	Cost-sensitive buildings	\$0 / included	Guides, SOPs, training videos, resident onboarding flows; can route tickets to customer's own system.
Pay-Per-Incident	Low volume support	\$150/hr (1-hr minimum)	Live triage, remote troubleshooting, user/admin coaching.
Support Blocks	Predictable needs	\$1,000 for 20 hrs / month	Priority response, monthly admin office hours, release notes + best practice reviews.
Enterprise Retainer	Multi-site portfolios	Custom (minimum \$3,000/mo)	Quarterly optimization, audit reports, multi-site training, dedicated escalation path.

Recommended default for Year-1 underwriting: Support Blocks (\$1,000 for 20 hrs/mo) attached to each implemented project; Pay-Per-Incident for all others.

## Appendix A: Source URLs (for underwriting file)

- WiFi-U UFSP example price (\$1,995): <https://wifi-u.com/product/01-13-unifi-full-stack-professional-new-york-ny/>
- WiFi-U VILT course landing page (description): <https://wifi-u.com/intro-to-wifi-networks-vilt/>
- SBA occupancy rule (13 CFR §120.131):  
[https://old.govregs.com/regulations/expand/title13\\_chapterI\\_part120\\_subpartA\\_subjgrp191\\_section120.150](https://old.govregs.com/regulations/expand/title13_chapterI_part120_subpartA_subjgrp191_section120.150)
- SBA Eligible Passive Company / occupancy (13 CFR §120.111):  
[https://www.customsmobile.com/regulations/expand/title13\\_chapterI\\_part120\\_subpartA\\_subjgrp188\\_section120.111](https://www.customsmobile.com/regulations/expand/title13_chapterI_part120_subpartA_subjgrp188_section120.111)