

# Strategic Opportunity: OverIT & UniFi Experience Center

## Market Analysis & ROI Justification

### Executive Summary

This proposal outlines the strategic advantage of deploying Ubiquiti UniFi products to disrupt legacy access control and networking markets. By leveraging a subscription-free ecosystem, OverIT can demonstrate immediate ROI for Condo Boards, Developers, and Retail Franchises. This document also justifies the "UniFi Experience & National Training Center" as a critical asset for capturing these high-value segments.

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## 1. The "DoorKing Killer" (Multi-Family Retrofit)

**Target:** Condo Boards & HOAs

**Value Prop:** Elimination of fixed monthly costs (phone lines, cellular fees).

### Financial Comparison (3-Year TCO)

*Scenario: 50-Unit Condo, 2 Main Entries*

Cost Category	Legacy (DoorKing 1837)	Modern (UniFi Access)	Notes
Hardware	\$8,400 (\$4.2k/ea)	\$1,196 (\$598/ea)	DKS 1837 vs. UniFi Intercom + Hub
Cellular Adapter	\$1,818 (2 units)	\$0	DKS requires add-on hardware
Installation	\$2,400	\$3,000	New Cat6 (PoE) runs required

<b>3-Year Line/Sub</b>	\$5,400 (\$150/mo)	\$0	Phone lines + Cellular fees
<b>TOTAL TCO</b>	<b>\$18,018</b>	<b>\$4,196</b>	<b>77% Savings</b>

#### The Tipping Point: Month 16.

By Month 16, the savings from cancelled phone lines and subscriptions fully pay for the new hardware and installation. Every month thereafter is pure profit for the HOA.

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## 2. The "Smart Build" (New Construction)

**Target:** Residential & Commercial Developers

**Value Prop:** Increased Net Operating Income (NOI) & Asset Value.

### Efficiency Analysis

Feature	Traditional Siloed Build	Unified OverIT Build	Impact
<b>Vendors</b>	3 (CCTV, Access, WiFi)	1 (UniFi)	Single point of accountability
<b>Cabling</b>	Multiple redundant pulls	Unified PoE structure	Lower labor costs
<b>Licensing</b>	~\$3,000 / year	\$0 / year	Eliminates recurring liability
<b>Asset Value</b>	Neutral	<b>+\$60,000</b>	Valuation increase @ 5% Cap Rate

### Strategic Narrative:

"We don't just save hardware costs. By removing \$3,000/year in tech licensing fees (Verkada/Meraki), we inherently increase the building's appraised value by \$60,000 upon exit."

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### 3. The "Scale Efficiency" (Retail, Franchise)

**Target:** Multi-site Franchise Owners (10-15 locations)

**Value Prop:** Operational simplicity and elimination of ISP fees.

#### "Site Magic" ROI

Expense	Standard VPN / ISP	UniFi "Site Magic"	Savings (15 Stores)
Static IPs	\$150 / mo / site	\$0	\$2,250 / mo
Firewall Lic.	\$100 / mo / site	\$0	\$1,500 / mo
Total	\$3,750 / mo	\$0	\$45,000 / year

**The Tipping Point: Month 8.**

The hardware retrofit (\$30k est.) pays for itself in less than one year purely through ISP savings.

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### 4. The Path to \$1 Million Revenue

To achieve \$1M in Year 1 revenue, OverIT targets a specific mix of these high-value contracts:

- **3 Developer Contracts (New Construction):** \$450,000 total revenue (\$150k avg deal size).
- **5 Retail Franchise Overhauls:** \$250,000 total revenue (\$50k avg deal size).
- **20 Condo Retrofits:** \$300,000 total revenue (\$15k avg deal size).
- **TOTAL: \$1,000,000**

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### 5. Strategic Asset: The Experience Center

#### Why Physical Space Wins Deals

- **The "Trust" Factor:** High-value clients require physical verification of quality. A "First-of-its-kind" retail showroom establishes the brand authority necessary to close six-figure contracts.

- **Live/Work Efficiency:** The owner-occupancy model significantly reduces overhead compared to competitors renting standard office space. This lowers the "floor" for profitability.
- **Dual Revenue Stream:** The space functions as a "National Training Studio". Baseline training revenue covers annual debt service multiple times over, rendering hardware sales pure profit.

### **Conclusion:**

The shift to subscription-free infrastructure is inevitable. OverIT is positioned to lead this transition by combining a superior economic model with a unique physical Experience Center that validates the technology for high-value buyers.