

# The "No-OpEx" Disruption Model

OverIT is acquiring **455 Glen Iris Dr NE** to launch an immersive "Experience Center". We displace legacy access control vendors by eliminating monthly fees, while simultaneously creating a pipeline of certified IT talent.

## LOAN REQUEST

**\$640,000**

Acquisition & Imp.

## PROPERTY VALUE

**\$800,000**

Owner-Occupied

## SHARED OPEX ADVANTAGE

**Multiple Synergies**

Under 1 facility overhead

## MIN DSCR (FLOOR)

**2.61x**

Cash flow to debt

## The OverIT Ecosystem: Frictionless Synergy

**More than just four pillars.** While this prospectus highlights our foundational models below, the OverIT ecosystem encompasses *multiple synergistic lines of business* operating under a single facility overhead. Any one of these lines has the margin capacity to independently repay this loan in its entirety. By offering them simultaneously, we eliminate friction, capture every stage of the customer lifecycle, and rapidly build enduring B2B relationships.



## 1. Zero-Inventory Retail

Visitors experience the full UniFi ecosystem hands-on. We hold **zero physical inventory**.

- ✓ 10% commission on drop-shipped orders.
- ✓ Corporate gifts initial display hardware.
- ✓ Zero logistical or shrinkage risk.



## 2. Multi-Family Retrofit

The "DoorKing Killer". Replacing legacy entry systems to eliminate monthly OpEx for HOAs.

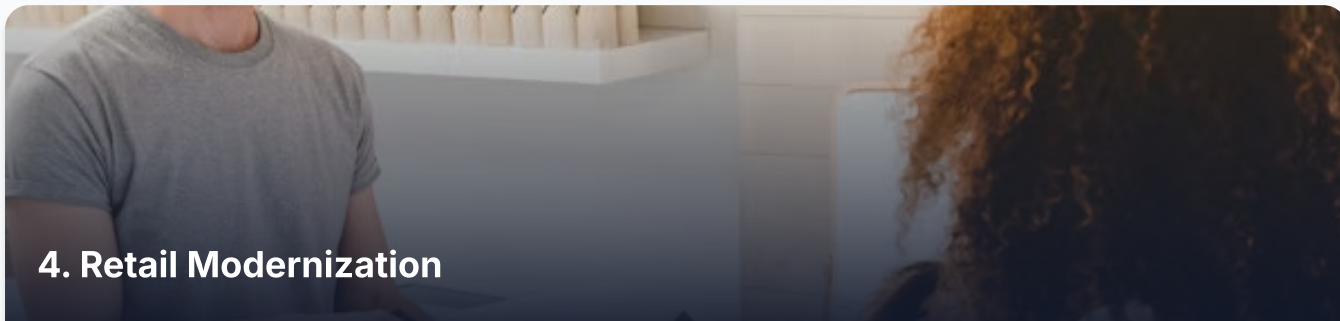
- ✓ Cuts client costs by up to 77%.
- ✓ Counter-cyclical (sells better in downturns).
- ✓ High-margin design/enablement fees.



## 3. National Training

Certified training for IT professionals utilizing the Experience Center infrastructure.

- ✓ High-margin tuition revenue.
- ✓ Covers base facility debt service alone.
- ✓ Builds the alumni installation network.



#### 4. Retail Modernization

Standardized network & security rollouts for multi-location retail brands.

- ✓ Highly scalable 15% uplift model.
- ✓ Leverages alumni network for labor.
- ✓ Experience center closes enterprise deals.

## Why the Win-Win Works Wonders!

Interact with the value chain below. In our models, every stakeholder benefits simultaneously.



**The Property Owner / HOA**



**The Property Manager**



**The Resident**



**The Alumni Installer**



# Creating the Next IT Workforce

Since 2012, Ubiquiti Academy's certification program has rapidly expanded, overseeing the training of more than **50,000 students worldwide**. OverIT is bringing this engine to the local community.

**The OverIT Multiplier Effect:** We explicitly *do not* employ a massive army of W-2 installers. Instead, we train and certify professionals, and then feed our sold retrofit and retail projects directly to our Alumni network, building tax-paying small businesses.

## CERTIFICATIONS GRANTED

- 🔥 UniFi Full Stack Pro (UFSP)
- 🖱️ UniFi Wireless Admin (UWA)
- 🔒 UniFi Security Admin (URSCA)
- 🌐 UISP Broadband Specialist
- 💻 UniFi Network Pro (UNP)



## Market Disruption: Eliminating OpEx

Low/Mid-Market: The DoorKing Killer

3-YEAR CLIENT SAVINGS

**77% Savings**

**Luxury Market: The ButterflyMX Disruptor**

3-YEAR CLIENT SAVINGS

**\$16,800+ Retained**

## Interactive Repayment Modeler

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SELECT SCENARIO

Conservative (Floor)

Base Case

Stretch Goal

Based solely on minimum capacity of Training/Enablement. Assumes zero retail rollouts.

Revenue Levers

Training Seats (Monthly)

20

DoorKing Retrofits (Monthly)

2

ButterflyMX Retrofits (Monthly)

0

Retail Network Sites (Monthly)

0

Store Walk-in Vol. (\$/Month)

\$0

Number of Experience Centers

1

GROSS MARGIN

\$420,000

EST. NOI

\$300,000

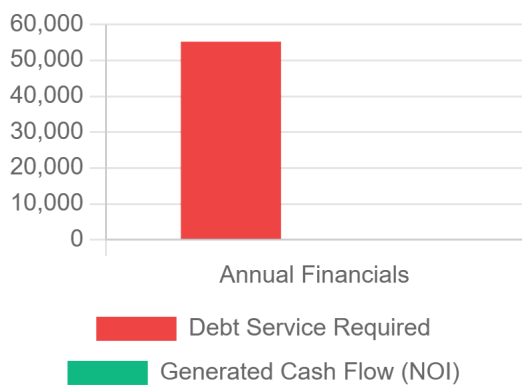
DSCR

5.43x

Revenue Mix

- Training
- Multi-Family Retrofi
- Retail Rollouts
- Walk-in Store

NOI vs. Debt Svc



## Use of Funds & Risk

### Use of Funds & Collateral

CATEGORY	AMOUNT
Real Estate Acquisition	\$640,000
Leasehold Improvements	\$50,000
Equip. & Working Capital	\$110,000
<b>Total Project Cost</b>	<b>\$800,000</b>

**Collateral:** First position lien on 455 Glen Iris Dr NE. Mixed-use office in high-demand Atlanta corridor.

## Risk Mitigation Strategy

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### Recession Resilience

Our "No Subscription" pitch becomes 2x more effective as interest rates rise.

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### Diversified Revenue

Training revenue provides a stable cash flow floor independent of hardware sales.

## At the Helm



### Cameron Champion

#### Founder & Technical Visionary

Cameron brings decades of enterprise technology leadership, having previously scaled an organization to over 1,500 employees. With deep roots architecting massive Apple/Mac enterprise infrastructures, Cameron is a recognized Ubiquiti-Certified Trainer applicant and the founder of WiFi-U. He possesses a rare talent for distilling complex IT concepts into accessible knowledge—ensuring the next generation of installers doesn't just configure hardware, but truly understands the engineering behind it.



### John Shea

#### Strategic Partner & Operations

John brings critical operational leadership and strategic vision to the OverIT ecosystem. Ensuring the Experience Center's multiple revenue streams execute flawlessly, John manages the intricate logistics between real estate acquisition, national rollout coordination, and commercial banking relationships.

## Canvas : The Power to Create

FOUNDER'S LETTER – TO FRIENDS, SUPPORTERS, COLLABORATORS, INVESTORS...



Should you choose to invest in this plan, you should know who will be responsible for your investment, what guides me through the unknown to come, and how our efforts will make a difference even in the face of the worst of circumstances.

My name is Cameron Champion. My journey taught me early that no barrier stands between me and my goals – except the ones I believe are there. My mentors have shown me that loving without expectation is the only force capable of healing the soul. Curiosity or taking on challenges simply for the sake of doing so is all one needs to bring excitement for what tomorrow may hold. Any fears of the unknown are quelled by authentically being driven by a desire to leave everything you touch better than you found it – and if you mess something up, take it as the challenge it is – be better, and figure out how to leave something better because of it. At all times, and especially when you don't know what to do, just treat others as you'd like to be treated. My grandmother taught me that these ideas transcend culture, religion, language, and time. Try to inspire others when possible, even if all you do is let them see you act on what feels right to you. And most importantly, she said, never forget who you are... because people need you to be you.

I didn't understand all of that as a child, of course, yet it stuck with me because, thankfully, she left that guiding light of hers inside of me. She left it to my mother, and I was lucky enough to feel it as I grew, learned, adventured, became strong in myself, and eventually started creating things of my own. It was only when I learned to share these things with others, that I found other creators, and together, built great things that were bigger than self and had a life of their own.

Perfect, right? Except, those great things brought a sense of pride, and a drive to protect them. When the chosen family of creators who collaborated in building those great things were harmed, I stopped creating and lost myself in pursuit of the person who chose to harm them.

That period of darkness, when I woke each day to fight for the return of something stolen, for anything that could make it make sense – what a waste. I realized that thieves wouldn't need to steal if they had the power to

create themselves, and when creators choose to fixate on loss, grief, or the results of their creations more than the act of creating itself – we inadvertently create a cancer in ourselves which makes us forget who we are... it holds us in darkness... isolates us from joy and from each other... it renders us inconsequential to all those who we may otherwise have benefited had we just kept creating.

This “smallness” eats away at us... until we’re completely empty.

For far too long I made it my mission to pursue the billionaire who, without need, stole all of the monetary rewards held "safe" for my Surterra / Parallel chosen family of creators, and for each of your own families, after your years of sacrifice in service to all we built together. I felt responsible, and fought until everything was gone. One of you found me recently, and in a brief conversation, we acknowledged the emptiness we saw in each other... and as we uncomfortably spoke of the challenges we shared, authentic laughter replaced that loss and grief, and somehow that emptiness occurred, once again, as the same blank canvas from which every creation had always come.

It was always there. It could never be stolen.

I wasn't responsible for the theft. Finally, I understand that fact. My responsibility was to continue to guide, inspire, and remind you all to keep creating in the face of that loss which hurt so badly. To all of you, I apologize for losing sight of that responsibility and for failing in that loss to be the leader who brought us all together to do what we did.

**My promise to you: Never Again.**

**To all who have given of themselves, or will, to resource and shape this endeavor:**

The mission of this institution, which we will grow until it lives on its own momentum, will leave those in the wake of its impact, better. Better for having experienced it themselves, and better able to positively impact

others. Simply because. This we build, leave, and dedicate in admiration and honor to all the truly rare humans (and working animals) who, together, built a lasting legacy that still serves communities who love, live, and count days by the minute -- because, you cared. Even in the worst times, "treating others as you'd treat yourself" was still as natural and strong as the wind. Success is measured by inspiring this in others and enabling them to do the same.

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*Respectfully yours,*

**Cameron**



## Back the Disruption

Secure your position in the OverIT ecosystem. Register your investment pledge below or process your deposit immediately via Stripe.

### Direct Investment Deposit

Use the secure portal below to process your initial commitment instantly.

OR REGISTER INTENT

FULL NAME / ENTITY

e.g. Jane Doe Capital

CONTACT EMAIL

jane@example.com

PLEDGE AMOUNT (\$)

\$50,000 - Seed Backer



Submit Offline Pledge