

# 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	<b>\$1,239,840</b>
Virtual Training (VILT)	\$1,116,000	\$1,116,000	\$1,116,000	\$1,116,000	<b>\$4,464,000</b>
Enablement Fees	\$375,000	\$375,000	\$375,000	\$375,000	<b>\$1,500,000</b>
<b>Segment Total</b>	<b>\$1,800,960</b>	<b>\$1,800,960</b>	<b>\$1,800,960</b>	<b>\$1,800,960</b>	<b>\$7,203,840</b>

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## 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	<b>\$0.00</b>
Cellular Subscription	~\$43.95 / mo	<b>\$0.00</b>

Cost Component	Outdated Systems (DoorKing / ButterflyMX)	New UniFi System (Post-Install)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

- **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	<b>86 Buildings</b>
Quarterly Revenue	\$135,840	\$233,360	\$233,360	\$233,360	<b>\$835,920</b>
Gross Profit	<b>\$35,323</b>	<b>\$60,637</b>	<b>\$60,637</b>	<b>\$60,637</b>	<b>\$217,236</b>

## 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)
<b>Network Management</b>	~\$50 - \$150 / mo per site	<b>\$0.00</b> (On-premise)
<b>Security Camera Fees</b>	~\$15 - \$30 / mo per camera	<b>\$0.00</b> (Protect)
<b>Phone System (Talk)</b>	~\$25 - \$40 / mo per line	<b>~\$25 / line</b> (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	<b>196 Locations</b>
Quarterly Revenue	\$15,900	\$59,625	\$59,625	\$59,625	<b>\$194,775</b>
EBITDA (Cash)	<b>\$13,044</b>	<b>\$56,769</b>	<b>\$56,769</b>	<b>\$56,769</b>	<b>\$183,351</b>

## 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	<b>\$7,604,425</b>
Projected Debt Service	\$13,800	\$13,800	\$13,800	\$13,800	<b>\$55,200</b>
Combined DSCR	<b>134.0x</b>	<b>139.0x</b>	<b>139.0x</b>	<b>139.0x</b>	<b>137.7x</b>

**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.