

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.

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

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

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.

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
Vendors	3 (CCTV, Access, WiFi)	1 (UniFi)	Single point of accountability
Cabling	Multiple redundant pulls	Unified PoE structure	Lower labor costs
Licensing	~\$3,000 / year	\$0 / year	Eliminates recurring liability
Asset Value	Neutral	+\$60,000	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."

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.

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**

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.