

Badger Technologies - Organization Overview

Company: Badger Technologies, LLC
Industry: IT Consulting & Managed Services
Status: Pre-revenue startup in strategic pivot phase
Founded: 2024
Location: Remote/Hybrid Operations

About Our Organization

Badger Technologies is a **pre-revenue startup** (currently \$0 revenue) undergoing a strategic business transformation from cybersecurity-focused services to comprehensive managed IT services. We are positioned as a ground-floor opportunity with significant growth potential in the managed IT services market.






Company Mission

To provide enterprise-grade IT consulting, cybersecurity assessments, and managed services to small and medium-sized businesses, enabling them to focus on their core business while we handle their technology infrastructure.

Strategic Business Pivot

From: Cybersecurity Assessments & Security Services
To: Comprehensive Managed IT Services & IT Support

Rationale for Pivot:

-  **Recurring Revenue Model** - Monthly retainers vs. one-time projects
 -  **Broader Market Appeal** - Every business needs IT, not just security
 -  **Higher Customer Lifetime Value** - Clients stay for years, not just one assessment
 -  **Easier Sales Process** - "Fix my IT headaches" resonates more than "prevent theoretical breach"
 -  **Multiple Revenue Streams** - Monthly services + projects + add-ons
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Products & Services Portfolio

Primary Service Offerings

1. Managed IT Service Packages (Core Revenue Driver)

Essential IT Support - \$799/month

Target: Small businesses (5-15 employees)

Included Services:

- Unlimited email support (4-hour response time)
- Phone support (9am-5pm, Monday-Friday)
- Remote troubleshooting and fixes
- User account management
- Server and network monitoring
- Automated alerts for critical issues
- Monthly system health reports
- Software updates and patches
- Antivirus management
- Basic firewall management
- Backup monitoring and monthly verification

Per-User Cost: \$53-160/user (depending on team size)

Professional IT Management - \$1,499/month

Target: Growing businesses (15-35 employees)

Everything in Essential PLUS:

- On-site visits included

- Cloud backup solutions
- Strategic IT planning
- Priority support
- Quarterly business reviews
- Enhanced security monitoring

Per-User Cost: \$43-100/user

Enterprise IT Solutions - \$2,999/month

Target: Larger organizations (35+ employees)

Everything in Professional PLUS:

- 24/7 support availability
- Dedicated account manager
- Unlimited on-site support
- Virtual CIO (vCIO) services
- Advanced compliance management
- Custom reporting and analytics

Per-User Cost: \$86+/user

2. Industry-Specific Managed IT Packages

Healthcare IT Services - \$1,999/month

- HIPAA-compliant infrastructure management
- Electronic Health Record (EHR) support
- Medical device integration
- Patient data security protocols
- Compliance reporting and auditing

Legal IT Services - \$1,799/month

- Document management systems
 - Case management software support
 - Client confidentiality protocols
 - Legal-specific compliance requirements
 - Secure communication platforms
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3. Specialized Services & Add-Ons

IT Security Assessments

- Comprehensive 5-day security evaluations
- Tools: OpenVAS, PRTG, Azure Migrate
- Vulnerability scanning and analysis
- Compliance reviews (HIPAA, PCI-DSS)
- Professional security reports
- **Investment:** \$5,500 per assessment

Cloud Migration Services

- Azure cloud migration planning
- Infrastructure assessment
- Migration strategy development
- Implementation support
- Post-migration optimization

Custom Development - \$150/hour

- Custom application development
- System integration and APIs
- Database design and management
- Web application development
- Mobile app development
- Legacy system modernization

Hardware & Procurement

- Technology assessment and planning
 - Vendor management
 - Hardware deployment
 - Asset management
 - Lifecycle planning
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Business Development Plan

Target Market Strategy

Primary Target Customer Profile

Small-to-medium businesses (10-50 employees) characterized by:

- No dedicated IT staff
- Currently using reactive "call when broken" IT support
- Experiencing frequent technology frustrations
- Seeking predictable monthly technology costs
- Requiring strategic technology guidance for growth

Priority Industry Verticals

1. **Healthcare** (Medical/Dental Practices)
 - High IT budgets
 - HIPAA compliance requirements
 - Critical uptime needs
2. **Legal Services** (Law Firms)
 - Document-heavy workflows
 - Strict confidentiality requirements
 - Compliance obligations
3. **Accounting Firms**
 - Seasonal capacity needs
 - Financial data security requirements
 - Client data management
4. **Real Estate Agencies**
 - Mobile workforce support
 - Transaction system integration
 - Customer relationship management
5. **Manufacturing Companies**
 - Operational technology integration
 - Supply chain system management
 - Production system reliability

Go-to-Market Strategy

Multi-Channel Sales Approach

1. **Door-to-Door Prospecting** (Primary Strategy)
 - Direct contact with local businesses
 - Face-to-face relationship building
 - Immediate needs assessment
2. **Email Marketing Campaigns**
 - Targeted industry-specific messaging
 - Value-driven content
 - Lead nurturing sequences
3. **Cold Calling**

- Decision-maker outreach
- Appointment setting
- Qualification calls

4. LinkedIn Outreach

- Professional networking
- Content marketing
- Thought leadership positioning

5. Community Networking

- Local business events
- Chamber of Commerce participation
- Industry association involvement

Sales Process Framework

1. **Initial Contact** - Prospecting through chosen channel
2. **Qualification** - Assess needs and budget fit
3. **Assessment** - Free IT consultation and evaluation
4. **Proposal** - Customized service recommendation
5. **Negotiation** - Address concerns and finalize terms
6. **Contract Signing** - Service agreement execution
7. **Onboarding** - Client integration and service delivery setup

Positioning Strategy

Value Proposition

Primary Message: "Badger Technologies is your complete IT department - for a fraction of the cost of hiring one. We keep your technology running smoothly so you can focus on running your business."

Differentiation Points

- **True Partnership Approach** (not just vendor relationship)
- **Proactive vs. Reactive** IT management
- **Strategic Guidance** to support business growth
- **Local and Responsive** service (not offshore support)
- **Transparent, Predictable Pricing** structure
- **Multi-Service Capability** (IT + security + compliance)

💰 Sales & Revenue Projections

Short-Term Revenue Targets

Month 1: Foundation Building

- **Goal:** 1 client at \$799-\$1,499/month
- **Actions:** 100 outreach attempts (50 email, 50 door-to-door)
- **Milestone:** \$1,000 Monthly Recurring Revenue (MRR)

Month 3: Momentum Building

- **Goal:** 3 total clients
- **Actions:** Consistent outreach + referrals from existing clients
- **Milestone:** \$3,000-\$4,000 MRR

Month 6: Business Sustainability

- **Goal:** 6-8 total clients
- **Actions:** Focus on retention, upselling, and strategic growth
- **Milestone:** \$6,000-\$10,000 MRR

Long-Term Revenue Projections

Target Scenario: 10 Managed IT Clients

Monthly Revenue Breakdown:

- 3 clients @ Essential (\$799) = \$2,397/month
- 5 clients @ Professional (\$1,499) = \$7,495/month
- 2 clients @ Enterprise (\$2,999) = \$5,998/month

Total Monthly Recurring Revenue (MRR): \$15,890/month

Annual Recurring Revenue (ARR): \$190,680/year

Additional Revenue Streams:

- Project work (migrations, setups): ~\$30,000/year
- Add-on services (security, compliance): ~\$15,000/year

Total Projected Annual Revenue: ~\$235,000 with 10 clients

Sales Activity Projections

Weekly Activity Goals

- 100+ emails sent
- 100+ calls made
- 40+ door-to-door visits
- 20+ meaningful conversations with decision makers
- 2-3 meetings/consultations scheduled
- 1-2 proposals sent
- **Target: 1 client signed per week**

Expected Results Timeline

Week 1 (Following Sales System):

- 100+ emails sent
- 50+ calls made
- 20+ door-to-door visits
- 10-15 interested prospects identified
- 2-3 meetings scheduled
- **Target: 1-2 clients signed**

Month 1 (Consistent Activity):

- 400+ total touchpoints
- 30-50 interested prospects
- 8-12 meetings/consultations
- 5-8 proposals sent
- **Target: 4-6 clients signed (\$22,000-\$33,000 revenue)**

Month 3 (System Mastery):

- Refined sales process
- Referral pipeline established
- Higher close rate through experience
- **Target: 10-15 clients signed (\$55,000-\$82,500 revenue)**

Revenue Model Comparison

Previous Model (Cybersecurity Assessments):

- **Product:** One-time security assessments
- **Pricing:** \$5,500 per assessment
- **Sales Cycle:** 1-3 weeks
- **Customer Lifetime:** Single transaction
- **Annual Revenue per Client:** \$5,500 (one-time)
- **Predictability:** Low (project-based)
- **To hit \$100K/year:** Need 18+ assessments annually

New Model (Managed IT Services):

- **Product:** Monthly managed IT services
- **Pricing:** \$799 - \$2,999/month
- **Sales Cycle:** 2-6 weeks

- **Customer Lifetime:** 3-7+ years (average)
 - **Annual Revenue per Client:** \$9,588 - \$35,988/year
 - **Predictability:** High (recurring revenue)
 - **To hit \$100K/year:** Need 7-10 managed IT clients
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Success Metrics & KPIs

Sales Performance Metrics

- **Monthly Recurring Revenue (MRR) Growth**
- **New Clients Signed per Month**
- **Average Contract Value**
- **Customer Churn Rate**
- **Customer Acquisition Cost (CAC)**
- **Sales Cycle Length**
- **Lead-to-Customer Conversion Rate**

Service Delivery Metrics

- **Average Response Time**
- **Issue Resolution Time**
- **Customer Satisfaction Score (CSAT)**
- **System Uptime Percentage**
- **Proactive Issues Prevented**
- **Service Level Agreement (SLA) Compliance**

Business Health Indicators

- **Monthly Recurring Revenue Growth Rate**
 - **Client Retention Rate**
 - **Revenue per Client**
 - **Profitability per Client**
 - **Referrals Generated**
 - **Customer Lifetime Value (CLV)**
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Competitive Advantages

Market Positioning Strengths

1. **Comprehensive Service Portfolio** - Full-stack IT management
2. **Industry Specialization** - Tailored solutions for specific verticals
3. **Predictable Pricing Model** - Transparent monthly costs
4. **Local Market Focus** - Responsive, personalized service
5. **Scalable Service Tiers** - Solutions that grow with businesses
6. **Security-First Approach** - Built-in cybersecurity expertise
7. **Strategic Partnership Model** - Long-term client relationships

Operational Advantages

- **Low Overhead Structure** - Remote/hybrid operations
 - **Flexible Service Delivery** - Mix of remote and on-site support
 - **Scalable Technology Stack** - Modern tools and platforms
 - **Experienced Leadership** - IT and business development expertise
 - **Agile Business Model** - Quick adaptation to market needs
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Growth Strategy & Next Steps

Immediate Priorities (Next 30 Days)

1. **Complete Business Pivot Implementation**
 - Finalize website updates for managed IT focus
 - Complete all sales materials and templates
 - Update marketing collateral and positioning

2. Launch Sales Operations

- Begin systematic prospecting activities
- Implement lead tracking and CRM systems
- Execute first wave of outreach campaigns

3. Establish Service Delivery Framework

- Develop standard operating procedures
- Set up monitoring and support tools
- Create client onboarding processes

Medium-Term Objectives (3-6 Months)

1. **Build Client Base** - Target 6-8 managed IT clients
2. **Refine Service Offerings** - Based on client feedback and market response
3. **Establish Referral Program** - Leverage satisfied clients for growth
4. **Develop Strategic Partnerships** - Complementary service providers

Long-Term Vision (12+ Months)

1. **Scale Operations** - Build dedicated support team
2. **Geographic Expansion** - Extend service area
3. **Service Line Extensions** - Add specialized offerings
4. **Market Leadership** - Establish as premier local IT provider

This document represents Badger Technologies' current business strategy and projections as of October 2025. All financial projections are estimates based on market analysis and business modeling.