

# Win the work you were built for

CBE LIFT: Daraja Final Report | Ekow Solutions Group  
Derek Johnson

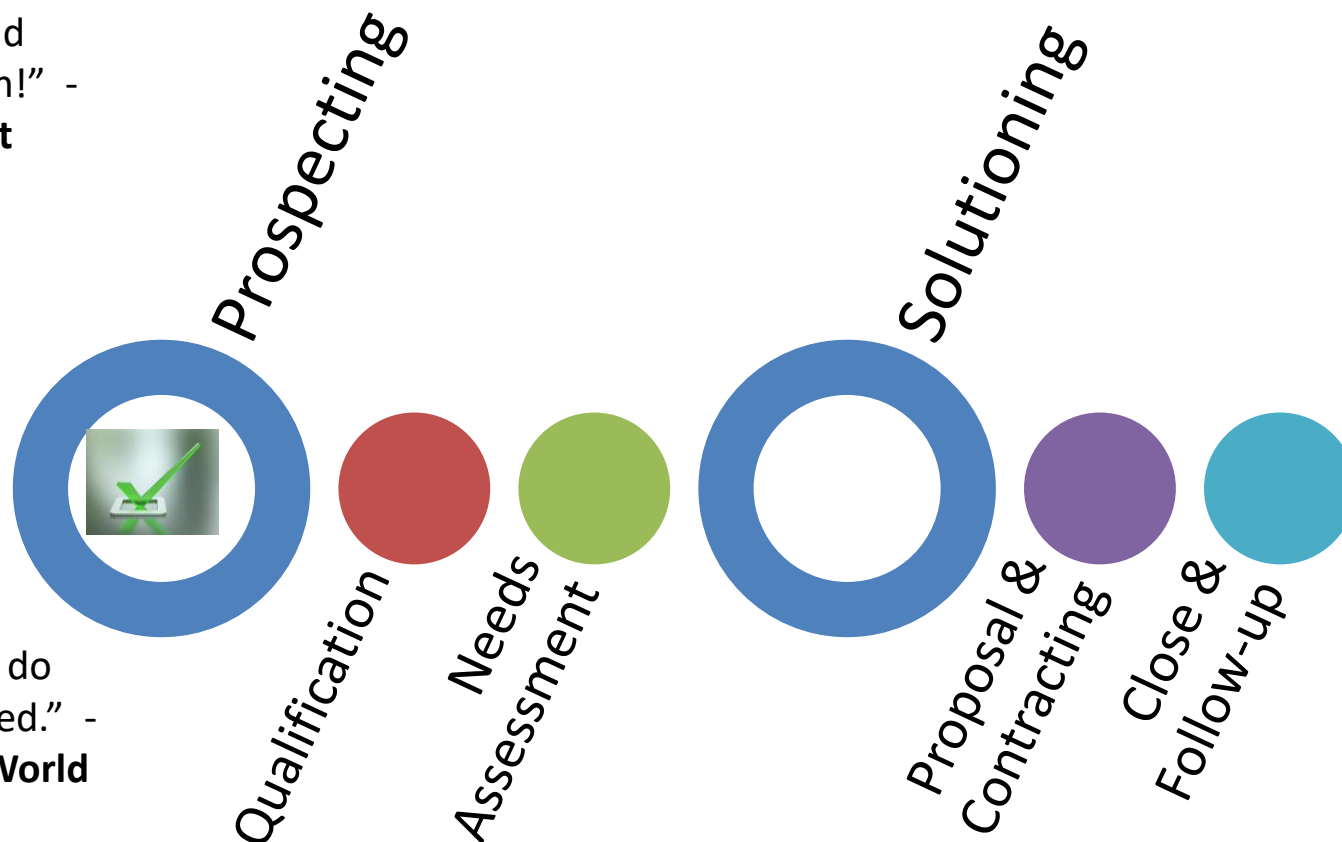
# You can't get fired hiring... The Big Guys

- Except,... he did. ~300M later, CTO out, org deflated
- The shift from massive multi-year service engagements has happened
  - Customers want more specialization
  - Large consulting is getting lean, but losing talent
  - The need will only intensify over the near future

# Where my customers feel the pain

“If you could help me find new opportunities, I’m in!” - **Jonathan Williams, West Monroe**

“I can make Salesforce do almost everything I need.” - **David Paolini, Better World Analytics**



“Help me get to the places my buyers are, and I’ll do the rest!” - **Melanie Bashir, Amazon Recycling Partner**

“Getting contracts in order are the worst part of my job, every SOW is so unique and takes forever!” – **Denise Reese, KPMG**

# Why MyBidFit is needed now

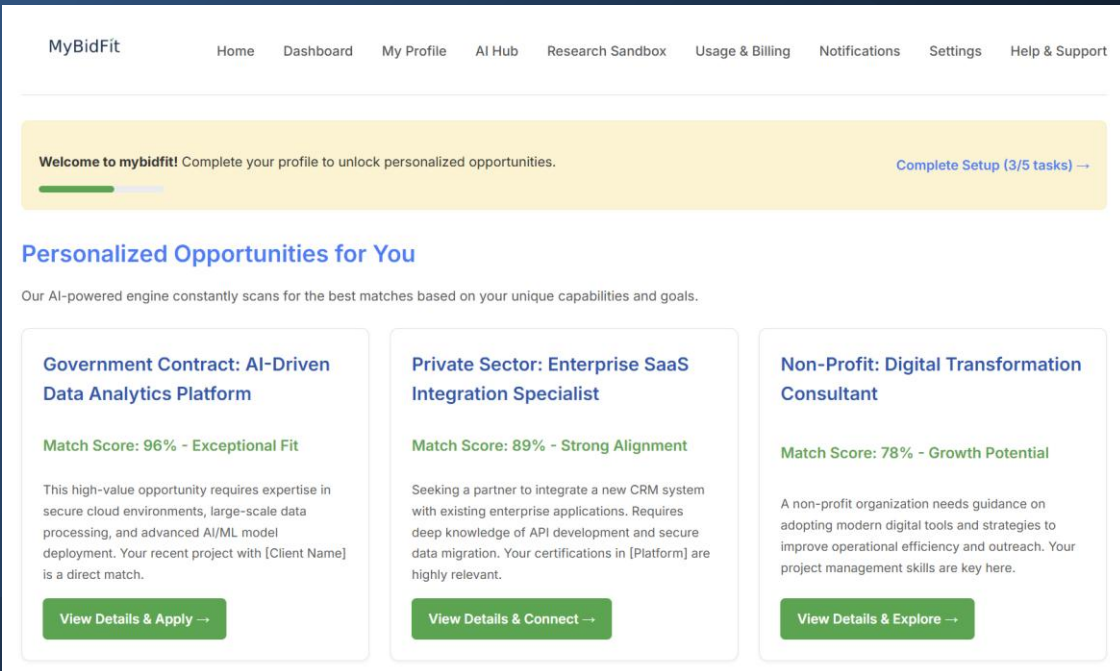
- With the ability to build and connect being at hyper-speed, understanding Fit is more critical than ever
- The path for many small and especially diverse suppliers is experiencing increased friction
- Partnerships are a critical ingredient to creating stability and scale needed to thrive in the enterprise

# Who needs it?

- Sales leaders at SMB Manage Service providers find themselves swimming against a tide of sameness and decreasing margins
- CEOs and Partnership development teams struggle to identify or distinguish potential partners
- Procurement buyers have niche purchase needs that are often difficult to source amidst the sea of spam

# What is it?

- Dynamic Perspective-based discovery Platform – to show companies where their best opportunities are, as a function of their strength
- Makes ‘fit’ measurable and transparent
- Facilitates strategic partnerships and brings new energy to business ecosystems



# Where & When

Right here!

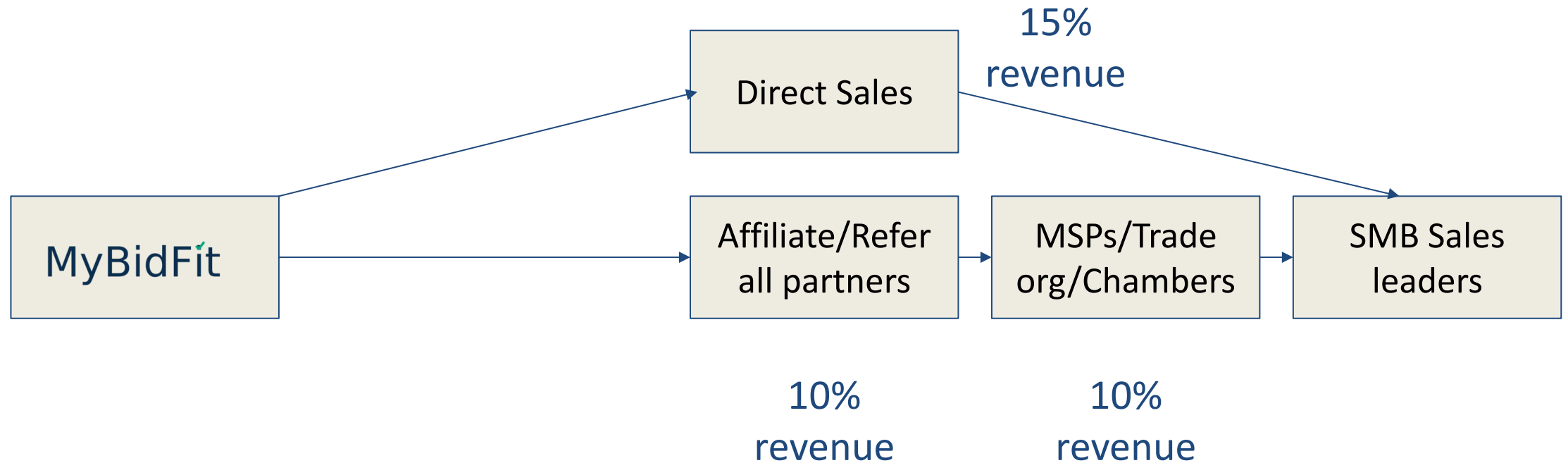
Right now!

# Game of Numbers



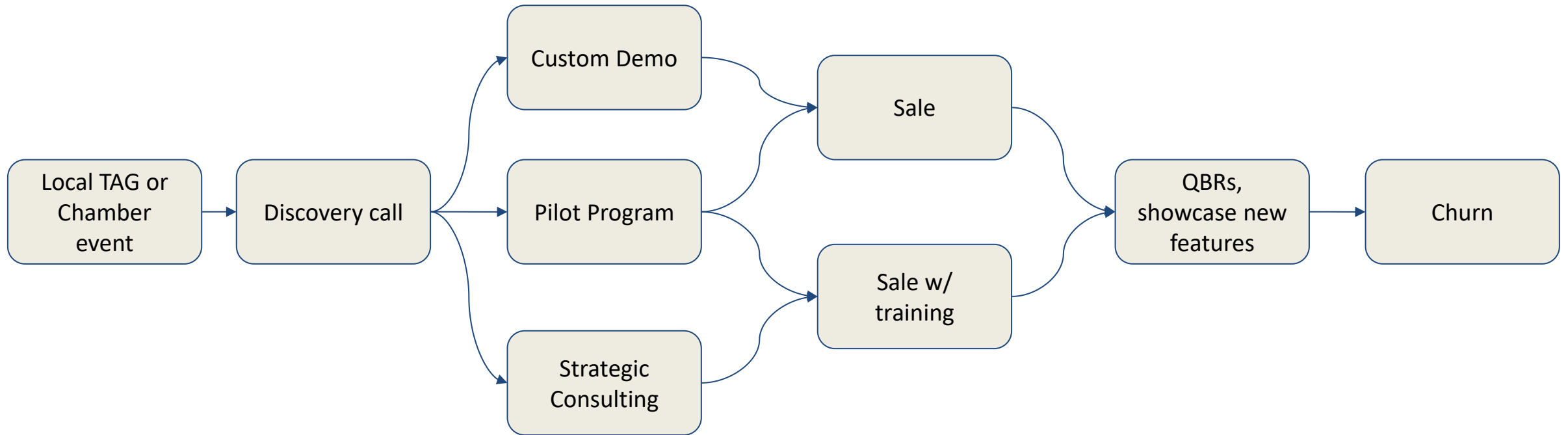
# Channel Strategy

To reach our customer, we plan to provide a SAAS product, with potential for immediate impact, through the following distribution channel:



# Customer Lifecycle Journey

Here is an example of the typical lifecycle journey for our customer



Sales cycle: 3-6 months

LTV: 4 years

# Acquisition Strategy

We plan to pursue for Sales leaders at Metro Atlanta MSPs and small service oriented SMBs to provide them with MyBidFit so they can transform their business from a commoditized IT response vehicle to a proactive strategic partner.

## Channels & Distribution

## CAC/LTV

**Phase 1:** Founder-led sales targeting the Atlanta MSP community via local events and targeted outreach. **Phase 2:** Convert successful pilot customers into the first MSP reseller partners. **Phase 3 (Scale):** Layer on broader partnerships like affiliate networks and trade organizations

**LTV:CAC Ratio:** 8.4 : 1   **Lifetime Value (LTV):**  
**\$8,800**   **Customer Acquisition Cost (CAC):**  
**\$1047** • **CAC Payback Period:** 5.2 Months

### Key needs to be successful:

**Execute Beachhead Strategy:** Focus on Atlanta MSP segment to maximize capital efficiency and accelerate market learning.

**Validate the Persona & Value Prop:** Acquire the first 10-15 paying pilot customers to prove that MyBidFit solves the core business pains of the MSP or SMB Sales Leader.

**Founder-Led Sales:** The founding team must lead the initial sales motion to ensure the market feedback loop is direct, unfiltered, and actionable for product development.

**Achieve Retention Targets:** Deliver a strong onboarding and customer success experience to minimize churn, which is critical to validating the 4+ year LTV projection.

# 12-month targets & roadmap

- Q3: 10 pilots, 6 paid; 3 case studies; 1 MSP reseller partner.
- Q4: 20 net new, 12 paid; 3 partners; first affiliate cohort.
- Q1–Q2 '26: 60 net new, expand beyond ATL; churn < 6%; ARR milestones tied to partner lift.
- Target \$80k in product revenue and \$40k in services revenue over the next 12 months, in Atlanta

# What we're asking for

\$500k, to support expansion of sales team and continued product development

Warm intros to MSP sales leaders and ATL trade orgs.

Connections to small business leaders to continue customer discovery to guide roadmap

Alpha testers to explore the core supplier features, even B2C companies qualify

Partner conversations for co-selling and distribution.

Thank you

- Derek Johnson
- [derek@mybidfit.com](mailto:derek@mybidfit.com)
- 404-245-7020