



Gadget Fix Growth Plan

MyCo Consulting Network | Friday 3:00 PM @ Kent

Ethan (CEO)

Ranvir (CFO)

Ben (Marketing)

Taylor (Analyst)

Executive Summary

The Opportunity

Mike owns **Gadget Fix**, a phone repair shop in Kent, WA. He needs help with marketing, partnerships, and growth. We identified a **Trade-In Value Arbitrage** opportunity that pays for itself.

What Mike Wants

- Increase repairs from **3/week → 10+/week**
- Carrier partnerships for referrals
- Professional website + online presence
- Business plan for future banking/expansion

Our Value Proposition

We provide **PMaaS (Project Management as a Service)**: Mike tells us the problem, we figure out how to solve it and execute. He gets results without doing the work.

Client Profile

Mike & Gadget Fix

Business Details

- Name: Gadget Fix
- Location: Kent, WA (Kent Station)
- Services: iPhone screen repair, battery replacement
- Volume: ~3 repairs/week
- Pricing: Competitive (\$80-180)

Strengths

- 30+ years experience
- 90% business from referrals
- Quality work + 90-day warranty
- Connected (knows other owners)
- Willing to invest

Key Challenges

No website

No systematic marketing

eBay store banned (legal name issue)

Limited budget

Hiring new employee

Core Strategy

"Fix It to Flip It" – Trade-In Arbitrage

Most people trade in cracked phones for pennies. We show them the math:

Scenario (iPhone 16 Pro Max)	Value	Outcome
A. Trade in Cracked	\$168	Customer loses \$500+ in value
B. Trade in Fixed	\$670	Full value unlocked
Mike's Repair Cost	-\$179	Revenue for Mike
NET CUSTOMER PROFIT	+\$323	Customer keeps \$323 after paying Mike

Our Job: Get this message in front of people BEFORE they walk into Verizon.

[Battle Plan](#)

Three Execution Tracks

Track 1: Digital Presence

Owner: Ranvir/Ben

- Mobile-first landing page (click-to-call)
- Trade-In Calculator tool
- Google Business Profile cleanup
- SEO: "iPhone Repair Kent"
- Social: "Did you know?" posts

Track 2: Carrier Partnerships

Owner: Taylor

- **Pitch:** "Don't lose the upgrade. Send them to us."
- Targets: T-Mobile, Verizon, AT&T (Kent)
- Secondary: Best Buy, Costco
- Optional: \$5-10 referral bonus
- Taylor visits 10+ stores in Week 1

Track 3: Ops & Compliance

Owner: Ethan/Ranvir

eBay Appeal (legal name docs)

Hiring SOPs for new employee

Intake / Chain-of-Custody process

Warranty policy posted

The Offer

Pricing Options for Mike

Option A: Bronze Subscription ✓

\$400/mo

12-month commitment

- Dedicated PM (Ethan/Ranvir)
- 1 Major Project/mo
- Monthly Strategy Call
- Full Expert Network Access
- **Adaptability:** We pivot if strategy fails

Option B: Starter Bundle

~\$1,660

One-time payment

- ✗ No ongoing PM/Coaching
- Website Build (\$100 + \$20/mo)
- Business Plan (\$500)
- Partnership Ops (\$560)
- Marketing Strategy (\$500)

Recommendation: Bronze Subscription. PMaaS means we handle the chaos; Mike focuses on repairs.

Meeting Flow

45-Minute Agenda

Time	Topic	Lead
5 min	Hook: "We found an opportunity that pays for itself." Demo calculator.	Ethan
7 min	Website Demo: Mobile walkthrough, click-to-call, key features.	Ranvir
10 min	Partnership Strategy: Carrier pitch, target list, Taylor's plan.	Taylor
5 min	Business Plan: Hand over printed copy, growth projections.	Ranvir
10 min	The Proposal: Bronze tier, compare options, handle objections.	Ethan
8 min	Close: "What would make you say yes today?" Sign or schedule follow-up.	Ethan

Success Metrics

How We Measure Win

Immediate (Meeting Day)

- [] Mike signs Bronze subscription
- [] Agreement signed
- [] First payment received
- [] Start date confirmed

Week 1-2

- [] Website live with real info
- [] Taylor visits 3+ carrier stores
- [] 1+ partnership conversation started

30 Days

- [] 5+ new Google reviews
- [] 2+ carrier partnerships active
- [] 50% increase in repairs (3→5+)

90 Days

- [] 5+ active partnerships
- [] 10+ screen repairs per week
- [] Mike refers 1+ other business

Risk Mitigation

What Could Go Wrong & Our Plan

Risk	Mitigation
Mike doesn't fill out form	Follow up with phone call after 2 days
Mike ghosts before meeting	Text + call, offer rescheduling
Mike wants lower price	Emphasize ROI (+\$323/customer); offer project-only bundle
Carrier stores not interested	Have backup list of 10+ targets
Website needs major changes	Clarify it's a mockup; final after his input
Partnership project fails	Monthly subscription covers ongoing pivot
eBay appeal denied	Plan B: New clean account with full docs

Objection Handling**If Mike Says...**

Objection	Response
"I don't want another monthly bill."	"It's \$13/day for a full PM team. 4 extra repairs/month pays for itself."
"Can I just buy the website?"	"Yes, that's the Starter Bundle (~\$1,660). Subscription spreads cost + gives you us."
"\$400 seems high."	"Most consultants charge \$150/hr. You get a full team for ~3 hrs/mo cost."
"What if I don't need anything one month?"	"We pause dev but stay on-call. There's always optimization to do."
"I need to think about it."	"Totally fair. Let's schedule a follow-up for Monday. What's the blocker?"

The MyCo Team

Who's Doing What

Name	Role	Responsibility
Ethan Lostroh	CEO	Strategy, Sales Lead, Meeting Closer
Ranvir Thind	CFO	Operations, Finance, Tech Build (Website, Calculator)
Ben Niewiadomski	Strategy Consultant	Marketing Strategy, Content
Taylor	Analyst	Carrier Outreach, "Boots on the Ground"

Expert Network (On-Call)

Pim (Design)

Mia (Marketing Design)

Ha Tien (UX)

Jonathan/Tawsif (Engineering)

Henos (SEO)

Ulysses (Business Analyst)

Deliverables

What Mike Gets

#	Deliverable	Status	Priority
1	Trade-In Calculator (HTML)	<input checked="" type="checkbox"/> Ready	HIGH
2	Landing Page (HTML)	<input checked="" type="checkbox"/> Ready	HIGH
3	Google Form (Updated)	<input checked="" type="checkbox"/> Ready	HIGH
4	Business Plan (PDF)	<input checked="" type="checkbox"/> Ready	MEDIUM
5	Carrier Pitch Materials	<input checked="" type="checkbox"/> Ready	MEDIUM
6	Marketplace Compliance Guide	<input checked="" type="checkbox"/> Ready	HIGH
7	This Slide Deck	<input checked="" type="checkbox"/> Ready	HIGH

Meeting Materials (Bring)

[Laptop \(demo\)](#)[Printed Proposal \(2x\)](#)[Printed Business Plan](#)[Carrier Flyers \(5x\)](#)[Payment Link](#)[Business Cards](#)

Parking Lot

Future Opportunities (After Mike)

- **Issac (Gadget Rehab, Seattle):** Mike's business partner considering selling his store. Potential client referral.
- **Issac's Dad:** Freelance architect on contract with BJ's Restaurant (remodels). Potential resource.
- **Civil Engineer:** Mike knows a freelancer on contract with WA Native American tribes. Potential resource.

These are leads for AFTER we finish with Mike. Do not pursue during this engagement.

[Live Decision Log](#)

Fill During Meeting

Decision	Outcome	Owner	Due
Pricing Selection	[] Sub (\$400/mo) [] Bundle (\$1.6k)		
Referral Bonus?	[] Yes (\$____) [] No		
eBay Strategy	[] Appeal [] Restart		
Next Meeting Date	_____		
Other:			

New Info / Risks Mentioned

- _____
- _____