# **Presentation Outline: The EUC Operating System Opportunity**

**Objective:** To present the strategic case for Corserva to build upon its existing platform with a proprietary AI Agent, creating a market-defining EUC solution and a new, high-margin revenue stream.

### **Slide 1: Title Slide**

* **Title:** The Next Frontier: From IT Services to the EUC Operating System
* **Subtitle:** A Strategic Plan to Capture the End-User Market
* **Logo:** Corserva

### **Slide 2: The Market Opportunity**

* **Headline:** A Massive, Growing, and Underserved Market
* **Market Size & Growth:** $14.8B in 2025, growing at 11.5% CAGR.
* **Our Sweet Spot (ICP):** Companies with **100-10,000 employees**.
* **Why:** This segment has enterprise-level pain but lacks enterprise-level resources. They are acutely aware of productivity loss and are highly reliant on partners.

### **Slide 3: The Problem: The "Two-Headed Monster" of EUC**

* **Headline:** A Dual Crisis Hurting Productivity and Overwhelming IT
* **Key Visual:** A graphic showing two heads: "End-User Frustration" (with icons for slow performance, confusing apps) and "IT Burden" (with icons for high ticket volume, security risks).
* **Core Message:** The current model creates a dual crisis. It forces employees to fight their tools, resulting in a massive productivity tax, while simultaneously burying IT teams in a complex, reactive workload.

### **Slide 4: The Achilles' Heel: Support is a Tax on Everyone**

* **Headline:** The Market's Most Expensive Problem is Also the User's Biggest Frustration
* **Key Visual:** A graphic showing two sides of a coin: one side shows a frustrated end-user ("Productivity Killer"), the other shows a stressed IT agent ("Major Cost Center").
* **The Data:**
  + **For the User:** 70% of IT tickets are "how-to" questions; 9+ hours/week lost searching for info.
  + **For the Provider:** Labor is the #1 cost in IT services. Every ticket deflected is a direct, hard-dollar saving.
* **Core Message:** The reactive support model is the most expensive part of any EUC solution and the highest frustration for users. This is the gap we will exploit with a high-margin, automated solution.

### **Slide 5: The "Table Stakes": A Mature but Flawed Market**

* **Headline:** The Market Has Mastered IT Logistics. They Have Ignored the End-User.
* **Key Visual:** A comparison table showing the "table stakes" capabilities of Corserva, Rippling, and Deel.
* **Core Message:** The market leaders have built impressive platforms to solve the *IT administrator's* problems. They are competing to be the best backend system. However, they all share the same strategic blind spot: they are not built for the employee's real-time, lived experience.

### **Slide 6: Our Moat: The Race Car & The Pit Crew**

* **Headline:** You Can't Win the Race Without an Elite Pit Crew
* **Key Visual:** A simple graphic showing a sleek race car on a track (labeled "Intelligent AI Agent") connected to a highly efficient pit crew (labeled "Corserva's Physical Services").
* **Core Message:** Our AI Agent is a high-performance race car, making employees faster and more productive. But you can't win with just a fast car. Corserva's depot and swap services are the world-class pit crew, ready to solve physical hardware issues and guarantee zero downtime instantly. We are the only team that provides both.

### **Slide 7: Our Wedge: "Support On Demand"**

* **Headline:** A Proven Model to Revolutionize Support
* **Key Visual:** A simple flow diagram: YouTube API (Public Content) + Omedym Model (Private Content) -> AI Processing -> Instant Video Answers.
* **Core Message:** We will leverage a proven, achievable technology stack to create a "how-to" support engine that is better than anything on the market. This is our wedge to win the user.

### **Slide 8: Our Vision: The Intelligent AI Agent**

* **Headline:** An Expert Team on Every Desktop
* **Key Visual:** A central "Intelligent AI Agent" icon orchestrating two main categories:
  + **Knowledge Agents (What it KNOWS):**
    - On-Demand "How-To" Support
    - Company Policy Lookup
    - Software & Hardware Inventory
    - System Performance Data
  + **Action Agents (What it DOES):**
    - Proactive Performance Tuning
    - Software License Reclamation
    - Guided Compliance Coaching
    - Automated Issue Resolution
* **Core Message:** Our agent isn't one thing; it's a team of specialized experts that understands the user's context and can take action to make their lives easier.

### **Slide 9: The Go-to-Market & Business Case**

* **Headline:** Winning from the Inside Out & A Platform That Pays for Itself
* **Key Visuals:** A funnel diagram showing the Product-Led Growth (PLG) motion, alongside three blocks detailing the value to the End-User, IT, and Finance.
* **The Bottom Line (ROI Pitch):**
  + A 1,500-employee company spends **$270k** on our platform to save **$900k** in wasted software licenses—a **3.3x ROI** on a single feature alone.

### **Slide 10: Proposed Next Steps**

* **Headline:** Let's Build the Future of Work
* **Our 90-Day Plan:** To validate this opportunity, we propose a clear, phased approach:
  1. **Decision Point:** Secure a formal "in/out" decision from Corserva leadership.

**If we agree on Vision and Structure, Then**

* 1. **Customer Validation:** Build initial pitch materials and conduct deep-dive interviews with 10 existing customers and 10 additional prospects
  2. **Review Customer Interviews:** Go / no-go based on customer feedback.

**If customer reviews are positive for the solution and approach, then**

* 1. **Build MVP Specifications:** Translate our validated customer needs into a detailed technical and product specification document.
  2. **Formalize the Business Plan:** With validated data in hand, develop a detailed financial model, staffing plan, and operational strategy.