

1.) INTRODUCTION

Remote Computer Cleaning-Support

I want to start a Remote Computer Cleaning-Support Business

- A) I have been an Information Technologies-(IT) Support Specialist and a Help Desk Support Person for 12 years.
- B) I have assisted clients with Configurations, Errors, Viruses, Installation of Programs and have helped clients to learned how to use various programs.
- C) My focus is in repairing Desk Computers, Laptops and All Apple devices (iPhone, iPad, Internet Routers, Printers, Computers with Linux).
- D) I'm 35-years-old. The focus of my work has been a (jobber); which means I take many different types of Computer Assistance jobs...and do what a client needs.

My reason for wanting to do this Support Business is:

- 1.) To help people to fix problems with their computers and various other issues.
 - 1) To serve the high demand of residential clients in the USA. Every household in the United States has multiple
 - 2) electronic devices that are often infected with viruses and do not function properly... for various reasons.
 - 3) This will allow me to manage my days and maximize my income.
 - 4) I'm looking for an infusion of \$25,000



2.) EXPERIENCE AND TIME MANAGEMENT

- A) With my 12 years of fixing computers EXPERIENCE, I know that every Help Desk Support– whether new or old equipment – involves dedication and expertise. Additionally, Fixing Computers is a great business anywhere in the world and is in high demand.
- B) With the \$25,000 infusion, I will be able to EXPAND into more staff. By doing so, I will be able to offer a profitable business, and specialize for my future a HELP DESK service.

C.) Specific tools, and equipment, and people, I will need are as follow:

• (5) IT/Help Desk Guys (paying \$20 by job)	
• (6) iPhones: (\$600 each)	\$ 3,600
• (6) iPad minis (\$600 each)	\$ 3,600
• Chargers and Headsets for iPhones (\$100 each)	\$ 600
• (6) New Magic jacks (\$50 each)	\$ 300
• (6) New desk phones for the MJ phone # (\$100 each)	\$ 600
• (6) New Plantronics wireless headsets (@ \$100 each)	\$ 600
• (6) New Printers (\$300 each)	\$ 1,800
• (6) Monitor (extra) Screen	\$ 1,800
• (6) Laptops (\$600 each)	\$ 3,600
• Software for 6 Laptops	\$ 600
• Office Equip: (lamps, chairs, cables @\$250 each)	\$ 1,500
• Advertisement for the 1 st year (\$100/month)	\$ 1,200
• Miscellaneous	\$ 2,300
• Internet (\$40/mth x 6 people each=\$240/month)	\$ 3,000
Total	\$25,000



D.) Marketing and Promotion will be explained in Section #3 Cash Flow, and # 4 Constant Stream of Customers.

E.) New Company Name and info:

- Company name: Remote Computer Cleaning-Support
- Ownership %: TBD...to be determined.
- Owner's name: Ronny Cortez and New Investor.
- Office location: 1437 West 1st Street, CA
- Bank: Bank of America.

F.) Pricing, Margins, and Charges \$60 per session (Covers all related computers/Tablets/iPhones) for roughly 1-hr of service.

G.) STEPS to be taken (explained) in **Daily Plan Section**

H.) I have been an Information Technologies-(IT) Support Specialist and a Help Desk Support Person for 12 years.

I.) I have assisted clients with Configurations, Errors, Viruses, Installation of Programs and have helped clients to learned how to use various programs.

J.) My focus is in repairing Desk Computers, Laptops and All Apple devices (iPhone, iPad, Internet Routers, Printers, Computers with Linux).

K.) I have vast experience in multiple Support-configuration-laptop cleaning from viruses. I'm interviewing (asking) 5 IT/Help Desk guys to clarify different pricing and support parameters.

L.) I will continue to work at my present job at the university. My free time away from work will be devoted to this new business. I will work a desk and provide support to clients just as the other 5 IT guys do.

M.) I will also manage the 5 IT Desk Help support guys and all aspects of the company. The new IT/Desk Help will schedule according to demand (under my supervision).

N.) The new IT/Desk Help people will initially be contracted on a job-by-job basis. When able, we will move them to full time partners.





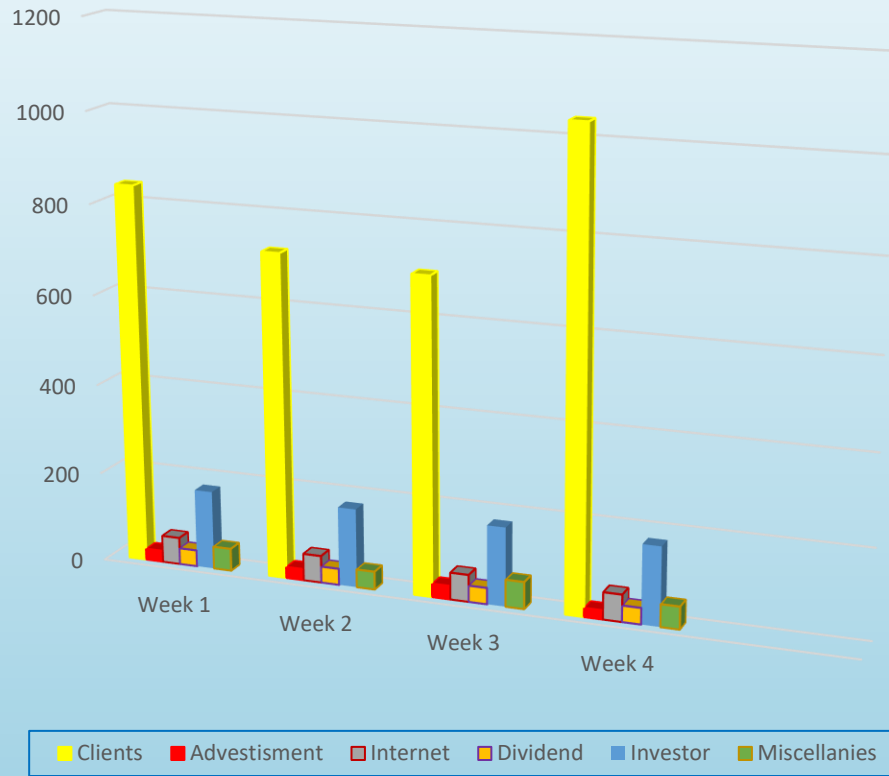
3.) CASH FLOW:

Involves the Inflow and Outflows of Cash... and that is the focus of this Section. Some aspects of Cash Flow involve the use of the initial cash investment; this how we view Cash Flow in these circumstances.

This Cash Flow analysis involves the Cash Flow for the new company, Remote Computer Cleaning-Support. For example, (before we get into the Cash Flow), the use of some of the cash infusion will be as follow:

(5) IT/Help Desk Guys (paying \$20 by job)		
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Total		\$25,000

Remote Computer Cleaning-Support



SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is Cash inflow (income) - \$3,300 – Cash Outflow (expenses) of - \$2,485 = \$515/positive cash flow per month.

Monthly Cash Inflows (Income)		Cash Outflow(Expenses)	
55 Projected New Clients at \$60 per job	\$3,300	(5) IT/Help Desk salary (\$20 per job)	\$1,100/Per month
		Advertisement	\$100/MTH
		Internet	\$240
		7% dividend on the \$25,000 investment	\$145/Per month
		Monthly payback to investor (3 payments) (Is thereafter, or after the \$25,000 has been paid in full, payments of \$300. A month should be paid to the investor	\$700. Per month
		Miscellanies	\$200
Total Monthly Income	\$3,300	Total Outflow	\$2,485

4.) CONSTANT STREAM OF CUSTOMER

Much of this plan needs to focus on how to obtain a constant stream of customers. Here is a list of pro-active prospecting activities that we will need to implement in order to ensure that we have a constant stream of customers.

There are **5 specifics things** that the Ronny is accountable for each day

1.) What will he do (specifically)?

- a) Answer phones.
- b) Proactively make prospecting phone calls each day.
- c) Schedule the jobs with the 5 IT Desk Help support guys and the Clients.
- d) Solve any concerns

2.) When will he do it?

- a.) His hours are from 8:00am to 4:00pm. He will work all other hours at this new business.
- b.) He is responsible for proactive calls each day; he must do this call and monitor that the other IT guys do it as well.

3.) How will this prospecting work?

- a) Telephonically, pick up the phone.
- b) Focus on Target markets/Affluent Residences.

4) Why do it at all?

- a. Prospecting works.
- b. Need to keep score.
- c. Other advertising will follow in 3 - 6 months.

5.) How much should we call?

- a. As much is needed ...can be adjusted
- b. Ronny will serve as the communication-hub of the new business.



5.) DAILY PLAN

A.) DAILY PLAN FOR WORKFLOW

- 1) Notebooks, which describe a daily plan of action, will be completed daily by Ronny and the IT/Help Desk workers.
- 2) Daily plan is not optional.
- 3) Ronny texts the 5 IT Desk Help support guys with the activities of the day.
- 4) Ronny updates daily by using a calendar...what everybody needs to work on.
- 5) Reality: Ronny is constantly available for clients and the 5 IT Desk Help support guys.

A) DAILY PLAN FOR RONNY

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with the IT Desk Help support guys, Use of Book-Keeping Software).
- 2) Ronny will review appropriate information with the IT Desk Help support guys and Clients ... daily.
- 3) Keep Executive Book with you at all the times.
- 4) COOPERATE with the IT Desk Help support guys, and Clients.

C.) DAILY PLAN FOR RONNY AND THE 5 IT DESK HELP SUPPORT GUYS

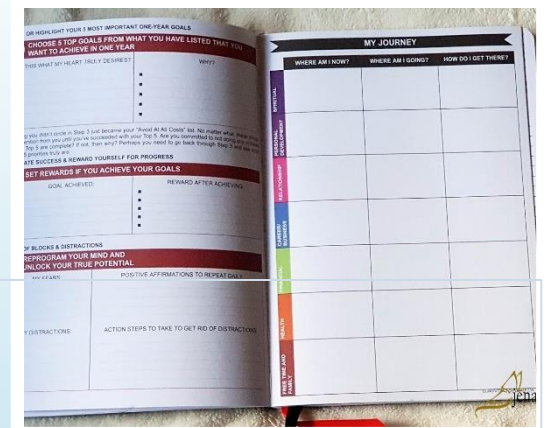
- 1.) Incorporate daily plane of Ronny and the IT Desk Help support guys into a working and cooperative overall daily plan.



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6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A.) ORGANIZE YOUR TARGET MARKET

Target Residential and Small Business Community.

Affluent Neighborhoods are prime candidates.

Focus on Niche Markets: Schools, Small Business, Students, Parents.

B.) ORGANIZE YOUR CLIENTS

Understand - the 80-20 Rule.

Identify – know who your top 500 Clients are.

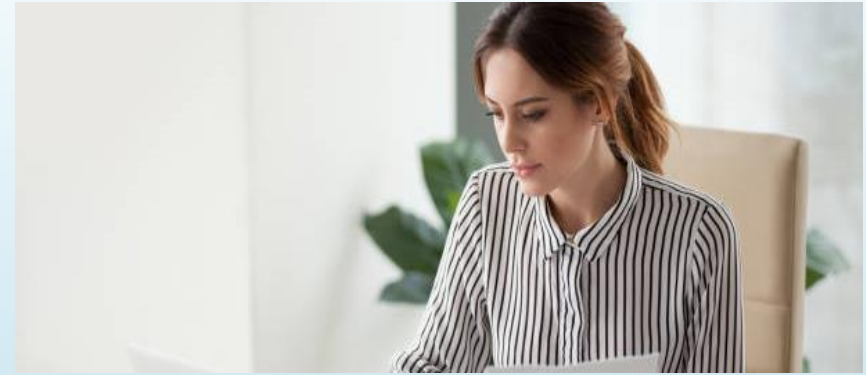
Categorize/Segregate... don't waste your time on time-wasters.

C.) ORGANIZE YOUR DESK

Ronny needs to keep his desk, and everyone organized.

Ronny handles all BILLING (100% of the billings should be electronically).

Daily action plan needs to be printed-out each day by Ronny.





7) PERSONAL PREPAREDNESS

A) ARE YOU READY TO DO THIS?

- 1) Ronny and the IT Desk Help support guys need to speak to each other each night to evaluate the day's activities and plan for the next day's needs.
- 2) Ronny has sufficient energy to entertain this business.
- 3) Ronny wants this to be his retirement business income.
- 4) This refocusing of his business life will be more profitable and a bit less stressful for him as he gets older.

B.) PERSONAL ASSESSMENT

- 1) Ronny is 35 years old. His physical and mental health is excellent.
- 2) Ronny is excited to transition to his new businesses; and to focus on Repairing and Configuring Computers, Laptops, Tablets, and Smart Phones. (iPhone, iPad, Internet Routers, Printers, Computers with Linux).
- 3) There are no personal, business, or other obligations in his life that will impede him from doing this new business.

C.) COMPELLING REASON

There are **3 primary things** that Ronny wants from this business.

- 1) Re-focus this business to serve as his retirement income.
- 2) To sell this type of business as a business opportunity (nationally ... after 1 of operations).
- 3) To allow him more flexibility – and to earn more income.

8.) PROJECTIONS

I'll present 3 different Projections Scenarios ... which are projections. The 1st projection is from the CASH FLOW of this presentation. The last 2 projections are just changes to the amount of business generated ... or jobs completed.

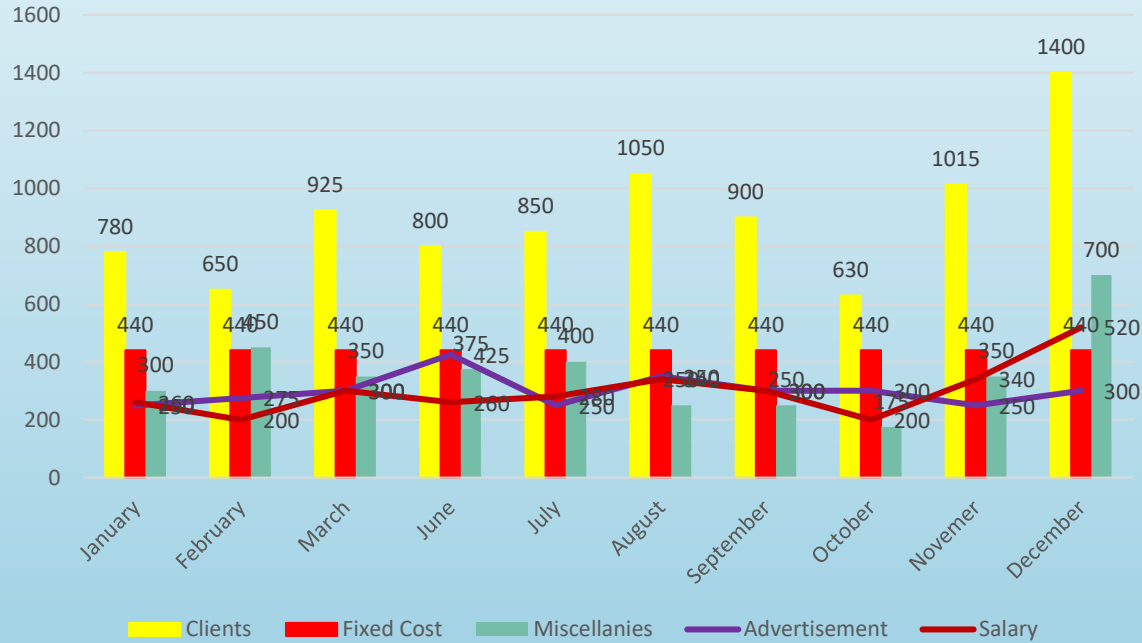
These projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

- #1.) These projections have nothing to do with his present job.
- #2.) These projections can be altered and reconfigured at any time.
- #3.) These projections involve a 1-time Capital Infusion of \$25,000.
- #4.) These projections should be reviewed with Ronny and the Investor – against actual revenues – to determined actual expectations, going forward.



Scenario #1

Remote Computer Cleaning-Support



SUMMARY OF CASH FLOW: A rough summary of cash the monthly Cash Flow is Cash inflow (income) - \$9,000 – Cash Outflow (expenses) of - \$4,635 = \$4,365/positive cash flow per month.

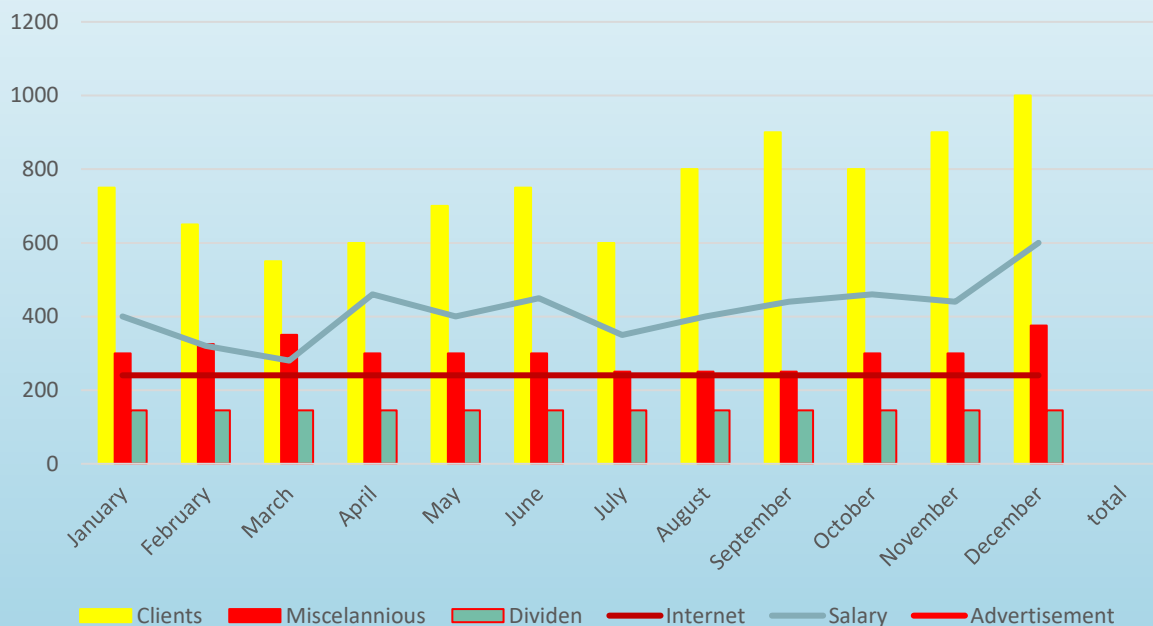
Monthly Cash Inflows (Income)

Cash Outflow (Expenses)

150 Projected New Clients at \$60 per job	\$9,000	(5) IT/Help Desk salary (\$20 per job)	\$3,000/MT H
		Advertisement	\$250/MTH
		Internet	\$240 MTH
		7% dividend on the \$14,500 investment	\$145/Per month
		Monthly payback to investor (36 payments) (Is thereafter, or after the \$25,000 has been paid in full, payments of \$300. A month should be paid to the investor	\$700. Per month
		Miscellanies	\$300 Per month
Total Monthly Income	\$9,000	Total Outflow	\$4,635

Scenario #2

Remote Computer Cleaning-Support

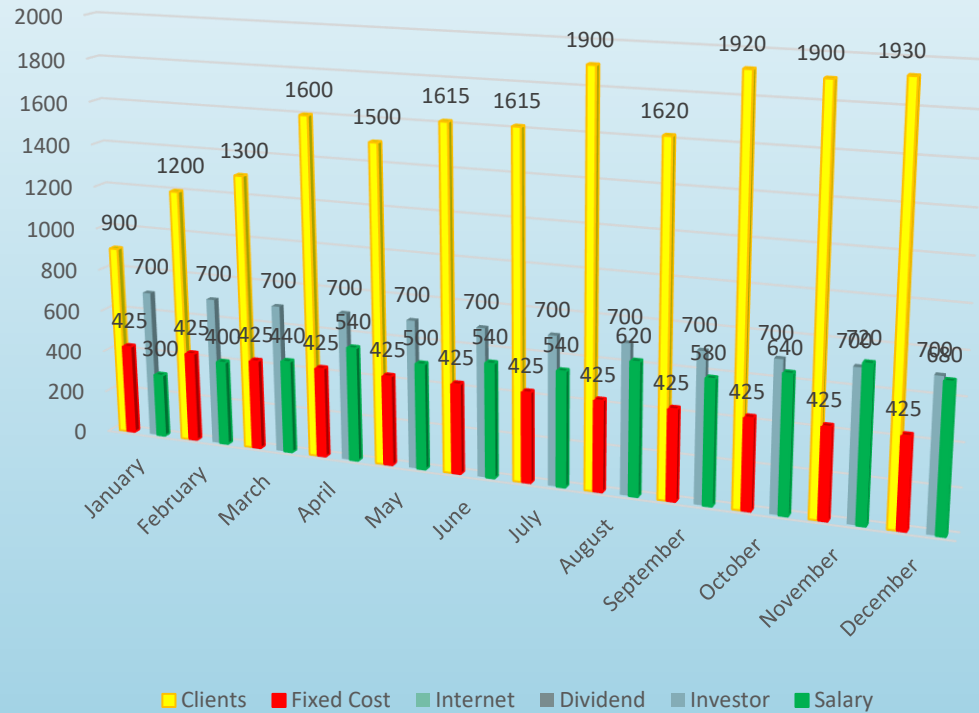


Monthly Cash Inflows (Income)		Cash Outflow (Expenses)	
250 Job Orders(\$60 per job)	\$15,000	(5) IT/Help Desk salary (\$20 per job)	\$5,000/MTH
		Advertisement	\$300/MTH
		Internet	\$240/MTH
		Miscellanies	\$350/MTH
		Monthly payback to investor (36 payments) Is thereafter, or after the \$25,000 has been paid in full, payments of \$300. A month should be paid to the investor	\$700. Per month
		7% dividend on the \$25,000 investment	\$145/Per month
Total Inflow	\$15,000	Total Outflow	\$6,735

SUMMARY OF PROJECTION #2 CASH FLOW: A rough summary of the monthly Cash Flow is Cash Inflow (income) of \$15,000 – Cash Outflow (expenses) of \$6,735 = \$8,265/positive Cash Flow (projected) per month.

Scenario #3

Remote Computer Cleaning-Support



SUMMARY OF PROJECTION #2 CASH FLOW: A rough summary of the monthly Cash Flow is Cash Inflow (income) of \$19,500 – Cash Outflow (expenses) of \$8,325 = \$11,175/positive Cash Flow (projected) per month.

Monthly Cash Inflows (Income)		Cash Outflow (Expenses)	
325 Job Orders(\$60 per job)	\$19,500	(6) IT/Help Desk salary (\$20 per job)	\$6,500/MTH
		Internet	\$280/MTH
		Advertisement	\$350/MTH
		7% dividend on the \$25,000 investment	\$145. Per month
		Monthly payback to investor (36 payments) (Is thereafter, or after the \$25,000 has been paid in full, payments of \$3,000. A month should be paid to the investor)	\$700. Per month
		Miscellanies	\$350 a month
Total Inflow	\$19,500	Total Outflow	\$8,325

9.) CAPITAL INVESTMENT

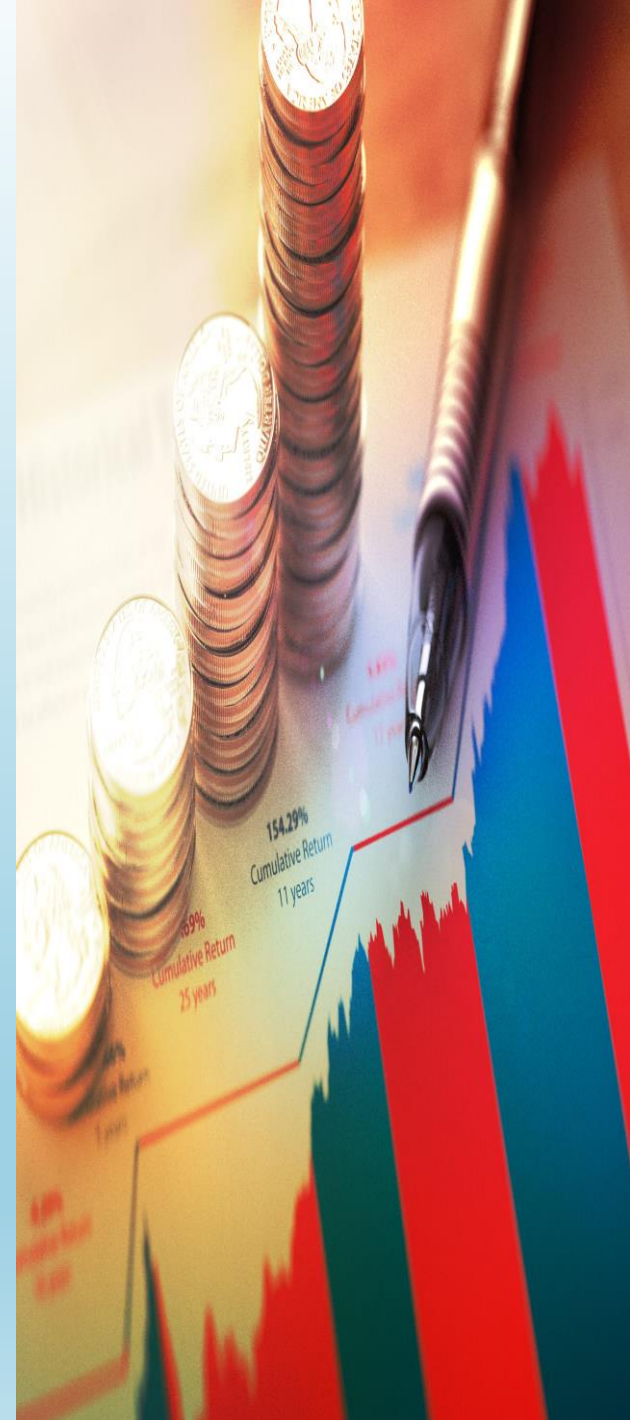
The Capital Investment of \$25,000, as previously stated in Section 2 (Experienced People and Time Management), is as follows:

CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$25,000.

A.) The Investment of \$25,000, as previously stated, is as follows:

(5) IT/Help Desk Guys (paying \$20 by job)	
(6) iPhones: (\$600 each)	\$ 3,600
(6) iPad minis (\$600 each)	\$ 3,600
Chargers and Headsets for iPhones (\$100 each)	\$ 600
(6) New Magic jacks (\$50 each)	\$ 300
(6) New desk phones for the MJ phone # (\$100 each)	\$ 600
(6) New Plantronics wireless headsets (@ \$100 each)	\$ 600
(6) New Printers (\$300 each)	\$ 1,800
(6) Monitor (extra) Screen	\$ 1,800
(6) Laptops (\$600 each)	\$ 3,600
Software for 6 Laptops	\$ 600
Office Equip: (lamps, chairs, cables @\$250 each)	\$ 1,500
Advertisement for the 1 st year (\$100/month)	\$ 1,200
Miscellaneous	\$ 2,300
Internet (\$40/mth x 6 people each=\$240/month)	\$ 3,000
Total	\$25,000



A.) Parameters:

- 1-Time Infusion of \$25,000.
- Targeted infusion to cover specific costs (Social Media Advertising, Internet, Equipment, Miscellaneous).
- No Collateral required. (All Equipment being purchased, is the property of the Investor, until payback is made in full.
- \$25,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

C.) Payback of Investment

- **DIVIDEND:** 7% - monthly to Investor, 36 days after initial infusion, (\$145 per month).
- **Each month,** Investor gets paid \$700, until \$25,000 amount (amount of total infusion), is paid in full. This results in an effective 36- month payback.
- **After \$25,000 is paid in full,** Investor is paid \$3000 per month.
- **Ronny is paid \$1,000 per month.** After 9 months of business activities Ronny and the Investor can choose to increase Ronny's salary, depending on revenues. After Investor has been paid back the \$25,000 infusion, Ronny will be free to decide his new salary.
- **After initial investment has been paid in full,** Ronny reserves the right to utilize any excess profits as he deems appropriate.
- **Ronny reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (Based on 10% ... or \$2,500).

