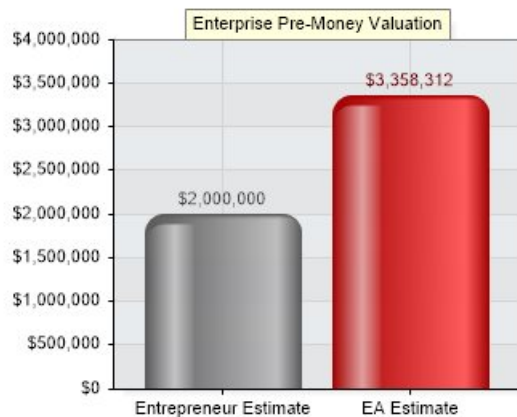


## BENCHMARKING ANALYSIS

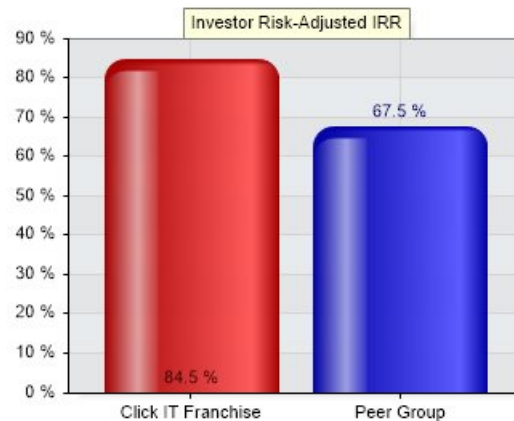
Alert Level	Alert	Location
High	Projected Sales & Marketing Expense is less than 5% of Total Revenue	<a href="#">View</a>
High	Projected Operating Profit Margin is greater than 45%	<a href="#">View</a>
High	Number of Units / Customers / Transactions is zero for all 5 projected years	<a href="#">View</a>
High	Total Cost of Revenue is zero for all 5 projected years	<a href="#">View</a>
High	Projected time to exit strategy / liquidity event is less than 4 years	<a href="#">View</a>
Moderate	Income Tax / Member Tax Payout is zero for all 5 projected years	<a href="#">View</a>
Moderate	Net Change in Working Capital is zero for all 5 projected years	<a href="#">View</a>
Moderate	Capital Expenditures are zero for all 5 projected years	<a href="#">View</a>
Moderate	Weighted average annual projected revenue growth rate is greater than 50%	<a href="#">View</a>
Moderate	Projected General & Administrative Expense is less than 10% of Total Revenue	<a href="#">View</a>
Moderate	Projected Research & Development Expense is less than 5% of Total Revenue	<a href="#">View</a>

\*Benchmarks derived from EquityNet's peer business database.

## INVESTMENT ANALYSIS



EA Valuation Estimate – EA estimated pre-money value of the enterprise based on competitive cash-flow discounting using the [Median IRR of Peer Group](#).

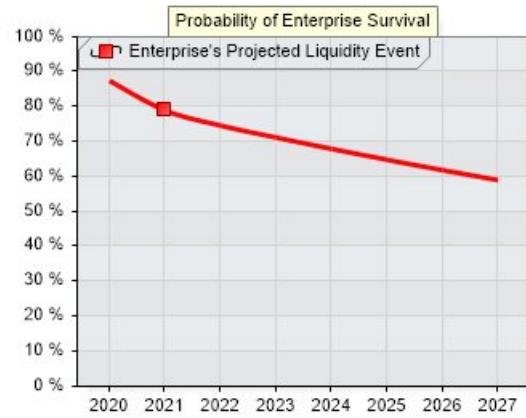


[Investor Risk-Adjusted IRR](#) – EA estimated annual rate of return for investors after accounting for the [Probability of Enterprise Survival](#).

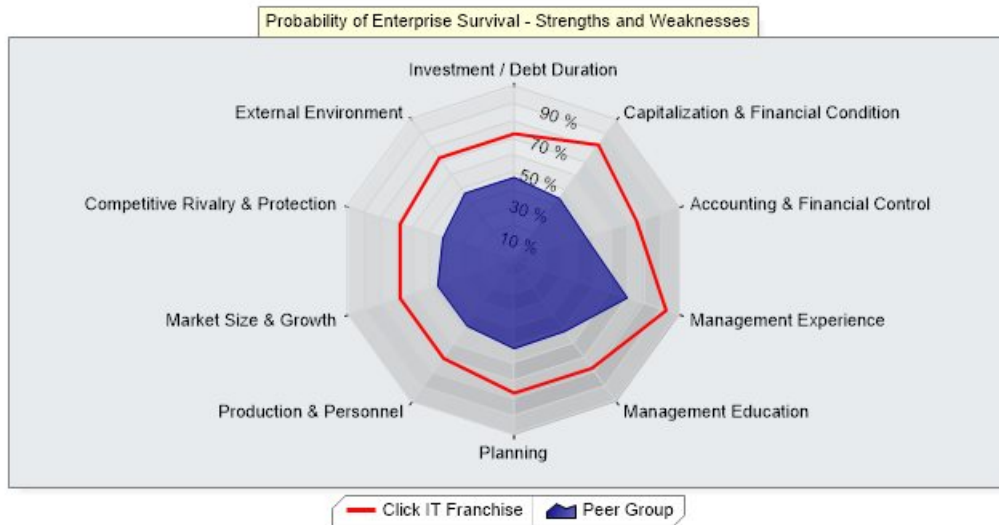


EA estimated [Probability of Enterprise Failure](#) is statistically determined for each enterprise by the [Risk Quantification System](#).

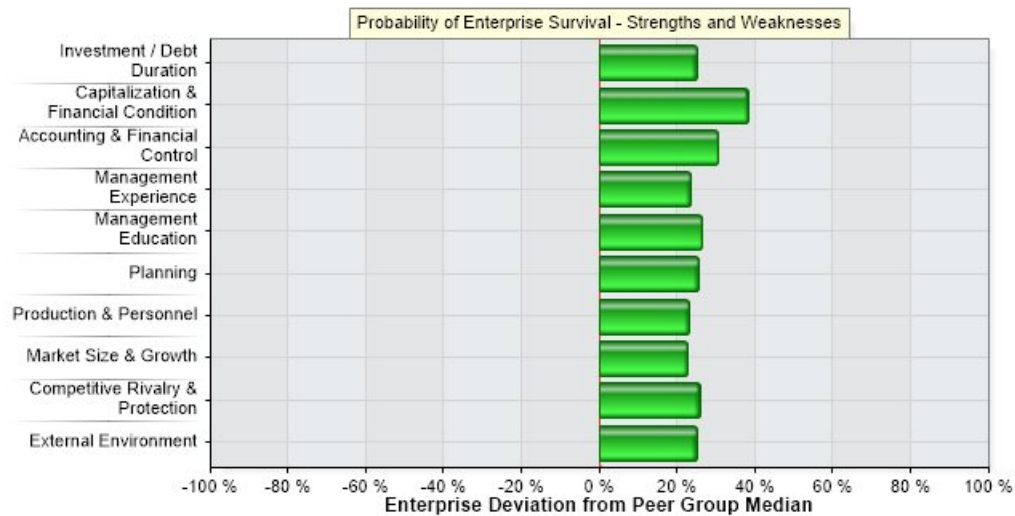
Risk-Unadjusted IRR – EA estimated annual rate of return for investors without accounting for the **Probability of Enterprise Survival**.



EA estimated **Probability of Enterprise Survival** is statistically determined for each enterprise by the **Risk Quantification System**.  
It estimates the probability of enterprise survival to its projected fiscal year of liquidity event or debt maturation.



EA estimated **Probability of Enterprise Survival** is segmented into standardized **Risk Categories**.  
A direct comparison is provided between the enterprise and the peer group median.



EA estimated **Probability of Enterprise Survival** is segmented into standardized **Risk Categories**.  
A direct comparison is provided between the enterprise and the peer group median.

Company	Contact	Privacy & Confidentiality
Click IT Franchise 16 S. Main Street, Suite A, P.O. Box 2 Chagrin Falls, OH 44022, United States <a href="https://clickitgroup.com">https://clickitgroup.com</a>	Al Harlow 440-247-4998 800-368-7416 al@clickitco.com	Personal and business information is private and confidential in EquityNet. Such information can only be viewed by an EquityNet member if specifically shared with that EquityNet member. See EquityNet's <a href="#">Privacy Policy</a> for more information.

## BUSINESS SUMMARY

This business plan's purpose is to provide a broad understanding of our franchise. It provides information about many of our product and services while providing our corporate Click IT store's historical financial information which has been operational for 7 years, and Motherboard, which is an independent organization with the sole purpose to sell and support Click IT franchises. The Click IT store is a new concept in delivering managed I.T. services to local communities, The Click IT corporate store is a proven model, serving area consumers and small businesses since 2012. It now provides I.T. services, products, and solutions to thousands of area residences and businesses in a systematic and scalable manner. With our Franchise Disclosure Document (FDD) and Franchise Agreement (FA) complete, we have just entered into a marketing and sales agreement with the biggest and best marketing and sales organization for franchises in the USA. We're now ready to teach others how they too can earn a very good living providing managed I.T. services to their communities. As mentioned, Motherboard, Inc. was formed to promote, sell and manage the Click IT franchise system with a plan to sell and support on average 20 franchises a year for the next three years, when management plans to sell the franchises with an expected return of 4.235 times investment. For more information, go to <https://clickitgroup.com/investor-relations>.

Age of Enterprise (years)	7
Legal Structure	Corporation
Historical Financial Records	Complete
Financial Projections	Complete
Market Assessment	Complete
Competitive Assessment	Complete
Business Plan	Complete

## MILESTONES

Month	Year	Milestone
Dec	2019	16 Franchises sold.
Dec	2020	40 Franchises sold.
Dec	2021	64 Franchises sold.
Dec	2022	88 Franchises sold.
Dec	2023	112 Franchises sold.

## Model

## BUSINESS MODEL

Click IT sells managed I.T. services of every type to businesses and residents in the local community and surrounding areas. Our revenue is derived from network administration and monitoring, general repair and maintenance of computers. Our services are in demand since everyone today depends on their computers to run their businesses and correspond with family and friends. As a business, we emphasize recurring revenue streams, which is the foundation of our franchise model. In 2019, Click IT introduced its managed I.T. services as a new franchise. Click IT offers the best franchise in the I.T. space because we have the highest profit margins and the most to sell (with over 12 categories of products, services, and solutions). We present our products, services, and solutions in the easiest format, as web services, which far exceeds the processes used by any of the other I.T. franchise choices. Therefore, an owner is more likely to be successful with a Click IT Franchise. There are also several important trends which makes owning a Click IT franchise exciting: 1) Small-sized business owners cannot afford to spend the time to research the constant advances in technology. They also cannot afford to fall behind on the advances in technology that will prevent their businesses from running efficiently. 2) The I.T. industry is constantly evolving and is now beyond the break-and-fix model. It is now a consultative, 24/7 model that ensures business owners (and consumers) that they have the solutions, software, and support they need to remain relevant, efficient and profitable. 3) The demand for managed I.T. services vastly outstrips the computer industry's ability to meet this demand. The I.T. industry is today still largely composed of thousands of small-time technicians, working from their homes, who have neither the tools nor the business acumen necessary to offer the level of customer service that today's business owners and smart technology consumers need and demand

## STRUCTURE

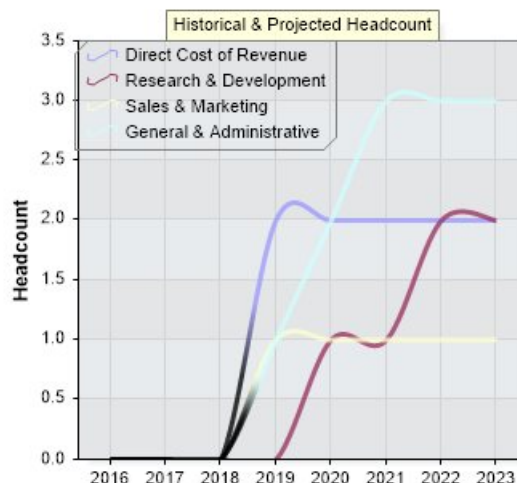
Enterprise Industry Sector

Information Technology  
Services

Peer Group Industry Sector

Information Technology  
Services

Number of Board of Directors /Members 2  
Number of Board of Advisors 0  
Number of Supplier Relationships 10  
Number of Buyer Relationships 10  
Number of Strategic Relationships 5



**Key Supply-Chain Partners**

Confidential.

**Key Strategic Partners**

Confidential

## Product / Service

### GENERAL SUMMARY

Product /Industry Service	Market Sector	Availability	General Description	Key Features	Distribution Channel(s)	Number of Customers	
Email	Information Technology	2018	Services	Click IT offers the best-in-class, reasonably-priced, value-added email services to better protect and manage our customers' data, domains and emails. Our managed email solutions give you peace-of-mind. Click IT Email Services are different and better because they are managed and maintained for you.	All our email hosting and delivery services offer: 1) Easy Migrations, 2) Works with Outlook & Mobile, 3) Premium Spam & Virus, 4) Email Authentication Set-up & Monitoring Available, 5) Huge 25GB Mailboxes, 5) Unlimited Email Aliases, 6) Secure Webmail.. For more information, visit <a href="https://clickitemail.com/shop/">https://clickitemail.com/shop/</a> .	Direct Sales, Other Indirect	54
Hosting	Internet Services	2018		One of the key advantages is that we can easily manage our customer's web presence when hosted by Click IT Hosting. To learn more and see the assortment of hosting products and services offered, visit <a href="https://www.clickithosting.com">https://www.clickithosting.com</a> .	Direct Sales, Other Indirect	39	
Website Design	Information Technology	2018	Services	Click IT Website Design is lead by a nationally recognized, award-winning Website Developer of successful Websites since 2003. See all products and services in this category by visiting <a href="https://clickitwebsitedesign.com/welcome">https://clickitwebsitedesign.com/welcome</a> .   The web is now where people go to find things and learn more before deciding to go a step further and either pick up the phone, step into the place of business or order something. People want to see first what there is behind a brand, for instance, before even considering going the next step. The good news is that you can take full advantage of its power at a much lower cost than just a few years ago.  More specifically, because of plugin technologies and advanced platforms Click IT uses, your new website will be able to be just about anything you can imagine. And best of all, building it can be done at a low price, where functional elements that make up a website's work is no longer built by using developers writing custom code.	Nationally Recognized, Award-winning Website Developer: -Experienced Developing successful web solutions for businesses since 2003 -Knowledgeable - Accessible -Pro-business Advisor -Platinum-level Support-base -Operating Enterprise since 2012, with a Full Staff -Adwords Certified Personnel -SEO Success Stories - Lots of Testimonials: <a href="https://www.clickitcomputer.com/testimonials">https://www.clickitcomputer.com/testimonials</a> -Conjunctive Services -Highly-Rated Web Hosting Solutions Provider -Cross-support at <a href="http://clickithosting.com">http://clickithosting.com</a>	Direct Sales, Other Indirect	39
				The complete Click IT Secure solution will get your business or home fully protected			

Security	Security & Protection Products & Services	2018	<p>from ransom-ware, cybercriminals and crime-ware for a reasonable price. &lt;br /&gt;&lt;br /&gt;Many time now, ransomware has shut down thousands of businesses across many countries and infected hundreds of thousands of computer networks, and it will happen again soon according to the experts. In recognizing this challenge, Click IT developed a comprehensive solution to data-vulnerability and is now offering it at an affordable and reasonable price to businesses and organizations.&lt;br /&gt;&lt;br /&gt;The solution is a complete package which includes a hardware firewall with Click IT services. With Click IT Secure, a location is completely shielded and protected. Click IT Secure locks down a network and eliminates data vulnerabilities. It comprehensively and proactively protects a business or home network.&lt;br /&gt;&lt;br /&gt;For a quotation, try our Price Calculator at <a href="https://clickitsecure.com/cost-calculator">https://clickitsecure.com/cost-calculator</a>.</p> <p>Click IT is now a franchise, which can be sold to those interested in having their own business. It is well-suited for those desiring a business they can enjoy working at every day while making a good living.&lt;br /&gt;&lt;br /&gt;The best franchises offer a methodology plotting a course to the highest profits, and a Click IT franchise not only provides this but also offers its franchise owners the ability to directly impact these profits. The sky's the limit when you own a Click IT Franchise which offers services, products, and solutions 96.7% of people living in the U.S. use and need help with every day, everywhere.&lt;br /&gt;&lt;br /&gt;-You Don't Need Experience But Only Need to Like People:&lt;br /&gt;Anyone with drive, ambition and an unquenching desire to succeed can become a Click IT franchise owner. You don't need a technical background.&lt;br /&gt;&lt;br /&gt;-A Proven Business Model with Perfected Systems:&lt;br /&gt;Our business model has been perfected, implemented and proven to be successful over the past six years of operating our own store.</p>	<p>What You Get with Your Installation of a Click IT Secure Solution: -A Hardware Firewall with the #1 Choice of IT Professionals in up-to-the-latest Software. - Monitoring 24/7/365 Under Supervision from our Team in Chagrin Falls. -Patches Installed Daily to Windows Operating Systems with All Updates. -Technicians On-Call, able to Log In and Address Any Concern. -VPN, Proxies and Cloaking Available for Tighter Security*. -Siloed Backup Schema with Daily Incremental Data Collections Shielded and Segregated. - Peace-of-Mind in Knowing You Have a Tech Team Proactively Protecting You.</p>	Direct Sales, Other Indirect	201
	Information FranchiseTechnology Services	2019	<p>-Provides Needs-Based Products, Solutions &amp; Services: As "Your Local I.T. Department" for both businesses and consumers around, customers depend on Click IT for all their critical I.T. needs, One selects up to 12 I.T. categories to specialize in. -Convenient Conventional Hours &amp; Passive Income Potential: Our stores aren't open late or on Sundays and operate normal business hours. Unlike food franchises, it is reasonable to open and easy to manage. One actively works the franchise themselves or hires a store manager for a passive income.</p>	Value Added Reseller, Partnership, Sales Representative	0	

## Intellectual Property

### PORTFOLIO

Status	U.S. Patents	International Patents	Trademarks	Copyrights
Pending	0	0	0	24
Granted	0	0	1	0

**Enterprise's Planned Protection of Future Intellectual Property:** Copyrights, Trade Secrets, Trademarks

## Markets

### Email

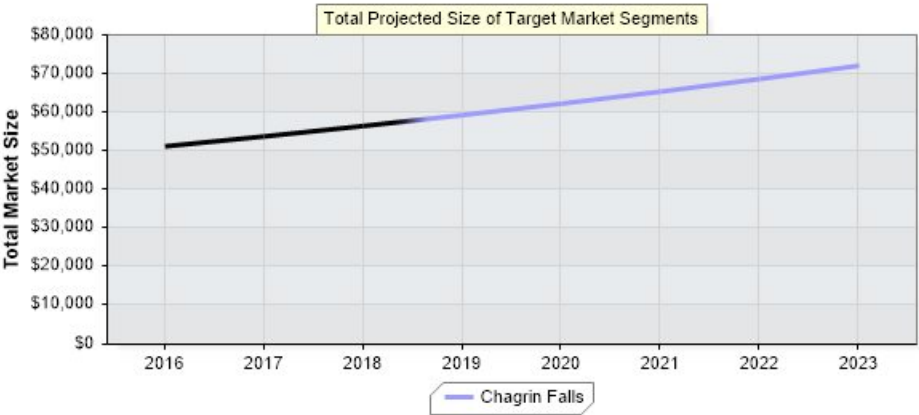
Market	Year Of Introduction	General Market Description	Drivers for Adoption	Barriers to Adoption
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Chagrin Falls 2012

In selling franchises, a market for us is the population inside an area with the location of the franchise store at its center. We measure the population and then award 'market areas' to franchise owners. We draw a radius of 6 miles around a franchise store's location as the basis for establishing its market area. For example, our model Click IT Store (H) is in the Village of Chagrin Falls, Ohio, USA, an eastern suburb of Cleveland, on S. Main Street. The population of our Corporate store service area and thereby the 'targeted market' is 56,488. We will reward a franchise a targeted market area with a population of between 50,000 and 100,000. The number of small businesses inside this area is also important, so as we continue to develop our franchise model and open store, we will perfect this measurement and market awards technique.

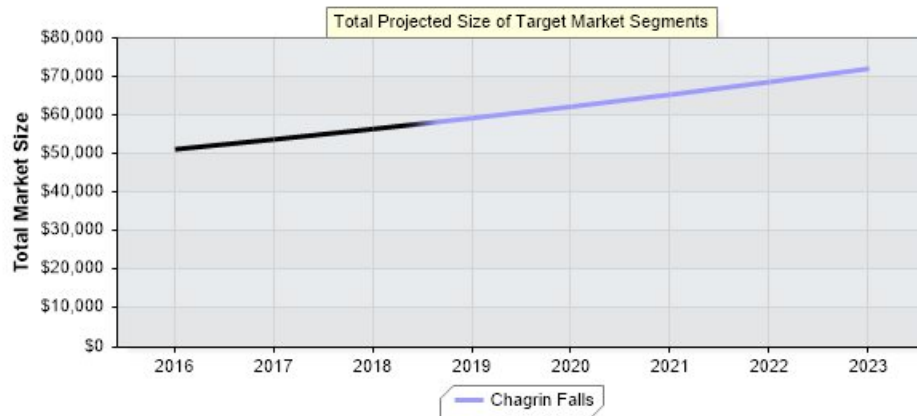
Better, more reliable and secure I.T. services, where one can get everything taken care of with just one organization that's locally-based and trustworthy, is the drivers of a market area's adoption. People like doing business with other people, particularly in their own communities. It's the job of the local franchise owner to handle any local marketing initiatives. Any marketing efforts they attend to should be focused on humanizing the Click IT brand to their local community. This starts by having a website, which we as the franchisor provides to the franchise owners in each market area.

There are lots of competing ways to get the services, products and solutions we provide, when deciding who to chose to maintain your email, website, computers, and networks. There are too many shiny objects and a lack of education.



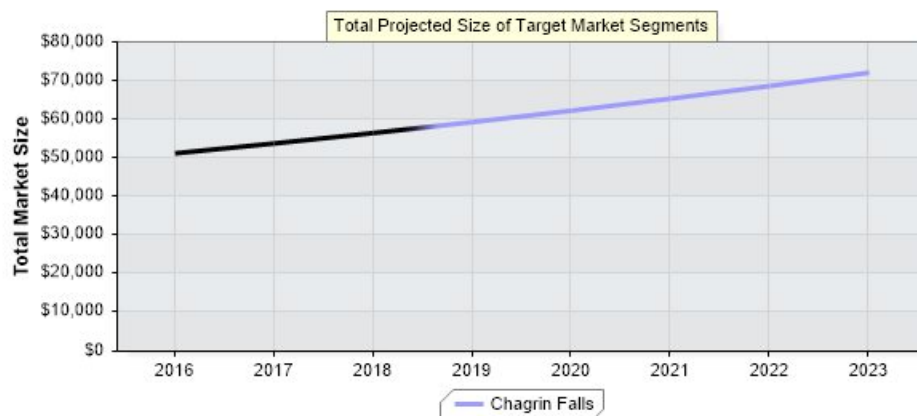
Hosting

Market	Year Of Introduction	General Market Description	Drivers for Adoption	Barriers to Adoption
Chagrin Falls	2012	<p>In selling franchises, a market for us is the population inside an area with the location of the franchise store at its center. We measure the population and then award 'market areas' to franchise owners. We draw a radius of 6 miles around a franchise store's location as the basis for establishing its market area. For example, our model Click IT Store (H) is in the Village of Chagrin Falls, Ohio, USA, an eastern suburb of Cleveland, on S. Main Street. The population of our Corporate store service area and thereby the 'targeted market' is 56,488. We will reward a franchise a targeted market area with a population of between 50,000 and 100,000. The number of small businesses inside this area is also important, so as we continue to develop our franchise model and open store, we will perfect this measurement and market awards technique.</p>	<p>Better, more reliable and secure I.T. services, where one can get everything taken care of with just one organization that's locally-based and trustworthy, is the drivers of a market area's adoption. People like doing business with other people, particularly in their own communities. It's the job of the local franchise owner to handle any local marketing initiatives. Any marketing efforts they attend to should be focused on humanizing the Click IT brand to their local community. This starts by having a website, which we as the franchisor provides to the franchise owners in each market area.</p>	<p>There are lots of competing ways to get the services, products and solutions we provide, when deciding who to chose to maintain your email, website, computers, and networks. There are too many shiny objects and a lack of education.</p>



## Website Design

Market	Year Of Introduction	General Market Description	Drivers for Adoption	Barriers to Adoption
Chagrin Falls	2012	In selling franchises, a market for us is the population inside an area with the location of the franchise store at its center. We measure the population and then award 'market areas' to franchise owners. We draw a radius of 6 miles around a franchise store's location as the basis for establishing its market area. For example, our model Click IT Store (H) is in the Village of Chagrin Falls, Ohio, USA, an eastern suburb of Cleveland, on S. Main Street. The population of our Corporate store service area and thereby the 'targeted market' is 56,488. We will reward a franchise a targeted market area with a population of between 50,000 and 100,000. The number of small businesses inside this area is also important, so as we continue to develop our franchise model and open store, we will perfect this measurement and market awards technique.	Better, more reliable and secure I.T. services, where one can get everything taken care of with just one organization that's locally-based and trustworthy, is the drivers of a market area's adoption. People like doing business with other people, particularly in their own communities. It's the job of the local franchise owner to handle any local marketing initiatives. Any marketing efforts they attend to should be focused on humanizing the Click IT brand to their local community. This starts by having a website, which we as the franchisor provides to the franchise owners in each market area.	There are lots of competing ways to get the services, products and solutions we provide, when deciding who to chose to maintain your email, website, computers, and networks. There are too many shiny objects and a lack of education.



## Security

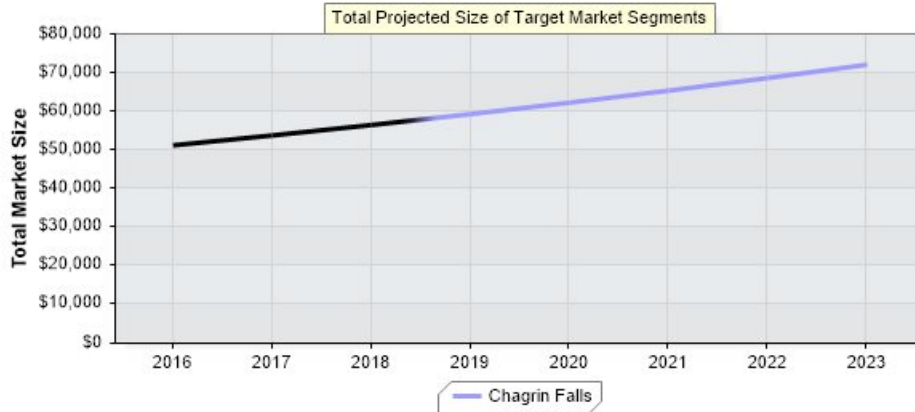
Market	Year Of Introduction	General Market Description	Drivers for Adoption	Barriers to Adoption
				There are lots of

Chagrin Falls 2012

In selling franchises, a market for us is the population inside an area with the location of the franchise store at its center. We measure the population and then award 'market areas' to franchise owners. We draw a radius of 6 miles around a franchise store's location as the basis for establishing its market area. For example, our model Click IT Store (H) is in the Village of Chagrin Falls, Ohio, USA, an eastern suburb of Cleveland, on S. Main Street. The population of our Corporate store service area and thereby the 'targeted market' is 56,488. We will reward a franchise a targeted market area with a population of between 50,000 and 100,000. The number of small businesses inside this area is also important, so as we continue to develop our franchise model and open store, we will perfect this measurement and market awards technique.

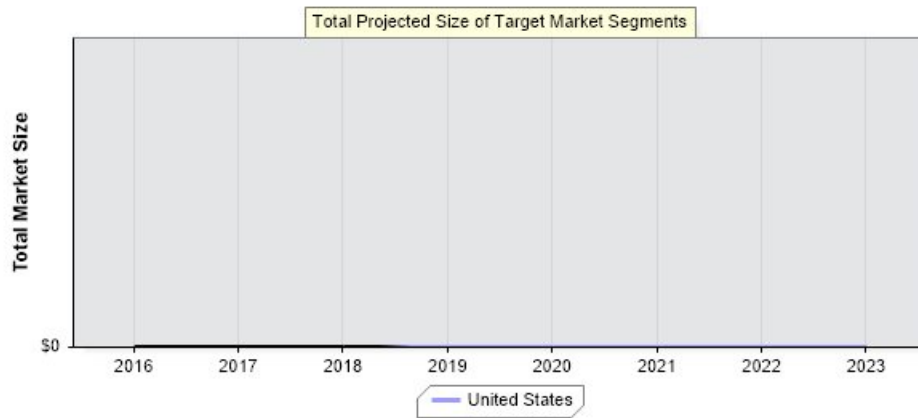
Better, more reliable and secure I.T. services, where one can get everything taken care of with just one organization that's locally-based and trustworthy, is the drivers of a market area's adoption. People like doing business with other people, particularly in their own communities. It's the job of the local franchise owner to handle any local marketing initiatives. Any marketing efforts they attend to should be focused on humanizing the Click IT brand to their local community. This starts by having a website, which we as the franchisor provides to the franchise owners in each market area.

competing ways to get the services, products and solutions we provide, when deciding who to chose to maintain your email, website, computers, and networks. There are too many shiny objects and a lack of education.



## Franchise

Market	Year Of Introduction	General Market Description	Drivers for Adoption	Barriers to Adoption
United States	2019	<p>In 2015, there were 781,991 U.S. franchise establishments employing 8,816,000 people. The U.S. franchise monetary output was \$889 billion. In that group were 37,535 U.S. full-service restaurant establishments. In 2014, the SBA guaranteed the loans of almost 30,000 new franchise units through its 7(A) and 504 programs. In 2014, approximately 43% of new franchises and 23% of existing franchises used SBA loan guarantees. There are 19 states that have passed "relationship laws" focused on the rights of franchisees in existing franchise agreements. 1 in 7 franchise businesses are owned and operated by veterans of the U.S. military. The Click IT franchise will begin by marketing to people in the states not requiring registration. If an inquiry is received from someone who wants to purchase a franchise in a 'Registration State', then we will consider registering in that State. Master Franchise Agreements are also available. See <a href="https://clickitfranchise.com/franchise-locations">https://clickitfranchise.com/franchise-locations</a>.</p>	<p>The franchise business is competitive, but because Click IT is not a food-related business, less so. In fact, because our franchise owners are not required to spend long hours and weekends working, this kind of business is in demand. - You Don't Need Experience But Only Need to Like People. - We have a Proven Business Model with Perfected Systems. - Click IT Provides Needs-Based Products, Solutions &amp; Services. (As a franchise owner, you get to pick up to 12 I.T. categories to specialize in.) - Convenient Conventional Hours &amp; Passive Income Potential.</p>	<p>Barriers for a prospective franchise owner are mostly financial and the pressure from family and friends in making the level of commitment that's required.</p>



## MARKET SIZE

(in thousands)

Fiscal Year	2016	2017	2018	2019	2020	2021	2022	2023
Email:								
Chagrin Falls	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Total	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Hosting:								
Chagrin Falls	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Total	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Website Design:								
Chagrin Falls	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Total	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Security:								
Chagrin Falls	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Total	\$51	\$54	\$56	\$59	\$62	\$65	\$69	\$72
Franchise:								
United States	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Market	Source of Market Estimates
Chagrin Falls	Internal Research
United States	External Industry Research, Paid Consultant Research

## MARKET DEVELOPMENT STRATEGY

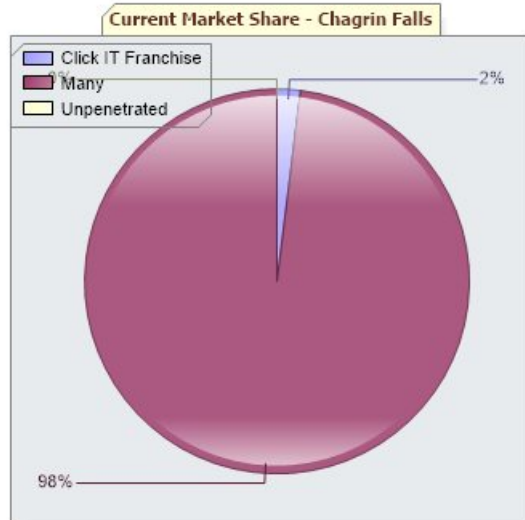
**Marketing Plan:** We have signed a sales consulting agreement with one of the most successful and largest franchise marketing company in the world. They will be working with Motherboard to find and close future franchise owners by using their perfected sales and marketing techniques. (Note: Another franchise company in a similar industry which started with them after having only one store, closed over 100 new franchise owners inside of two years, which proves what this group is capable of.) Below is what we will be doing to attract and close new franchise owners: 1) We will be establishing campaigns with lead sources at discounted prices. 2) We will complete our website forms tied into the CRM called Franconnect. 3) Drip email campaigns - Typically a series of approximately six emails go out over the course of at least three weeks after initial contact from an interested party. Those emails contain tidbits of information to engage. There's a call to action and they're all tied directly in with the CRM system so that we're able to see if and when our leads are opening and reading those emails. 4) Follow-up phone calls will be made immediately following an expressed interest coming through from the lead sources.

**Sales Plan:** Once a lead has been qualified as to the degree of interest and the capabilities of purchasing a franchise for the amount of money it will require, that lead is then turned over to Motherboard. Closing this new franchise owner then is the responsibility of Motherboard's personnel. There will be a "Discovery Day" invitation and some initial conversation, and then an onslaught of information provided such as the FDD and FA, once a presentation is made. Motherboard is planning to hire a VP of Sales so that staying on top of prospects and working on closing them can be made more systematic, handled by a professional with a track record of being successful at such a task.

## Competition

## Email

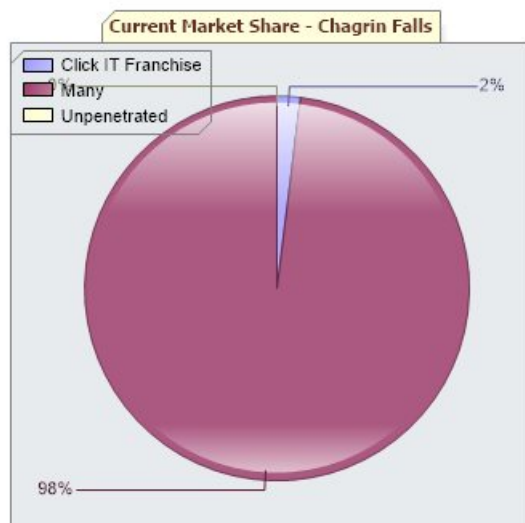
CompetitorMarkets	Name of Product/Service	Competitor Description
Many	Chagrin Falls Email	There are many types of Email services from many competitors in this space. The key difference is 'management'. Uniquely, as "Your Local I.T. Department", Click IT Email not only provides management but also a level of security unsurpassed. We have gained many customers merely because another email service has failed to deliver a secure and reliable email service. See <a href="https://clickitemail.com">https://clickitemail.com</a> .



Unpenetrated - The portion of the total market revenue opportunity that is not penetrated (i.e., captured) by the enterprise or any other competitor.

## Hosting

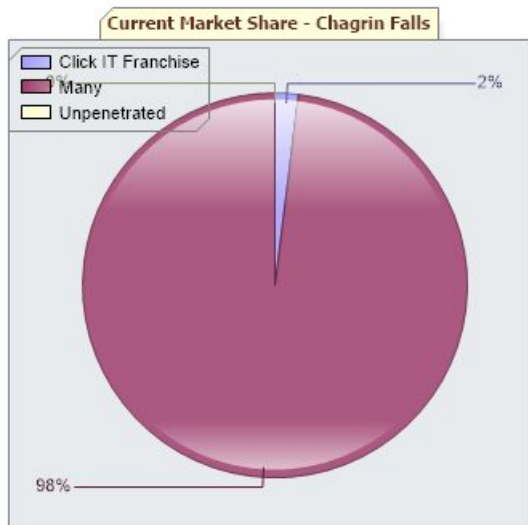
CompetitorMarkets	Name of Product/Service	Competitor Description
Many	Chagrin Falls Hosting	There are many competitors who can host your website or data. The key difference is 'management'. Uniquely, as "Your Local I.T. Department", Click IT Email not only provides management but also a level of security unsurpassed. We have gained many customers merely because another hosting service has failed to deliver a secure and reliable service. See <a href="https://clickithosting.com">https://clickithosting.com</a> .



Unpenetrated - The portion of the total market revenue opportunity that is not penetrated (i.e., captured) by the enterprise or any other competitor.

## Website Design

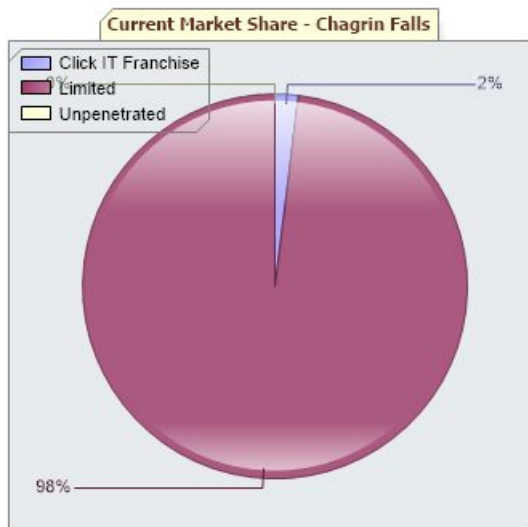
CompetitorMarkets	Name of Product/Service	Competitor Description
Many	Chagrin Falls Website Design	Anyone with a computer and some degree of computer knowledge can build you a website. In this space, the key difference is 'reliability' and 'confidence'. As "Your Local I.T. Department", Click IT Website Design has gained many customers merely because another website builder has failed to deliver. See



Unpenetrated - The portion of the total market revenue opportunity that is not penetrated (i.e., captured) by the enterprise or any other competitor.

## Security

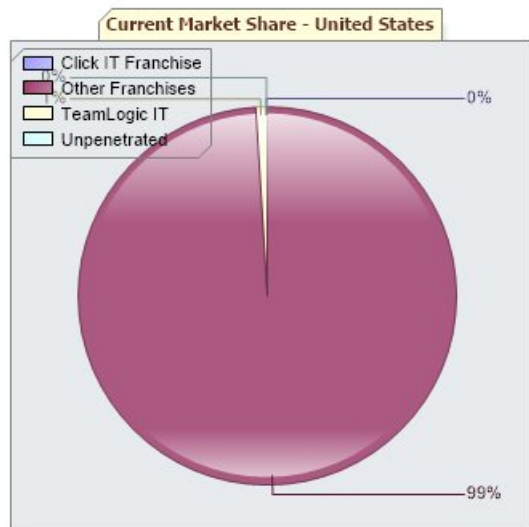
CompetitorMarkets	Name of Product/Service	Competitor Description
Limited	Chagrin Falls Limited	Over just the past year, there have been thousands of attacks on networks and computer systems. In recognizing this challenge, Click IT developed a comprehensive solution to data-vulnerability and now offers it at an affordable and reasonable price to businesses and organizations nationwide. As far as price and deliverability, there is little if any competition. See <a href="https://clickitsecure.com">https://clickitsecure.com</a> .



Unpenetrated - The portion of the total market revenue opportunity that is not penetrated (i.e., captured) by the enterprise or any other competitor.

## Franchise

CompetitorMarkets	Name of Product/Service	Competitor Description
Other Franchises	United States Other Franchises	Franchising is a very competitive marketplace. There are literally hundreds of franchises to choose from. Food-related franchises. far outnumber other types of businesses. Ex-military who qualify for SBA loans are prevalent buyers. People historically turn to purchasing franchises when there is an economic downturn. (See <a href="https://www.franchisedirect.com/information/usfranchiseindustrystatistics">https://www.franchisedirect.com/information/usfranchiseindustrystatistics</a> .)
TeamLogic IT	United States SystemWatch IT Managed Services	The total investment to begin operation of a TeamLogic IT franchise business is \$94,550 to \$142,800, according to their most recently published Franchise Disclosure Document (FDD).



Unpenetrated - The portion of the total market revenue opportunity that is not penetrated (i.e., captured) by the enterprise or any other competitor.

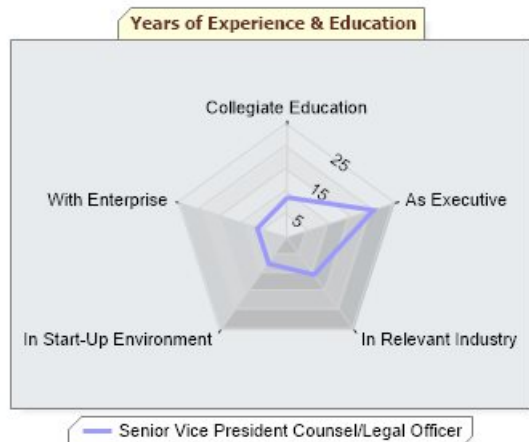
## COMPETITIVE PROTECTION STRATEGY

**Strategy:** Our main strategy to maintain a competitive advantage is to stay ahead of the competition with better technology driven by dynamically driven systems. Drawing on our experiences running our corporate store since 2012, our competitors are generally small, and most often one-person "firms" that serve a dozen or so clients. A lot of laid-off technicians will hang a shingle and say they can help small businesses. But in reality, one person cannot provide consistent, high-quality service to a variety of clients all the time. Occasionally several clients will have a problem all at the same time, on a random day for instance. A one-man shop can't respond quickly to all of them, whereas at the Click IT corporate store, we have learned how technology and our team can address the concerns of dozens of customers all at once, which is one large reason why people hire us. Click IT also has professional collateral materials that do a great job explaining our services. Click IT's division of services also provides major advantages. For one, we have built strong relationships with vendors and have negotiated for better prices and service plans, which ultimately has benefited our customers. We are able to provide on-site service to clients who live and work in multiple locations. As Click IT franchises begin serving larger organizations, these companies are more likely to have an internal IT department. You could view them as competition but Click IT has found that they can be great allies. That's because Click IT can provide complementary skills to internal IT departments, helping them tackle major projects and maintain different parts of the company's IT infrastructure. Click IT's ability to provide a wide range of skills is key to our success — and it's something that our franchisees will be able to offer on Day-One. For more information about our strategy for on-going competitive protection, see <https://clickitgroup.com/investor-relations>.

## Management

### EXISTING MANAGEMENT

Position	Name	Employed	Age	Undergraduate Discipline	Graduate Discipline
Senior Vice President Counsel/Legal Officer	Robert Rosenfeld	Full-Time	64	Sciences: Natural	Law
President Business Development	AL Harlow	Part-Time	61	Business: Economics	None



Position	Name	Biographical Information	Special Skills
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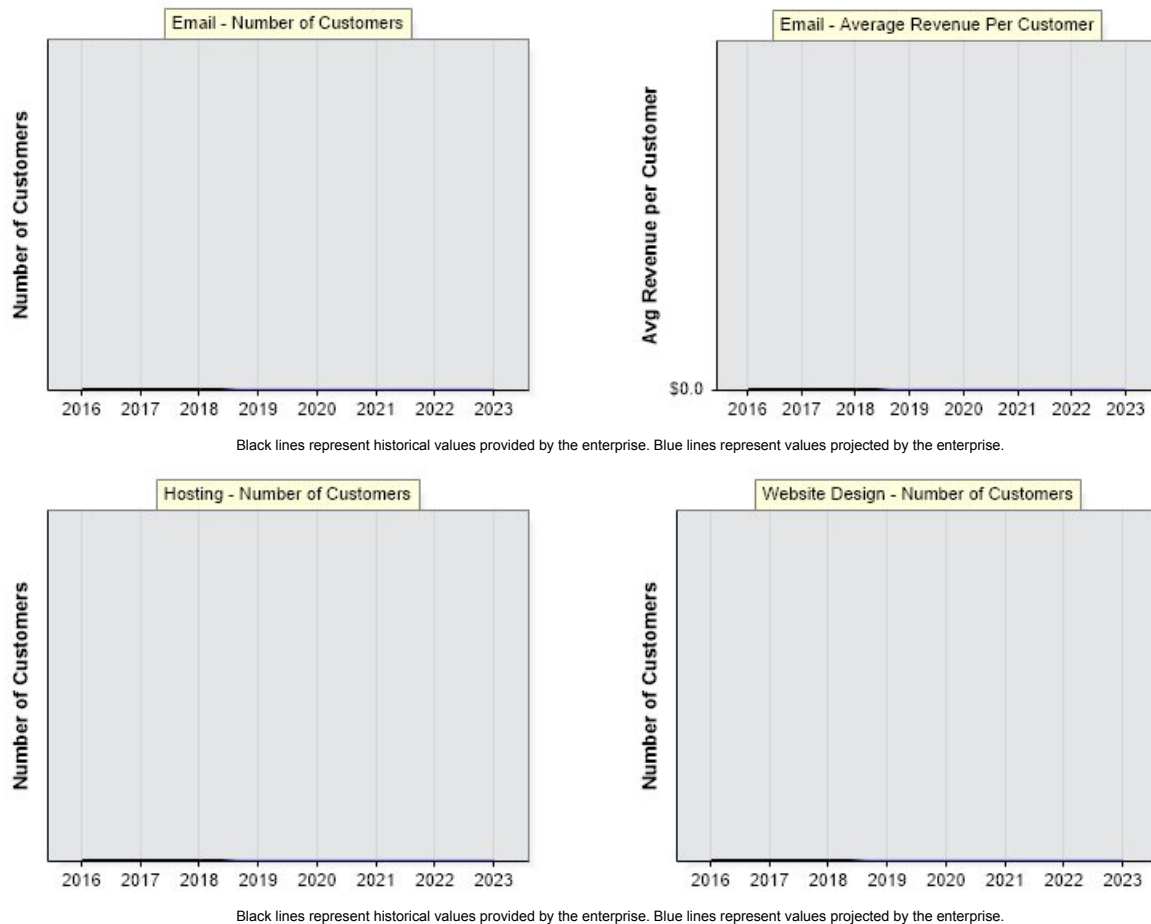
Senior Vice President Counsel/Legal Officer	Robert	Robert is our resident legal scholar who continuously revises our terms and conditions, watches over our organizational structure, and, uses his 44 years of experience in commercial, contract, financial, and, general business law to make sure we don't run afoul of regulatory agencies.	He holds an LL.M. (Manitoba), has been a civil servant, magistrate, and, college professor.
President Business Development	AL Harlow	AL is a seasoned entrepreneur who has a proven track record of building shareholder value based on creative solutions to common problems. He has started and built from the ground up organizations supporting his creation of now hundreds of innovative products and services for a variety of both consumer and industrial markets. He has been the impetus of hundreds of jobs, and led, trained and nurtured many as Founder and President of over 10 start-ups inside a span of 30 years. He single-handedly revolutionized both the robotics and plastics industries. For example, one of his first innovations was making a plastic rural mailbox for about the same cost as a metal one, which took this static industry by storm, paving the way for entry by giants Rubbermaid and Step-2. His innovations include the creation of painting machines that painted large Provost buses to Nokia cell phones. To learn more about AL, go to <a href="https://albertharlow.com/about">https://albertharlow.com/about</a> .	He single-handedly revolutionized both the robotics and plastics industries. For example, one of his first innovations was making a plastic rural mailbox for about the same cost as a metal one, which took this static industry by storm, paving the way for entry by giants Rubbermaid and Step-2. His innovations include the creation of painting machines that painted large Provost buses to Nokia cell phones. To learn more about AL, go to <a href="https://albertharlow.com/about">https://albertharlow.com/about</a> .

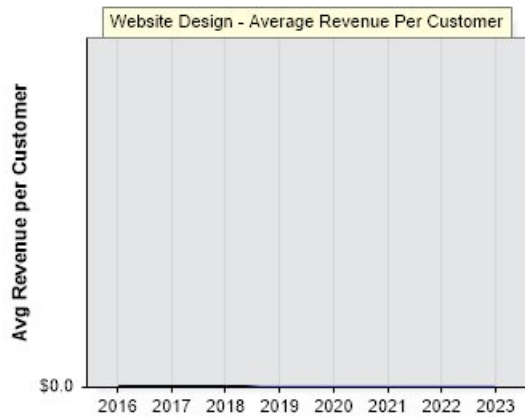
## ANTICIPATED MANAGEMENT

Position	Undergraduate Discipline	Graduate Discipline	Duration Until Needed
Executive Vice President Sales	Business: Marketing/Logistics	Business: Management/Information Systems	1 Months
Senior Vice President Financial Officer	Business: Accounting/Finance	Business: Accounting/Finance	2 Months

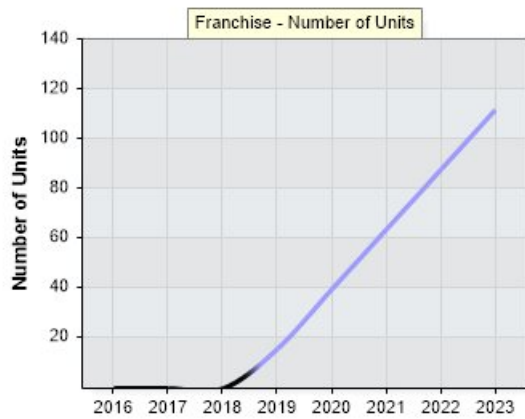
## Financial

## FINANCIAL CHARTS

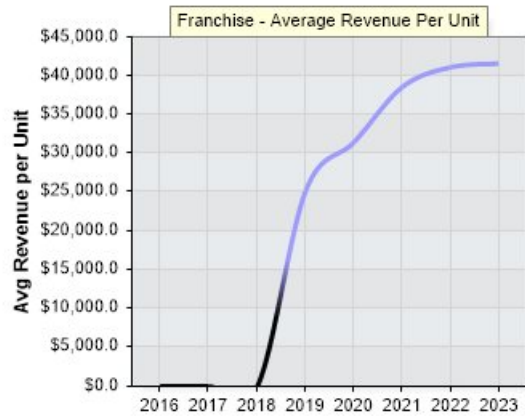
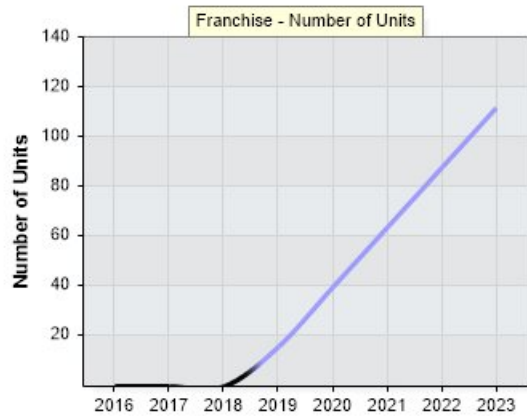




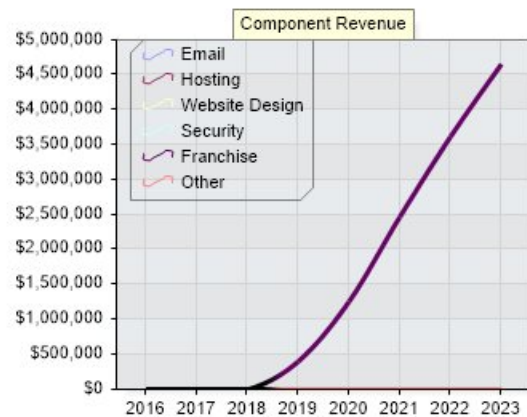
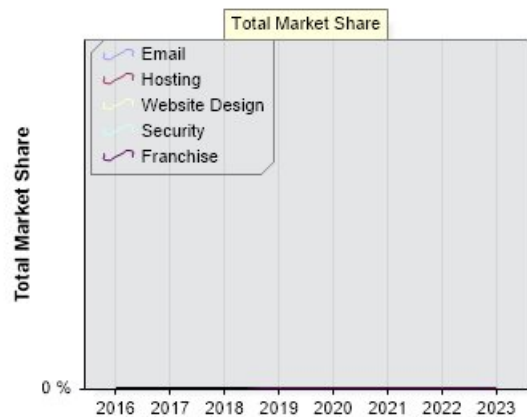
Black lines represent historical values provided by the enterprise. Blue lines represent values projected by the enterprise.



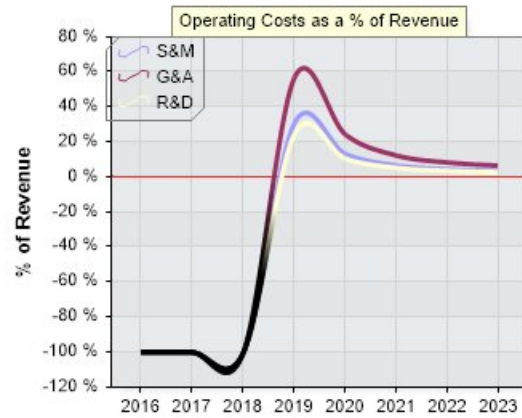
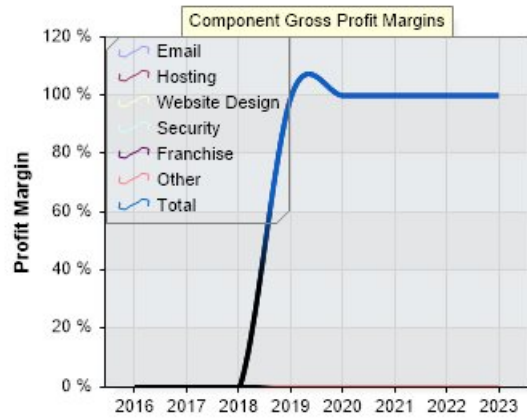
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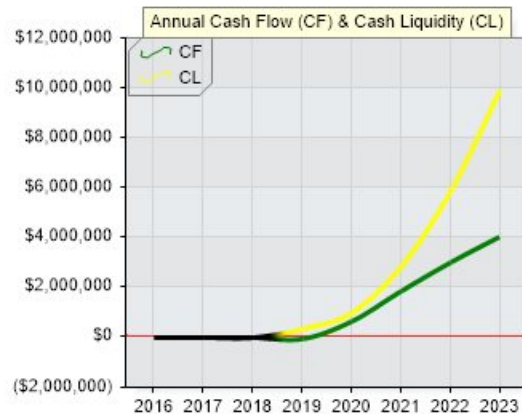
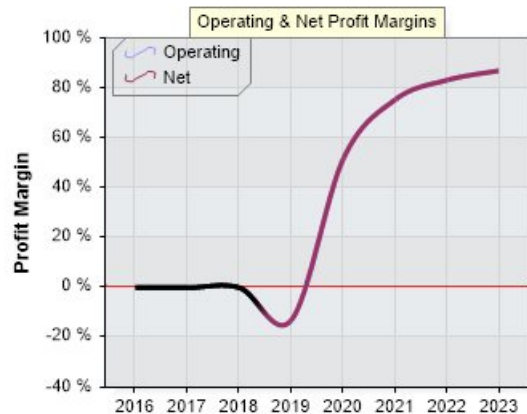
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Black lines represent historical values provided by the enterprise. Blue or other colored lines represent values projected provided by the enterprise.



Black lines represent historical values provided by the enterprise. Blue or other colored lines represent values projected provided by the enterprise.



Black lines represent historical values provided by the enterprise. Blue or other colored lines represent projected values provided by the enterprise.

## INCOME & CASH FLOW (nominal)

Fiscal Year	2016	2017	2018	2019	2020	2021	2022	2023
Revenue:								
Email	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Franchise	\$0	\$0	\$0	\$403,084	\$1,259,676	\$2,470,776	\$3,619,176	\$4,655,976
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$403,084	\$1,259,676	\$2,470,776	\$3,619,176	\$4,655,976
Number of Customers:								
Email	0	0	0	0	0	0	0	0
Number of Customers:								
Hosting	0	0	0	0	0	0	0	0
Number of Customers:								
Website Design	0	0	0	0	0	0	0	0
Number of Units:								
Security	0	0	0	0	0	0	0	0
Number of Units:								
Franchise	0	0	0	16	40	64	88	112
Average Revenue per Customer:								
Email	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Average Revenue per Customer:								
Hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Average Revenue per Customer:								
Website Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Average Revenue per Unit:								
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Average Revenue per Unit:								
Franchise	\$0	\$0	\$0	\$25,193	\$31,492	\$38,606	\$41,127	\$41,571

Cost of Revenue:								
Email	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Franchise	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gross Profit:								
Email	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Franchise	\$0	\$0	\$0	\$403,084	\$1,259,676	\$2,470,776	\$3,619,176	\$4,655,976
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$403,084	\$1,259,676	\$2,470,776	\$3,619,176	\$4,655,976
Operating Expenses:								
Sales & Marketing	\$0	\$0	\$0	\$124,980	\$166,640	\$166,640	\$166,640	\$166,640
General & Administrative	\$0	\$0	\$0	\$229,954	\$306,605	\$306,605	\$306,605	\$306,605
Research & Development	\$0	\$0	\$0	\$99,975	\$133,300	\$133,300	\$133,300	\$133,300
Depreciation & Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$454,909	\$606,545	\$606,545	\$606,545	\$606,545
Operating Income	\$0	\$0	\$0	(\$51,825)	\$653,131	\$1,864,231	\$3,012,631	\$4,049,431
Other Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Tax / Member Tax Payout	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	(\$51,825)	\$653,131	\$1,864,231	\$3,012,631	\$4,049,431
Cash Flows:								
Net Change in Working Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Cash Flow	\$0	\$0	\$0	(\$51,825)	\$653,131	\$1,864,231	\$3,012,631	\$4,049,431
Capital Expenditures	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Free Cash Flow	\$0	\$0	\$0	(\$51,825)	\$653,131	\$1,864,231	\$3,012,631	\$4,049,431
Capitalization:								
New Equity Investment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Grant Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Debt Borrowing	\$0	\$0	\$0	\$400,000	\$0	\$0	\$0	\$0
Debt Principal Repayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Capitalization	\$0	\$0	\$0	\$400,000	\$0	\$0	\$0	\$0
Cash Liquidity Balance			\$0	\$348,175	\$1,001,306	\$2,865,537	\$5,878,168	\$9,927,599

## INCOME & CASH FLOW (relative)

[illegible]

Franchise	0.0 %	0.0 %	0.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Other	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Total	0.0 %	0.0 %	0.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Operating Expenses as a % of Revenue:								
Sales & Marketing	0.0 %	0.0 %	0.0 %	31.0 %	13.2 %	6.7 %	4.6 %	3.6 %
General & Administrative	0.0 %	0.0 %	0.0 %	57.0 %	24.3 %	12.4 %	8.5 %	6.6 %
Research & Development	0.0 %	0.0 %	0.0 %	24.8 %	10.6 %	5.4 %	3.7 %	2.9 %
Total Profit Margins:								
Operating Profit Margin	0.0 %	0.0 %	0.0 %	-12.9 %	51.8 %	75.5 %	83.2 %	87.0 %
Net Profit Margin	0.0 %	0.0 %	0.0 %	-12.9 %	51.8 %	75.5 %	83.2 %	87.0 %

## BALANCE SHEET

<b>Fiscal Year</b>	<b>12/31/2018</b>
Current Assets:	
Cash & Short-Term Investments	\$0
Accounts Receivable	\$0
Inventory	\$0
Other Current Assets	\$0
Total Current Assets	\$0
Long-Term Assets:	
Tangible Capital Assets	\$0
Intangible Capital Assets	\$0
Accumulated Depreciation & Amortization	\$0
Total Long-Term Assets	\$0
Total Assets	\$0
Current Liabilities:	
Accounts Payable	\$0
Short-Term Debt	\$0
Other Current Liabilities	\$0
Total Current Liabilities	\$0
Long-Term Liabilities	\$0
Total Liabilities	\$0
Equity & Capital:	
Paid-In Capital	\$0
Retained Earnings	\$0
Interest in Non-Consolidated Enterprise(s)	\$0
Total Equity & Capital (Net Worth)	\$0
Total Equity, Capital, & Liabilities	\$0

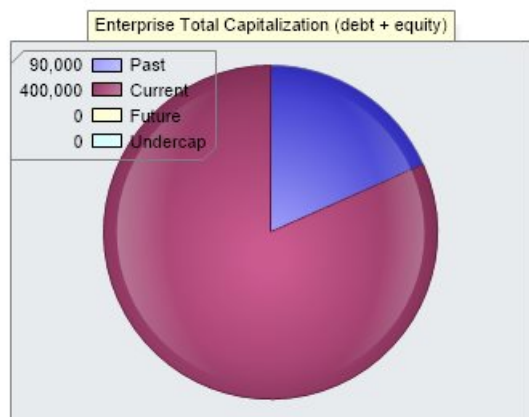
## PROJECTION METHODS

Revenue Projection Method	Operational Cost Projection Method	Underlying Projection Assumptions
Extrapolated from Historical Revenue Trend	Extrapolated from Historical Cost Trends	

Capitalization

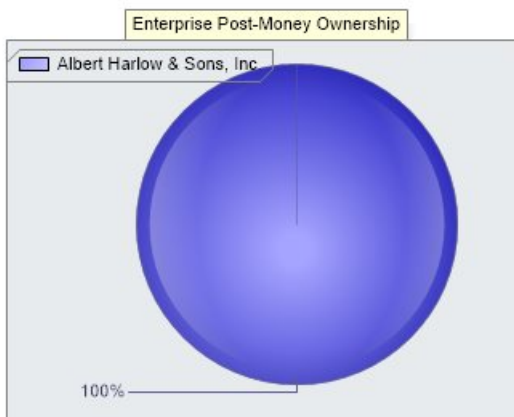
## CURRENT CAPITALIZATION

**Capital Needed: \$400,000**  
**Capital Type: Convertible Debt**

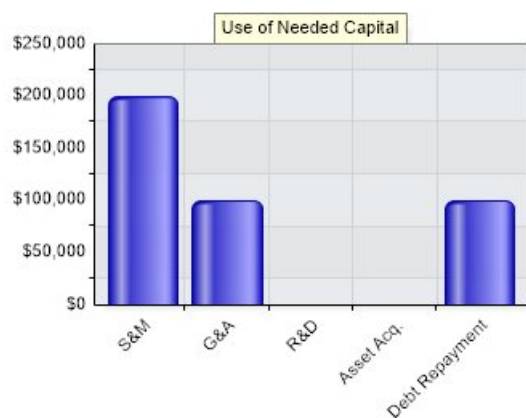


Future Capital – Enterprise's estimate of future capital needs post investment.

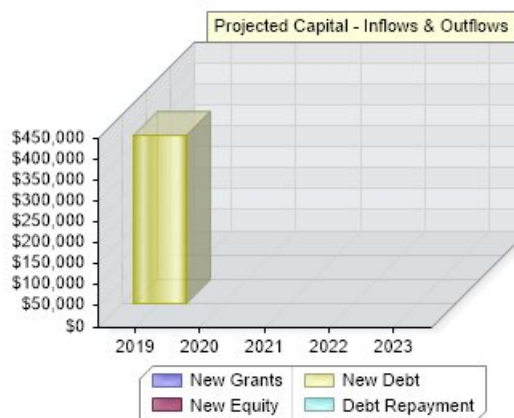
**Undercapitalization** – EA estimated risk capital that is unaccounted for by enterprise.



Post-Money Ownership – Equity share of the enterprise after accounting for the dilution of the current capital being sought. (based on the enterprise's estimated valuation)



S&M – Sales & Marketing | G&A – General & Administrative | R&D – Research & Development | Asset Acq. – Asset Acquisition



Area of Use	Specific Use	Amount
Sales & Marketing		\$200,000
Debt Repayment		\$100,000
General & Administrative		\$100,000

## PAST CAPITALIZATION

Name	Relationship	Capital Type	Contributed Capital
Anonymous	Family Member of Founder/Manager	Common Equity	\$50,000
Anonymous	Family Member of Founder/Manager	Short-Term Debt	\$40,000

## EQUITY EXIT STRATEGIES / DEBT TYPE & DURATION

Ranking	Equity Exit Strategy / Debt Type Desired	Year	Name of Potential Acquirers or Merger Partners
Most Likely	Acquisition	2021	Confidential
Likely	Acquisition	2021	
Least Likely	Leveraged Buy-Out	2021	