

Empowering SMBs' IT



# Introduction

- Click IT is reshaping the MSP landscape.
- Proprietary software suite and delivery innovations.
- A unique franchise model designed for local communities.





PROBLEM

# The MSP Problem

- Small businesses grapple with inadequate IT support options.
- Expensive MSPs, burdensome contracts, and inconsistent technicians.
- Complexity and importance of IT management outpace capabilities.



**✘ PROBLEMS**

**😞 OUTCOMES**

Limited IT support for SMBs

Operational inefficiencies

High costs of MSP services

Financial strain on SMBs

Complex IT management

Increased vulnerabilities





# Company Overview

- Transforming managed services with a retail-oriented suite.
- Designed for small- to medium-sized businesses and local residents.
- Standardized, productized services for consistency and high quality.



## Customers Experience *Seamless* IT Management with Click IT

01

### Needs Assessment

- ⇩ Identify IT challenges
- ⇩ Customize solutions package
- ⇩ Select service level

02

### Service Implementation

- ⇩ Set up IT infrastructure
- ⇩ Integrate software suite
- ⇩ Train staff on new systems

03

### Ongoing Support

- ⇩ Provide 24/7 monitoring
- ⇩ Offer proactive maintenance
- ⇩ Handle all IT inquiries



# Simplifying IT Services with Click IT

5.0 ★★★★★  
powered by Google

- Proprietary software suite revolutionizes managed IT services.
- Over 120 services in 16 categories, menu-driven format.
- Competitive pricing with no contractual obligations.
- Easy, accessible service selection akin to ordering from a menu.







# Business Model

- Franchise distribution method for rapid expansion.
- Multiple revenue streams: service contracts, hardware sales, software subscriptions.
- Local internet presence ensures domination in search results.
- High profitability and growth potential.

**CORE**

Included Revenue Streams in Financial Model

**\$107K**  
/franchisee

- Initial Franchise Fee
- Continuing Licensing Fees

**SECONDARY**

Other Potential Revenue Streams

**\$18K**  
/unit

- Franchise Build-out Materials
- Real Estate Broker Fees
- Operational Support Software
- Corporate Assignments from Network
- Legal Fees

**Store Level**

Example Managed IT Services

**\$1,795**  
/mo

- 15 Devices:
- Network monitoring
  - Data backup and recovery
  - Email and communication systems



# The Demand for Managed IT Services is Skyrocketing

- Market expected to double by 2028, reaching \$2 trillion.
- 33.3 million small businesses in the U.S. are key drivers.
- Targeting over 7,600 main streets and 300 cities for store locations.
- Click IT model integrates with 50,000 MSPs for profitability enhancement.


## TARGET

### Market Aim

**7,644**

 Main Streets in the U.S.

**300**

 Targeted Cities in the U.S. with over 100,000 in population

 **40%**

Employed Americans considering entrepreneurship

**\$50K**

 MSPs in the U.S.

## INDUSTRY

### Global Annual Market Opportunity

**\$2T**

**IT Services**

Based on projected market doubling by 2028, IT services for SMBs.

33.3 million small businesses in the U.S.

TOTAL MARKET

**\$300B**

**Managed IT**

Subset of TAM; focused on managed services for SMBs.

AVAILABLE MARKET

**\$30B**

**Franchise IT**

Portion of SAM; attainable through Click IT's franchise model.

OBTAINABLE MARKET



# Click IT has demonstrated steady growth with successful franchise launches and strong initial performance metrics.

FOUNDED Q3 2012

## COMPLETED

- ✓ Launched multiple franchises
- ✓ Achieved high customer satisfaction rates
- ✓ Established recurring revenue streams
- ✓ Generated \$733k revenue with a healthy profit margin at corporate location
- ✓ Signed 5th franchisee, integrating productized solutions

2023

## IN PROGRESS

- ⚙️ Expanding franchise network
- ⚙️ Enhancing proprietary software
- ⚙️ Developing automated vetting system
- ⚙️ Scaling operations

2024

## PLANNED

- ➔ Will surpass \$1M in sales at corporate location
- ➔ Will launch targeted marketing campaigns
- ➔ Will improve franchisee support infrastructure
- ➔ Will refine customer acquisition strategies





## Financial Projections and Impact

Click IT is scaling its franchise network to dominate local IT markets and expand its proprietary software reach.

PROSPECTS

- Emerging SMBs
- Established local businesses
- Tech-dependent startups
- MSPs seeking market enhancement
- Entrepreneurial Seekers



- Expand Franchise network
- Enhance software suite
- Optimize marketing strategies



- Strengthen brand presence
- Develop strategic partnerships
- Introduce new service offerings



- Capitalize on market trends
- Refine operational efficiencies
- Broaden customer engagement



## Click IT's leadership team brings a wealth of experience and a proven track record in the IT industry.



**A.L. Harlow**  
Founder and CEO

Over 20 years of experience in the IT sector.

Former CTO at a leading start-up firm, driving innovation and growth.

Strategic thinker with a knack for problem-solving.



**Chris Fredrickson**  
VP - Operational Manager

Chris has been with Click IT since 2015 and has been performing the duties of the Operations manager since 2016.



**Yash Yagnik**  
Tech Director

Yash is the Web Application Manager and Projects Director with a high degree of experience and management skills.



**Robert Rosenfeld**  
EVP- Legal

Mr. Rosenfeld holds both a professional law degree (J.D.) and a research degree (LL.M.) from the University of Manitoba. He has been employed by the federal government in adjudicative positions; was a magistrate for a common pleas court; and hearing officer for the Ohio Supreme Court.



**Michael Vitullo**  
Accounting Manager

Michael does the accounting and bookkeeping chores for both Clickit Connect Corp. (the company store) and Motherboard, Inc. (the franchise company).

Click IT's franchising team is composed of seasoned experts from diverse tech sectors.



**Scott Simcik**  
Real Estate Management



**Gary Raffensberger**  
Financial Management



**Roy Arcaya**  
Sales Ambassador Manager



**Alex Kall**  
Franchise Startup Manager



**Mark Liston**  
Chief of Advisory Board



**Jay Patel**  
Search Engine Listings Manager



**Adeyemo Sulaimon**  
Social Media Coordinator



**FDM**  
Franchise Development Manager



**CFO**  
Chief Financial Officer



**FMM**  
Franchise Marketing Manager

# Testimonials

- Click IT Franchise business opportunity is unique and promising
- Comprehensive support and innovative solutions for franchisees



Click IT's steps were very clear, understandable, and thorough. The most outstanding value we have seen with Click IT is their "coach" mentality and approach for franchisees.



**Karen Strobel**



The Click IT Franchise has a sound and proven business model, and it is a great opportunity for anyone looking to get into the IT and computer tech industry.



**Rodrigo Lopez**



## CONCLUSION



- ✓ Click IT is strategically positioned in the growing IT services market.
- ✓ Our innovative franchise model and experienced leadership team drive success.
- ✓ The market is set for significant expansion, providing a lucrative opportunity.
- ✓ Your investment will accelerate growth and expand our franchise network.
- ✓ We invite you to join us in shaping the future of managed IT services and achieving substantial returns.

- **Franchise Website:** <https://clickitfranchise.com>
- **Corporate Website:** <https://clickitgroup.com>
- **Headquarters:** 16 S. Main Street, Chagrin Falls, OH 44022 USA



**A.L. Harlow**  
Founder





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Learn more about Click IT as an investment opportunity at <https://wefunder.com/clickit/overview>, or visit <https://clickitgroup.com> for more information.

Click IT has a comprehensive candidacy program if you want to consider franchise ownership. First, take our Personality Traits Test at <https://clickittest.com>. Then, visit <https://clickitfranchise.com>.

