

EX-823

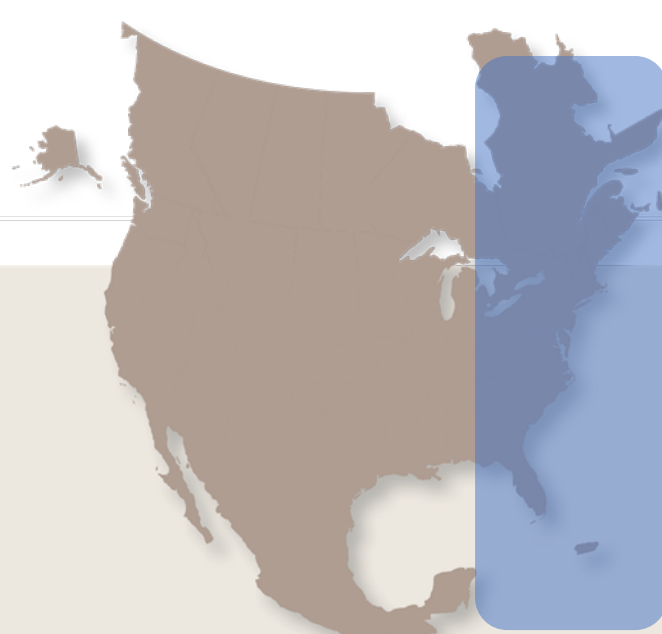
FOUNDED 15+ YEARS AGO

- Strong Historical Growth Rate
- On track for 25%+ EBITDA margin with strong marketing, strong pipeline and high customer retention
- Unique Services: implement and train fellow MSPs in Microsoft 365

A managed service provider based in the East Coast, this Company services both retail and channel clients. The Company provides IT support, helpdesk, consulting and cybersecurity to US clients. Specifically, they provide cloud and Microsoft services, Co-Managed Support, Data Recovery and IT Consulting services.

The Company's unique sales proposition is "Any Device, Anywhere, Anytime". With the new norm of working onsite and remotely, this is the most cost-effective secure solution in the industry. It has allowed for growth over 30% per year since utilizing this platform.

In addition, the Company services fellow MSPs across the United States to implement, train and support Microsoft 365. With additional capital investment for marketing and additional staff, this program has the potential to grow 10 times its current size within a calendar year.



HEADQUARTERS

East Coast



OF EMPLOYEES

10+

Manager	6	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Managed Services	4	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Soft. Development	2	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Administrative	1	<div style="width: 100%;"><div style="width: 100%;"></div></div>



PRODUCTS AND SERVICES

Retail IT Support and Services

- Co-Managed IT
- IT Security and Compliance
- IT Support
- Cloud & Microsoft 365
- App Development

Retail Data & Hardware Services

- Data Recovery
- Business Continuity
- Devices and Hardware

Retail Consulting Services

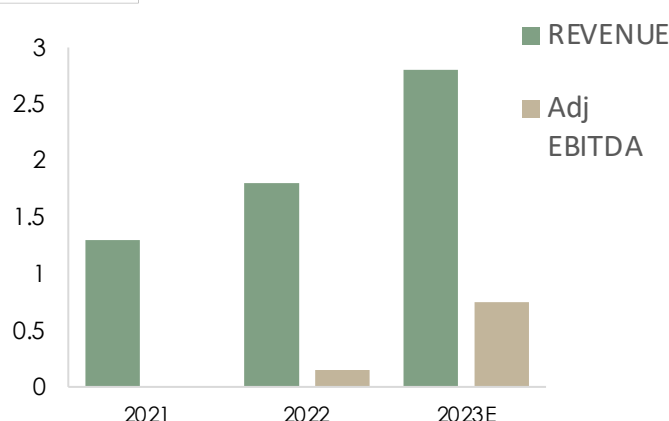
- Technology Consulting
- Virtual CTO/CIO
- VoIP / Internet Phone Solutions

Channel Program Services

- ✓ Microsoft 365 Training for MSPs
- ✓ Technology, Compliance & Security Development
- ✓ Expert training for Technical Certification
- ✓ Sell, implement, train end-users on 365



FINANCIALS 2021-2023E



Description (\$M)	2021	2022	2023E
Revenue	\$1.3	\$1.8	\$2.8
Adj EBITDA	\$0.00	\$0.10	\$0.75

% BY REVENUE TYPE (2022)

Revenue Type	Percentage
Managed Services	85%
Projects	12%
Licensing	1%
Hardware Sales	1%
Software Sales	1%

RECURRING REVENUE

Year	Revenue (\$M)
2021	\$1.30
2022	\$1.80
2023E	\$2.80

Note: Company revenue is almost entirely recurring other than minor resale.

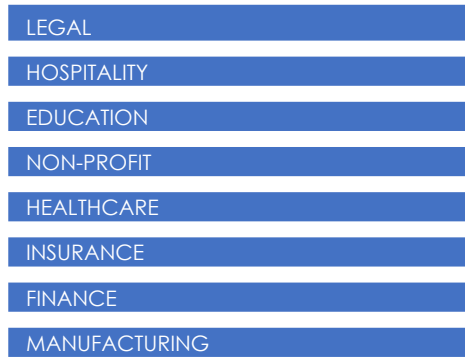
INVESTMENT CONSIDERATIONS

- Successful Pricing Model:** Company's pricing model benefits both MSPs and their clients and offers a predictable and scalable model for each product line.
- Unique Sales Proposition:** The Company's unique sales proposition is helping fellow MSPs sell, implement, and train end users and support Microsoft 365. They have worked with over 100 MSPs locally and nationally since inception.
- Consistent Growth Profile:** Company has enjoyed strong growth and is on track for \$2.8 million in sales in 2023.
- Long Term Growth Potential:** The Microsoft 365 solution and concepts the Company utilizes is not a temporary niche. Staff, processes and procedures are in place for long term growth opportunities with additional capital investment.
- Profitability:** The Company's profitability is consistent due to its strong marketing, pipeline and high customer retention. Retention policies are unique with aggressive guaranteed service-level agreements (SLAs).

CHANNEL PARTNERS



END USER VERTICALS

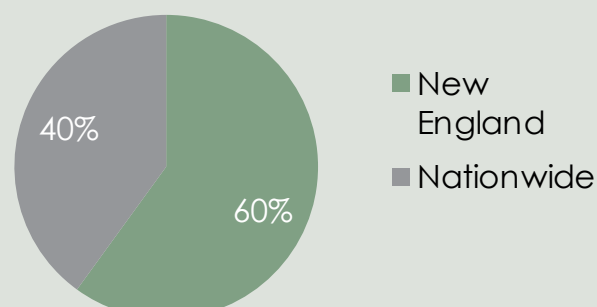


CUSTOMERS BY THE NUMBERS

CUSTOMERS: 142

RETENTION: 97% Retail
76% Channel

BY LOCATION:



CUSTOMERS BY REVENUE

TOP 10

Company #	Percentage
Company #1	9%
Company #2	8.5%
Company #3	3%
Company #4	2.5%
Company #5	2.5%
Company #6	2.5%
Company #7	2%
Company #8	2%
Company #9	1%
Company #10	1%

Total 34%

Note: Company has minimal concentration beyond two large co-managed clients.

NEXT STEPS

To learn more about company EX-823 please sign the linked NDA and send to Joan Cook. Our team will follow up with a mutually executed NDA and make an introduction to the company's CEO.

[Start NDA Now](#)

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[Asset Listing](#)



ITX

a martinwolf company