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“Let’s End the Attempts at IT & Do It”

Ray Stasieczko

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A hand is shown holding a glowing, futuristic digital interface. The interface consists of several translucent, blue-tinted panels and icons, including a house, a person, a gear, and a speech bubble, all connected by a network of glowing lines. The background is dark, making the glowing elements stand out.

1



Niccolo Machiavelli

A portrait of Niccolò Machiavelli, a man with a shaved head and a small tuft of hair, wearing a dark tunic with a red collar. The portrait is set against a dark background. To the right of the portrait, there are two white hexagons on a black background, one slightly overlapping the other. Below the hexagons, the name "Niccolo Machiavelli" is written in blue text.

2

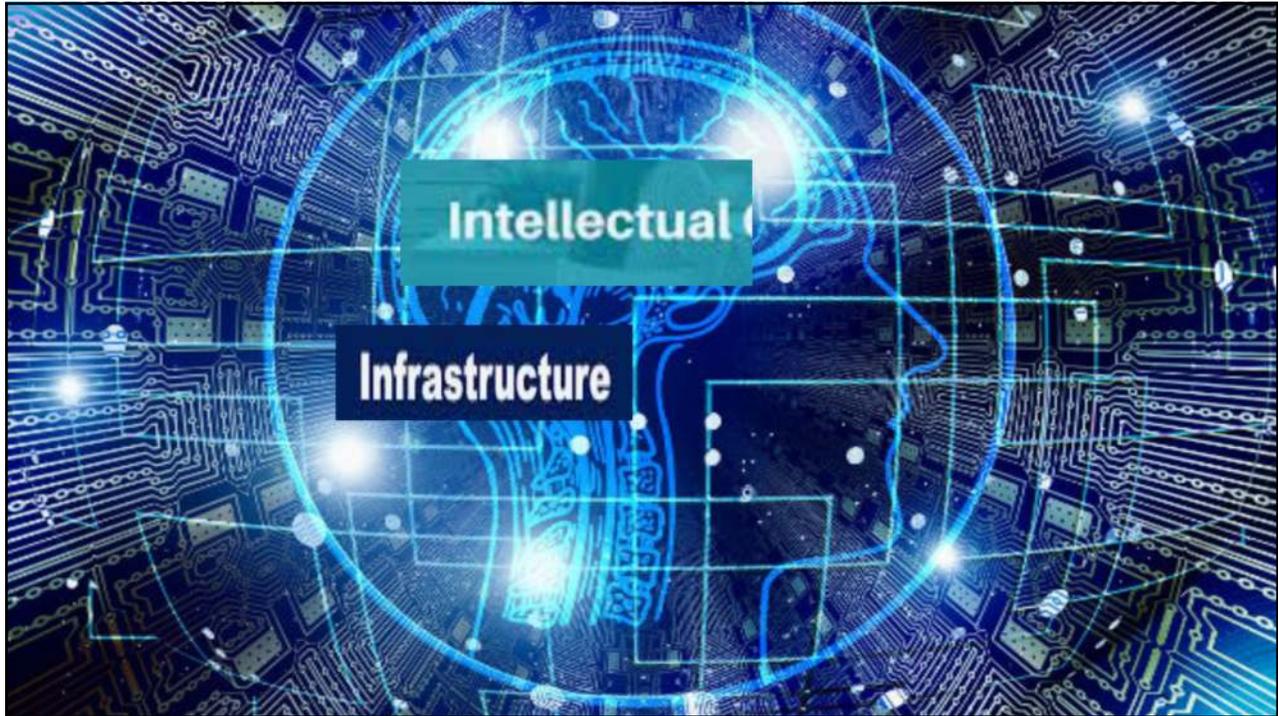
# The Intro Questions Asked For Ten Years

- Who is delivering IT services now?
- Who plans on delivering IT Services in the future?
- My Questions**
- Who can attest to a successful IT service deliverable?
- Who wants to position themselves to answer my first question?

3



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## What is holding IT Back?



- Over confidence that your past successes are transferable in creating new successes.  
A lack of fear in failing based on a fallback mentality.
- Aligning with consultants or organizations who benefit by dealers dabbling in IT. Over working with organizations obsessed with your success.
- Attempting to build IT business as an add on to the print deliverable.
- Not clearly defining the deliverable
- Managerial led over entrepreneurial leadership remember managers read the maps draw by entrepreneurs.



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## IT is very possible

	2015	2017	2019	2021
Topline	3,641,117	4,989,450	6,536,730	10,800,000
MRR (December)	156,215	237,583	352,697	655,000
Clients (December)	51	62	83	78
Average MRR/Client	3,063	3,832	4,249	8,397
Payroll for service only	620,338	659,811	1,708,145	3,100,000
	17.0%	13.2%	26.1%	28.7%

Top 15 clients = \$439,938 MRR (70% total MRR)

- DOES NOT INCLUDE the new \$36k for CMC.
- Smallest account on that list bills \$10,451 per month
- Average of these is \$27,497 per month

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## 3 way's to begin



Buy

Partner

Build

8

4



9



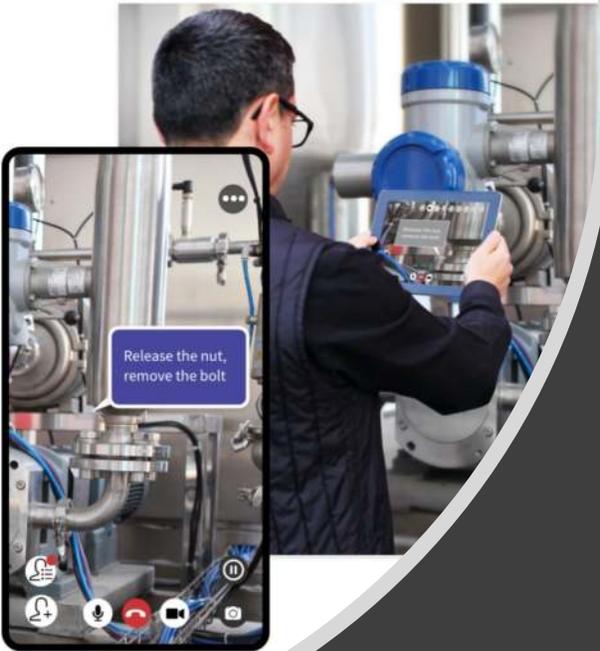
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# Playing to Win! It's not Cheap

Total Raw Wages - All Employees	\$ 3,803,089.56
Average Raw Wages - All Employees	\$ 80,916.80
Total Raw Wages - Technical Employees	\$ 2,102,413.96
Average Raw Wages - Technical Employees	\$ 65,700.44
Total Raw Wages - Project Employees	\$ 282,491.20
Average Raw Wages - Project Employees	\$ 94,163.73
Total Raw Wages - Sales Employees	\$ 491,234.80
Average Raw Wages - Sales Employees	\$ 98,246.96
Total Raw Wages - Advisory Services Employees	\$ 467,300.00
Average Raw Wages - Advisory Services Employees	\$ 93,460.00
Total Raw Wages - Administrative Employees	\$ 459,649.60
Average Raw Wages - Administrative Employees	\$ 76,608.27



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The New Relevance will quickly seize ground in the Landscape of Status Quo

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**Status Quo is the Killer of all that will be Invented**

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