PLUM TECH

CEO: Kerenza

President: K'Pru

CTO: Xavier

COO: Michael

Problem

- IT industries lack diversity in every form.
  - Majority of the industry is white males and it lacks women and minorities.
- Technology is rapidly being used everyday throughout the world.
- Small businesses are forming everywhere and they overall lack secure websites, and solid technological infrastructure
- Without IT assistance many of these small businesses may fall victim to a common customer pain
  - Loss of Productivity.

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U.S. diversity stats for tech

Ethnicity	U.S. population	U.S. tech industry proportion
White	60%	68%
Black	13%	7%
Asian	6%	14%
Hispanic/Latinx	18%	8%
Other	2%	1%
Mixed race	3%	1%

Sources: U.S. Census Bureau 2019 estimates, and U.S. Equal Economic Opportunity Commission'
Tech Report.

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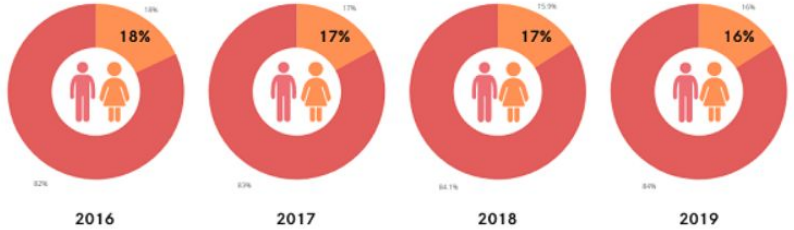
IT Professionals

2016 – 183,149 – 18%
2017 – 172,411 – 17%
2018 – 181,575 – 17%
2019 – 180,600 – 16%



$1.00
WAGE GAP
$0.75
$0.50
$1.00
$0.96
$0.92
$0.90
$0.88
$0.87
$0.83
$0.79
White Men
Asian Men
Latino Men
White Women
Black Men
Asian Women
Latino Women
Black Women

Plum Tech Will Provide:

- A futuristic MWBE certified establishment.
  - A safe place where everyone, employees and customers will feel safe and heard
- Services that handle the tech needs of small businesses.
  - To aid in preventing the loss of productivity in the workplace.
- Long-term business relationships with companies.

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	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Devices	5	10	15	20	25	Unlimited
Malware Removal	✓	✓	✓	✓	✓	✓
Hardware Maintenance/ Replacement	✗	✓	✓	✓	✓	✓
Website Administration	✗	✗	✓	✓	✓	✓
LAN Administration	✗	✗	✗	✓	✓	✓
Dedicated Storage Server	✗	✗	✗	✗	✓	✓
Pricing	**$400**	**$600**	**$800**	**$1,000**	**$1,200**	**$1,400**

Subscription Structure:

If a customer only needs one service, price can be tailored to just the one service.

Plum Tech will also lend extra hands to companies who may need extra support. This is also a tailored price.

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Costs:

Item:	Estimated Valuation:
Service Cost	
Replacement Parts and Equipment (RAM, Graphics Cards, Switches, Routers, Servers, Mice, Keyboards etc.)	$10- $1000
Infrastructure as a Service (IaaS) (Data Preservation and Website Uptime)	$5 - $50
Commute To and From Businesses	Per NY Standards

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Business Model:

Customers:

- Small businesses in the Utica and surrounding area that requires IT assistance.

Product & Services:

- Professional level hardware and software maintenance, website construction, loss prevention, and network support.

Profitability:

- Contracts tailored to specific customers, instead of flat rate.
- Tier system: higher tiers services different tech needs.
  - Starting at $400 a month for 1-3 technology appliances such as computers
  - Systematically incrementing from there with add ons

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Market:

- There's a large market of IT contracting.
- Niche Market:
    - Small Businesses
- Barrier to Entry:
    - Unmatched prices, tailored to each customer

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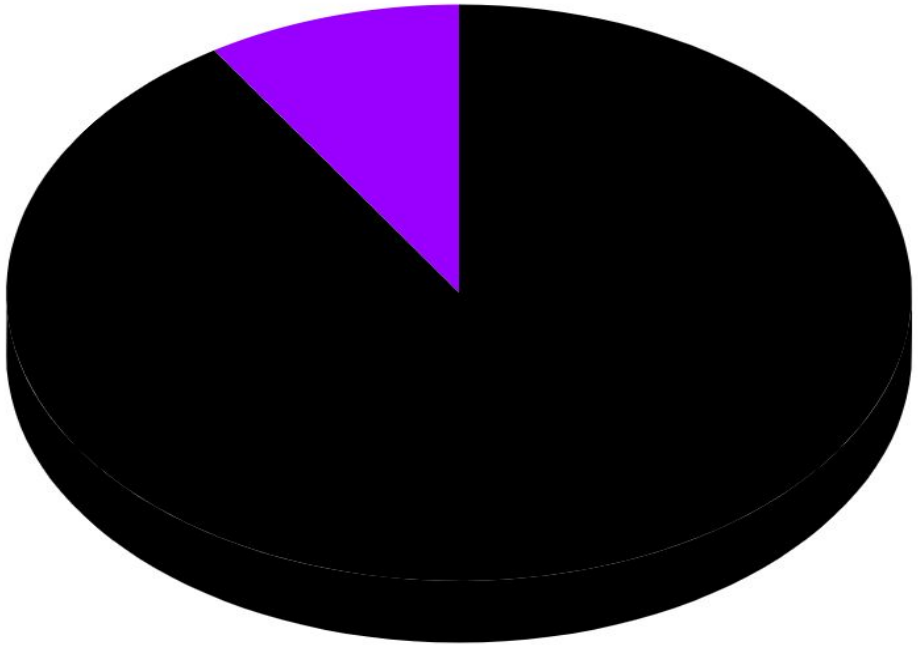
Revenue



Market - $23,395,200 Captured Market - $2,339,520

The Census Bureau:

	OIG (Oneida Innovation Group) Services	**Anthony's Television & Appliance Repair's Services**	**Plum Tech's Services**
Pricing:	Contract Price (Tailored to Large-scale Companies)	Contract price No Free Estimates	Tier-based Contract Price +Free Estimates
Services:	IT software servicing and Maintenance	IT hardware and appliance servicing and maintenance	IT Hardware & software servicing and maintenance + Website construction
Target Customer	Government and Private sector industries.	Anyone	Start up companies / MWBE Certified small businesses

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Competition:

IT Support from independent contractors

- Lacks personal connection.

Groups like Geek Squad

- Lacks individual care and less diverse service.

Large corporations like Apex & Techsystems

- Made for work on a larger scale and too expensive.

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Roadmap:

- Seeking out investors.
- Seek out candidates to compliment our team.
- Inquiring about **MWBE Certification.**
- Talk to potential customers and gather information on what they need and want from a IT Service business.
- Actively developing individual focus points to utilize our team's varying skill sets for the progression of the venture
- Protect intellectual property like trademarking the Plum Tech name, logo, and slogan.
- Pursuing outside third party endorsements/partnerships to save on costs.

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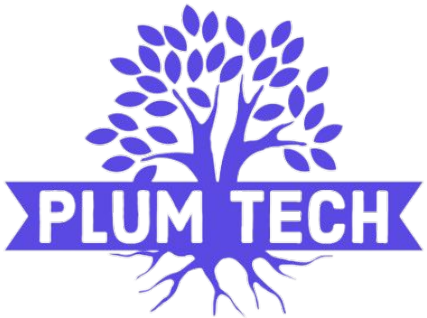
The world is changing, technology is growing,

come grow with us.

PLUM Tech, People Like Us Matter.



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