

**b1) Why are you entering this competition?**

With experience of more than 7 years in server management and hosting company, I am entering this competition to provide customer with a solid hosting provider who can connect with them in a way they want a hosting company to. However, starting a hosting company needs capital and I think this competition will allow me to provide the capital for the startup.

**b2) What experience do you have in the industry?**

I have worked with Linux and windows server for past 6 years. I am experience with server management from fixing the latest SolusVM exploit to managing a dedicated server for a prestigious hosting provider. Currently I remotely manage OVZ and KVM server for [[red]] which is one of the biggest hosting provider in Asia. In addition, I work part time at [[red]] as a Linux technician for their shared and reseller hosting servers. I also manage a dedicated and virtual private server for [[red]], a video hosting website and [[red]].

**b3) If you have worked previously for other providers please list them?**

1. [[red]] (2007 – Present)
2. [[red]] (2011 – Present )
3. [[red]] (2005 – 2008)

**b4) Have you ever worked for or been associated with a deadpool provider?**

No, all the companies I have worked with are presently running with great customer base.

**## About Your Vision****c1) What is your vision for your provider?**

One of the most important vision that is in our mind is to provide maximum uptime with a great customer support. Customer support and prompt reply to tickets customer submit us would be our main focus. In addition, we would also provide customers with server side support if they need help setting up any software in their server.

**c2) What specifically will make your provider unique to existing providers?**

One of the unique feature that I would provide is **Managed VPS as an addon service** for customers who need extensive help setting up there VPS as they require. The service will include website setup with database, email and PHP to installing personalized script in the server. Second, I would provide 7 days no question asked refund policy. When I say no question asked, I mean it. Once the customer let us know that they are not happy with the performance, we will ask them few hours for us to rectify the issue, if we cant, the refund will be issued right away. I am confident that I can solve most of the issues with servers.

Another unique feature that we are planning to provide is to provide 24/7 live chat system where there would be someone to answer customers question all the time.

**c3) What qualities/skills do you possess that are advantageous to your vision?**

Working in this industry for so long that I can solve most of the server issues within few minutes. I have been involved in customer support with 4.92/5.0 rating from customers in [[red]] system. I have complete server monitoring course and network administration certificates like CCNA and CCNP.

**c4) What qualities/skills do you believe are required for the long-term viability and sustainability of your vision?**

As I would be starting from a low end hosting provider and it would take a lot of dedication towards the management of the server to providing a world class customer support to our members. In a long term, skills like learning from mistake, keeping upto date with latest server exploits and fixing it asap are very essential.

**c5) If you have these great ideas why aren't you executing these ideas now? Why is your vision not already a provider?**

Having a great idea and implementing that great idea are two different things. I wanted to implement my own hosting provider for a long time. However, there are two things that kept me in my sit till now. One is the initial capital investment and other is I wanted to be fully prepared before launching myself into this market. And now I think I am fully prepared for the challenges in this industry.

My visions are different in terms of customer satisfaction and in terms of business expansion. A lot of providers provide unmanaged Low End VPS and stick to it for a long time. However, my expansion policy is quite different, I would expand the business to fit our customers need. From shared hosting to low end VPS to High End Premium VPS and ultimately dedicated server (in a long run).

## **## Building Your Vision**

**d1) What is your target market?**

Initially, our target market includes individual webmaster and small sized businesses. However, in a year time, we plan to expand the service to provide the services to medium sized businesses and other wide variety of customers.

**d2) How will you connect with this market?**

Our first launch platform will be lowendbox.com. We will provide offer for all LEB customers to build our startup customer base and then we will market it through social media, personal recommendation and google adwords.

**d3) Are you confident that this market can sustain you?**

At startup phase, the market will be able to sustain our hosting company. On the other hand, I plan to spread the market throughout different sectors to sustain in a long run.

**d4) Are you willing to make financial self-investment to build your vision?**

I think self-investment is imminent when any business is in its startup phase. And I will definitely self-invest to expand our location, hire freelancers for server maintenance, buy license for required software and advertise through google adwords.

## **## Your Capabilities To Serve Your Vision?**

**e1) What is your level of technical experience?**

I have worked with linux and windows server since 2005 with a deep understanding of core linux components and its functionality. I have firsthand experience with software installation in linux,

upgrading the system, managing solusVM master panel and client panel, managing multiple dedicated servers

**e2) What is your level of problem-solving capabilities?**

Recently, there was SolusVM exploited discovered which created a panic within the [[red]] department. I quickly contacted solusVM for a fix update. First I disabled the solusVM as a temporary measure and emailed every customer with the potential exploit in our system. We kept the conversation with our customer as transparent as possible. On the other hand, I stayed in touch with solusVM team and found temporary fix for the exploit. We contacted our customer with the information about temporary fix and opened the solusVM panel web access. Customers were very understandable and pleased as we kept them in the loop of what was going on.

**e3) How much time can you assign to make your vision of a provider become a reality?**

There is no fixed amount of time that I can assign but it would definitely be my top priority and dedicated a huge amount of time to fulfill the vision for this hosting company.

**e4) How much time can you assign over the long-term to ensure it's viability and sustainability in to the future?**

Over the long-term, expansion of the service is going to happen and we would need for staff to manage and maintain the servers smoothly. Therefore, I would be heavily invested in the process of making the company viable and sustainable. I would also hire staff to provide technical assistance to customers whenever they need.

**## Plans and Projections**

**f1) What virtualisation technology will you be working with?**

Initially, OVZ and KVM are my main virtualization technology with a vision to provide XEN within 1-2 year.

**f2) How many plans would you start with?**

5 – OVZ and 3 KVM plans

**f3) Please list those plans in detail (CPU, RAM, HDD..etc) and assign a dollar value in USD or converted to USD.**

OVZ PLAN				
128MB	256MB	512MB	1024MB	2048MB
128MB RAM 128MB VSwap 1 CPU Core 3.4GHz+ 10GB Storage Space 1Gbps Port 250GB Bandwidth 1 IPv4 Address TUN/TAP No Contracts or Hidden Fees Free/Instant Setup	256MB RAM 256MB VSwap 2 CPU Core 3.4GHz+ 20GB Storage Space 1Gbps Port 500GB Bandwidth 1 IPv4 Address TUN/TAP No Contracts or Hidden Fees Free/Instant Setup	512MB RAM 512MB VSwap 2 CPU Core 3.4GHz+ 40GB Storage Space 1Gbps Port 1000GB Bandwidth 1 IPv4 Address TUN/TAP No Contracts or Hidden Fees Free/Instant Setup	1024MB RAM 1024MB VSwap 3 CPU Core 3.4GHz+ 60GB Storage Space 1Gbps Port 2000GB Bandwidth 1 IPv4 Address TUN/TAP No Contracts or Hidden Fees Free/Instant Setup	2048MB RAM 2048MB VSwap 4 CPU Core 3.4GHz+ 90GB Storage Space 1Gbps Port 3000GB Bandwidth 1 IPv4 Address (+1 Free on Request) TUN/TAP No Contracts or Hidden Fees

Self-Managed	Self-Managed	Self-Managed	Self-Managed	Free/Instant Setup Self-Managed
\$15.99 Semi-Annually	\$13.99 Quarterly	\$6.99 Monthly	\$8.99 Monthly	\$13.99 Monthly

KVM Plan		
256MB (6.99/mnth)	512MB (12.99/mnth)	1024MB (24.99/month)
256MB RAM 1 CPU Cores @ 3.4GHz+ 20GB HDD Space 1Gbps Port 500GB Bandwidth 1 IPv4 Address No Contracts or Hidden Fees Self-Managed	512MB RAM 2 CPU Cores @ 3.4GHz+ 40GB SSD-Cached HDD Space 1Gbps Port 800GB Bandwidth 1 IPv4 Address No Contracts or Hidden Fees Self-Managed	1024MB RAM 4 CPU Cores @ 3.4GHz+ 60GB SSD-Cached HDD Space 1Gbps Port 1200GB Bandwidth 1 IPv4 Address No Contracts or Hidden Fees Self-Managed
<b>\$6.99/month</b>	<b>\$12.99/month</b>	<b>24.99/month</b>

**f4) What is your 3 month milestone?**

There are few milestone that I want to reach at the end of 3 month.

- Generate 50-100 customers with different plans.
- Hire 1 part time offshore linux support person to help customer with technical support.
- Purchase an additional Server for expansion. (Provide servers from at least 2 location in US)

**f5) What is your 6 month milestone?**

Six month milestone is very crucial as I will have to generate enough revenue to pay the monthly server bills. One milestone would be to collect at least 6 month payment of servers. Another milestone is to purchase 1 additional server outside of US. (Most probably in Netherland or France as bandwidth is cheaper in these countries). Generate 150+ customer base from advertisement and promo deal

**f6) What is your 1 year milestone?**

There are basically three milestones that I want to reach by the end of 1 year.

- Pay off server bills for 9 months in advance.
- Hire an additional part time linux support technician.
- Implement FFMPEG enable shared hosting and reseller hosting.
- Generate 500+ customer base from advertisement and promo deal

**f7) What is your 2 year milestone?**

There are few milestone that I want to reach at the end of 2 year. However, it also depends on the other milestone mentioned above. Here are some goals that I want to reach:

- Generate at least 1000+ customer base with varies VPS and shared hosting plans.
- Introduce Cloud Server for website with huge customer base.
- Pay off server bills for additional 1 year.
- Make our technician numbers to at least 5 in different time zone (India, US (myself), US, London, Bangladesh) so that we can provide 24/7 support.

## **## Margins & Profits**

After the 6 months has passed your lease on the server will be \$150/Month, an additional \$16/Month for WHMCS and then an approximate of \$10/Month depending on your Virtualisation Panel choice. Lets give you a buffer and associate your total monthly cost for the operation at \$180.

### **g1) What profit margin are you aiming for in percentage?**

After 6 month, the profit margin I am looking at is around 60%. However, that could adjust depending on the number of customer base.

### **g2) How many customers do you assume you can fit on your server?**

With the current server, I think I could fit in around 90 customers. (Assuming at there might be little bit of overselling – I think I can tweak the servers to manage overselling to small extend without any performance degradation)

### **g3) What is the minimum amount you expect to extract from your server per month excluding costs?**

In the beginning, the minimum amount would be around \$400+. As we generate more customer the minimum goes up with every new customer orders servers.

### **g4) What is the minimum amount you expect to extract from your server per month including costs?**

In the beginning, the minimum amount would be around \$800.

### **g5) What is the maximum amount you expect to extract from your server per month excluding costs?**

The maximum excluding server cost, around 600.

### **g6) What is the maximum amount you expect to extract from your server per month including costs?**

The maximum including server cost, around 1000.

**PS: Thanks for entering!**

### **h1) Anything else you want to add for us to consider as part of your entry?**

With my expertise in server management with varies web hosting companies, I think I can provide a world class service to customers meeting their requirement.