

DEVCOM

HOME OF THE GOLDEN KPI™

D2D Master Agent Partnership Overview

A Specialized ISP/MSO Direct-to-Door Sales, Installation Follow-Through & Business Intelligence Development Command

Presented by Co-Founders Justin Bastian & Brett Sobeck

PURPOSE IS PRODUCT. MISSION IS MINDSET.

02 • PROBLEM / OPPORTUNITY

Fiber Investment Earns Its Return When Homes Connect & Stay.



Unconnected Homes Delay the Return

Every serviceable address is an opportunity to turn construction investment into recurring revenue. The longer it remains unsold, the longer competitors have to defend or win the customer.



Sales Quality Determines What Stays Connected

Cancellations, failed installations and early churn reduce the value of a sale. Field conduct, customer education and follow-through shape the result.

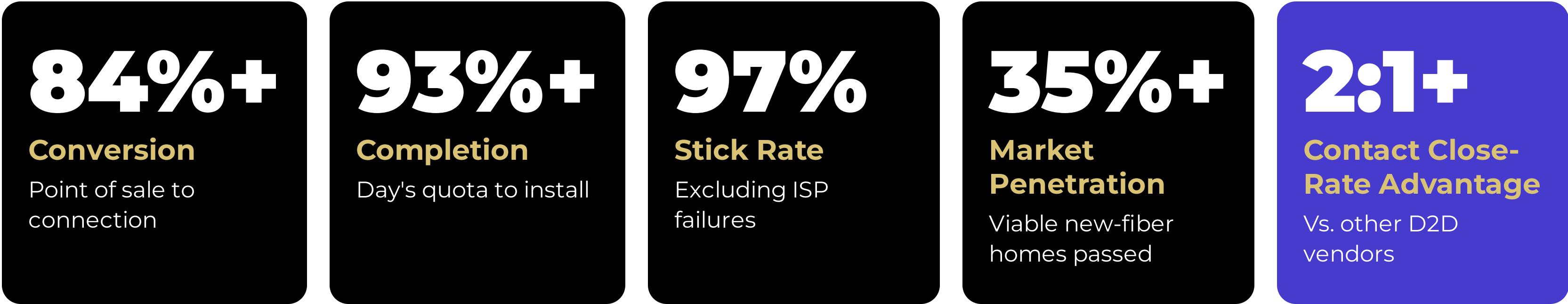


Launch Readiness Protects the Opportunity

Pre-sale, field deployment and installation support need to move with the build. A coordinated launch gives the market a clear path from first conversation to connection.

03 · PERFORMANCE

Deal-Health Integrity. Penetration Efficiency. Specialized Production.



DevCom operating results. Measurement definitions available on request.

04 · OPERATING ADVANTAGE

Built For Client Integration



Cross-Functional Integration

Experience working across channel development, Tech Ops, customer support, market expansion, marketing, legal and finance.



Performance Management

OPIA reporting, agent-level KPI tracking and structured coaching connect field activity to management decisions.



Business Intelligence

Actionable reporting on construction, installation performance, customer experience, competitors and deal health.



Intern-to-Leadership Pipeline

Our collegiate recruiting and internship program produced DevCom's current President and other key leaders.



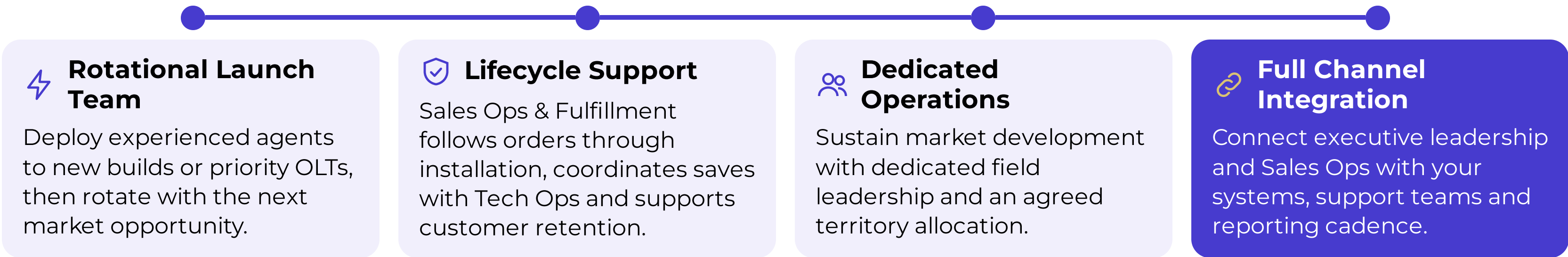
No Fail Policy

Zero-tolerance conduct terms in agent and partner-group contracts, aligned with DSA and WFDSA codes.

05 · PARTNERSHIP MODEL

Customizable Client Optimization

YOU CHOOSE THE FIT Engage DevCom for blitz rotation alone, full channel integration, or any combination in between. Any point on this line, or several.



HOW WE ARE PAID

100% Commission

No retainers or fees to sustain headcount. DevCom funds local infrastructure, recruiting, onboarding, sales training and leadership development.

06 • DEPLOYMENT PLAN

Deploy. Penetrate. Advance. Defend.



07 · MASTER AGENT OPERATIONS

One Accountable Operating Partner

**QUALITY
THROUGHOUT THE
DEAL**

Customer education, field standards and installation follow-through are managed as one continuous operating responsibility.

Operating Layer	DevCom Responsibility
Client Relationship	Client partnership since 2006: twenty years across ownership, product and leadership changes.
Agent & Partner Standards	Contracts establish conduct expectations. Structured onboarding, training and agent-level KPI reviews support consistent field execution.
Leadership Accountability	Field and market leaders report through senior leadership to the founders. Leadership ratio: 1:6.4.
Order-to-Install Support	Consultative selling, point-of-sale handoff to Sales Ops & Fulfillment, daily installation follow-through and coordination with client teams.
Performance Visibility	OPIA reporting connects field activity, deal health and operational issues to leadership decisions.
Talent Continuity	63% of onboarded talent remains DevCom-dedicated over a rolling 24-month period.

08 • TEAM

In Command



Justin Bastian

Co-Founder & CEO

Vision, Client
Partnerships &
Company Strategy



Brett Sobeck

**Co-Founder &
COO/CFO**

Client Partnerships,
Operations &
Financial Discipline



Erik Moreira

President

Client Integration,
Company Leadership
& Operations
Development



Thomas Lopez

**Vice President of
Talent Development**

Recruiting, Training &
Campaign
Development



Denis Chavarria

**Director of Sales
Operations &
Fulfillment**

Order & Quota
Management; Agent,
Customer & Tech Ops
Support

09 · LAUNCH ECONOMICS

A Forecast Built Around Your Market

Planning Input	Working Basis	ILLUSTRATIVE SCENARIO 1,000 eligible addresses 417 point-of-sale deals × 84% order-to-connect = 350 installs = 35% market penetration 350 installs × agreed commission = projected commission cost
Serviceable address allocation	Client-confirmed	
Market type	New build / rework	
Market penetration	Market-specific	
Order-to-connect conversion	84% reference	
Field capacity	Agreed by allocation	
Launch window	Build-led	
Commission per install	Agreed rate	

10 • TRACK RECORD & NEXT STEP

Experience Built for Your Next Launch

1998
First Door
Field leadership in deregulated energy sales.

2003
Telecom Pivot
Led a force atop AT&T's national leaderboard.

2006
Client Partnership
Overturned the client's anti-D2D vendor policy.

2008
New-Build Success
Led the client's first successful new-build launch.

2010–20
Venture Years
Founders led other ventures while the client relationship continued.

2020
DevCom Direct
Founders headhunted back to an active leadership role with the client.

2021–23
Customer Transition
Moved high-value customers to the first MSO–YouTube TV bundle.

2024
Fiber Launch
Delivered the client's most successful fiber launch to date.

2025
Expansion Force
Developed dedicated first-to-fiber deployment capacity.

2026
Deeper Integration
Expanded enterprise coordination, contract protections and market access.

NEXT STEP: SELECT THE FIRST MARKET AND THE FIT

Align on address allocation, engagement model, launch timing and success criteria. Agree to commission terms, client onboarding cycle, and a launch review point. Client, installation-partner and advisor references are ready when you are.

POINT OF CONTACT

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