

FLORIDA PUBLIC SERVICE COMMISSION

OFFICE OF INDUSTRY DEVELOPMENT AND MARKET ANALYSIS

APPLICATION FOR ORIGINAL AUTHORITY OR TRANSFER OF AUTHORITY TO PROVIDE TELECOMMUNICATIONS SERVICE IN THE STATE OF FLORIDA

INSTRUCTIONS

This form should be used as the application for an original certificate and transfer of an existing certificate (from a Florida certificated company to a non-certificated company). In the case of a transfer, the information shall be provided by the transferee. If you have other questions about completing the form, call **(850) 413-6600**.

Print or type all responses to each item requested in the application. If an item is not applicable, please explain. All questions must be answered. If unable to answer the question in the allotted space, please continue on a separate sheet.

Once completed, submit the **original and one copy** of this form along with a **non-refundable** fee of **\$500.00** to:

**Florida Public Service Commission
Office of Commission Clerk
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6770**

- COM _____
- AFD _____
- APA _____
- ECO _____
- ENG _____
- GCL _____
- IDM** _____
- CLK _____

1 Copy of Application

Check received with filing and forwarded to Fiscal for deposit. Fiscal to forward deposit information to Records.

Initials of person who forwarded check:

JS

RECEIVED-FPSC
 2021 MAR -8 PM 12:54
 COMMISSION CLERK

APPLICATION

This is an application for (check one):

Original certificate (new company)

Approval of transfer of existing certificate: Example, a non-certificated company purchases an existing company and desires to retain the original certificate rather than apply for a new certificate.

Please provide the following:

1. Full name of company, including fictitious name(s), that must match identically with name(s) on file with the Florida Department of State, Division of Corporations registration:
CSG Cloud, LLC

2. The Florida Secretary of State corporate registration number: L20000222137

3. F.E.I. Number: 85-2459839

4. Structure of organization:

The company will be operating as a:
(Check all that apply):

- | | | | |
|-------------------------------------|---------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Corporation | <input type="checkbox"/> | General Partnership |
| <input type="checkbox"/> | Foreign Corporation | <input type="checkbox"/> | Foreign Partnership |
| <input checked="" type="checkbox"/> | Limited Liability Company | <input type="checkbox"/> | Limited Partnership |
| <input type="checkbox"/> | Sole Proprietorship | <input type="checkbox"/> | Other, please specify below: |

If a partnership, provide a copy of the partnership agreement.

If a foreign limited partnership, proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS). The Florida registration number is: NA

5. Who will serve as point of contact to the Commission in regard to the following?

(a) This application:

Name: Amanda Ryan
Title: Managing Member
Street Address: 7121 Park Dr
Post Office Box:
City: New Port Richey
State: FL
Zip: 34652
Telephone No.: 727-484-5274
Fax No.: 727-437-1084
E-Mail Address: aryan@csg-cloud.com

(b) Ongoing operations of the company:

(This company liaison will be the point of contact for FPSC correspondence. This point of contact can be updated if a change is necessary but this must be completed at the time the application is filed).

Name: SAME AS ABOVE
Title:
Street Address:
Post Office Box:
City:
State:
Zip:
Telephone No.:
Fax No.:
E-Mail Address:
Company Homepage:

(c) Optional secondary point of contact or liaison:

(This point of contact will not receive FPSC correspondence but will be on file with the FPSC).

Name: Lindsay Day
Title: Managing Member
Street Address: 3437 Springfield Dr
Post Office Box:
City: Holiday
State: FL
Zip: 34691
Telephone No.: 727-992-2081
Fax No.: 727-437-1084
E-Mail Address: lday@csg-cloud.com

6. Physical address for the applicant that will do business in Florida:

Street address: 9070 W. Ozello Trail
City: Crystal River
State: FL
Zip: 34429
Telephone No.: 856-658-8647
Fax No.: 352-204-1205
E-Mail Address: aryan@csg-cloud.com

7. List the state(s), and accompanying docket number(s), in which the applicant has:

(a) **operated** as a telecommunications company. NA - new applicant

(b) **applications pending** to be certificated as a telecommunications company.
Florida

(c) **been certificated** to operate as a telecommunications company. NA - new applicant

(d) **been denied authority** to operate as a telecommunications company and the
circumstances involved. NA - new applicant

(e) **had regulatory penalties imposed** for violations of telecommunications
statutes and the circumstances involved. NA

(f) **been involved in civil court proceedings** with another telecommunications
entity, and the circumstances involved. NA

8. The following questions pertain to the officers and directors. Have any been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency
restored), or found guilty of any felony or of any crime, or whether such actions may
result from pending proceedings? Yes No

If yes, provide explanation.

NA

(b) granted or denied a certificate in the State of Florida (this includes active and
canceled certificates)? Granted Denied Neither

If granted provide explanation and list the certificate holder and certificate number.

NA

If denied provide explanation.

NA

(c) an officer, director, and partner in any other Florida certificated telecommunications company? Yes No

If yes, give name of company and relationship. If no longer associated with company, give reason why not. YourSip Telecom, LLC. - Senior Engineer

Pursue opportunities to gain expertise in growing market and further engineering education

9. Florida Statute 364.335(1)(a) requires a company seeking a certificate of authority to demonstrate its managerial, technical, and financial ability to provide telecommunications service.

Note: *It is the applicant's burden to demonstrate that it possesses adequate managerial ability, technical ability, and financial ability. Additional supporting information may be supplied at the discretion of the applicant. For the purposes of this application, financial statements MUST contain the balance sheet, income statement, and statement of retained earnings.*

- (a) **Managerial ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient managerial experiences of each. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (b) **Technical ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (c) **Financial ability:** An applicant must provide financial statements demonstrating financial ability by submitting a balance sheet, income statement, and retained earnings statement. An applicant that has audited financial statements for the most recent three years must provide those financial statements. If a full three years' historical data is not available, the application must include both historical financial data and pro forma data to supplement. An applicant of a newly established company must provide three years' pro forma data. If the applicant does not have audited financial statements, it must be so stated and signed by either the applicant's chief executive officer or chief financial officer affirming that the financial statements are true and correct.

10. Where will you officially designate as your place of publicly publishing your schedule a/k/a tariffs or price lists)? (Tariffs or price lists MUST be publicly published to comply with Florida Statute 364.04).

Florida Public Service Commission

Website – Please provide Website address: www.csg-cloud.com

Other – Please provide address: _____

THIS PAGE MUST BE COMPLETED AND SIGNED

REGULATORY ASSESSMENT FEE: I understand that all telecommunications companies must pay a regulatory assessment fee. A minimum annual assessment fee, as defined by the Commission, is required.

RECEIPT AND UNDERSTANDING OF RULES: I understand the Florida Public Service Commission's rules, orders, and laws relating to the provisioning of telecommunications company service in Florida.

APPLICANT ACKNOWLEDGEMENT: By my signature below, I, the undersigned owner or officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical ability, managerial ability, and financial ability to provide telecommunications company service in the State of Florida. I have read the foregoing and declare that, to the best of my knowledge and belief, the information is true and correct. I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules, orders and laws.

Further, I am aware that, pursuant to Chapter 837.06, Florida Statutes, "***Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 and s. 775.083.***"

I understand that any false statements can result in being denied a certificate of authority in Florida.

COMPANY OWNER OR OFFICER

Print Name:	Amanda Ryan
Title:	Managing Member
Telephone No.:	727-484-5274
E-Mail Address:	aryan@csg-cloud.com

Signature:  Date: 3/4/2021

CERTIFICATE TRANSFER

As current holder of Florida Public Service Commission Certificate Number _____,
I have reviewed this application and join in the petitioner's request for a transfer of the
certificate.

COMPANY OWNER OR OFFICER

Print Name: _____
Title: _____
Street/Post Office Box: _____
City: _____
State: _____
Zip: _____
Telephone No.: _____
Fax No.: _____
E-Mail Address: _____

Signature: _____ Date: _____

LINDSAY DAY

3437 Springfield Drive, Holiday, FL 34691 · 727-992-2084
Lday@CSG-Solutions.com · www.linkedin.com/in/lindsay-day-52391644

EXPERIENCE

AUGUST 2020 – PRESENT

MANAGING PARTNER, CSG-CLOUD, LLC

AR/AP; Build and Maintain Company Quickbooks file; Open, manage and reconcile all bank accounts; Collections; Maintain all business licenses; Maintain tax records; Maintain Partner Program, including Commissions

AUG 2009 – PRESENT

CEO/CFO, CONSOLIDATED SOLUTIONS GROUP, LLC

Dispatch and maintain telephone service and installations for customers nationwide; Bid and service large projects, including government work; Create service tickets for each job; Internet research; Find and hire new Sub-Contractors nationwide; Hire and train new employees; Build and maintain customer relations; Data input; Invoice for each job accordingly; Maintain Sub-contractor Contracts

AR, Collect and deposit all customer payments; Maintain and reconcile all bank accounts; Collections; AP, Create and send all vendor payments; Bill collection; Distribute 1099s; Maintain File Backups; Maintain all business licenses; Maintain tax records; Maintain insurance

JUNE 2008 – JULY 2009

EXECUTIVE ASSISTANT TO MICHAEL B. CITRON, THE CITRON GROUP

Performed both professional and personal assistance including but not limited to: Primary telephone operator; Order all supplies; Maintain and organize all business and personal banking; Travel arrangements; Data entry; Account Representative to all credit repair clients; Create and distribute credit repair letters; Maintain all customer files; Maintain business blog sites

AUG 2007 – JUNE 2008

CLERICAL ASSISTANT, MEDICAL MANAGEMENT PROFESSIONALS

Primary telephone operator; Discuss and explain billing procedures to clients; Insurance verification; Sort and distribute all mail

MARCH 2005 – August 2007

SCHEDULER, RADIOLOGY ASSOCIATES OF WEST PASCO

Schedule appointments for three office locations; Maintain paperwork and prescriptions; Insurance verification

EDUCATION

2002

DIPLOMA, RIDGEWOOD HIGH SCHOOL

SKILLS

Proficient in Microsoft Outlook, Excel, Word, Quickbooks Pro, Adobe, Internet, Completed Mastering Quickbooks course

AMANDA RYAN

ABOUT ME

Outcome driven professional with over 25 years of extensive Executive and Administrative experience and over 10 years of experience in the Telecommunications Industry. Result oriented and self-motivated. Dedicated to building and maintaining strong partnerships within the industry and focused on the growth and success of small businesses within the community.

SKILLS

Strong Leadership and Managerial Experience
Effective Communication and Interpersonal Skills
Business Restructuring and Strategic Planning
Marketing and Design Director

WORK HISTORY

CO-OWNER, CSG CLOUD, LLC

CRYSTAL RIVER, FL 34429

July 24, 2020 – PRESENT

Co-Owner and Managing Member. Customer Relations Advocate. Public Relations Specialist. Oversee all Marketing and Design including development of company website and promotional materials. Assist in overall day-to-day operations. Purchasing Negotiator and Inventory Manager. Oversee all relations with Re-Seller Partners.

CEO / COO, CONSOLIDATED SOLUTIONS GROUP, LLC

PALM HARBOR, FL 34684

July 25, 2015 – PRESENT

Co-Owner and Managing Member. Oversee all day-to-day Administrative and Operational functions of business. Execute organizational strategy for team members. Implement Operating Procedures and oversee all employees to ensure daily tasks are being completed and goals are being met. Marketing on Telecom Platforms to drive new revenue and ensure financial growth.

LEAD DISPATCH/CUSTOMER SUPPORT AGENT, CONSOLIDATED SOLUTIONS GROUP, LLC **PALM HARBOR, FL 34684**

Oct 18, 2010 – July 25, 2015

Work directly with End Users and Field Technicians to ensure all calls are prioritized based on urgency and importance. Created and distributed work orders to technicians. Multitasked to ensure timely response to all customer's needs. Collected and submitted completed work requests. Billing specialist. Quickbooks certified. Performed billing responsibilities to ensure invoices were being sent daily. Audit billing reports to ensure invoices/payments are received.

**EXECUTIVE ASSISTANT – DISPUTE SUITE.COM, LLC / THE CITRON GROUP
NEW PORT RICHEY, FL 34655**

February 22, 2008 - Oct 18, 2010

Administered all responsibilities of Office Manager and Direct Administrative Assistant to Owner of company. Maintained Owner schedule and contact list and ensured all appointments were scheduled and met. Drafted letters on Owners behalf. Organized yearly “3-day Boot-Camps” including scheduling all Speakers, arranging all flight/travel plans, booking venues, ordering all marketing materials and booking hotel reservations. Answered all calls and met with all walk-in customers. Developed and maintained filing system. Ordered all office supplies. Assisted in interviewing and hiring of new employees. Oversaw payroll and year-end tax submission to CPA.

**PROFESSIONAL
REFERENCES**

DARRYL BONNEVILLE

Owner, Nitro Communications
(505) 205-3509

IAN FRANK

Owner, OnGuard Communications
(954) 325-1777

BEN SIMMONS

Owner, Central West Communications
(870) 919-0004

25 Year expert in enterprise technology and communications, Senior Cisco UCCE Engineer / Architect specializing in large complex contact center solutions.

Accomplished and passionate about all technology. Design, Installation, Development, Rollout and Support I handle the project from start to finish.

- Expert in Enterprise Communications, Information Technology and Networking
- Achiever with exceptional track record in telecommunication's, business practices, and regulations
- Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively
- Exceptional client relationship skills working with enterprise level customers
- Excellent analytical and strategic design in all business environments.
- VoIP & Implementation Specialist
- 20 years of contact center experience
- Ability to work in a delivery support environment that involves structured processes and timelines
- Expert in Information Security principles and practices
- Honored to design and support some of the world's largest company's systems

Professional Experience

Pivot Technology Solutions.

November 2014 - Present

Senior Cisco contact center consultant / engineer / solution architect.

Working with a senior Cisco VAR I worked with various enterprise customers in many sectors, I provided on-site and remote turnkey enterprise contact center solutions.

Major Projects:

- Tampa General Hospital – Migration from Avaya to UCCE 11.5 + 11.6
- Seminole Tribe of Florida – Implemented CER 11
- BayCare – Migration of existing mega cluster. UCCE 9 to UCCE 11
- Moffit Cancer – Citrix and Jabber SME
- Orlando Utilities Commission - CER
- Spirit Airlines – Greenfield Cisco UCCE 11.6 for Operations
- Spirit Airlines – Greenfield Cisco UCCE 12 for Reservations
- Gwinnett County – Cisco UCCX Upgrade
- Florida Poison Control – Complex greenfield Cisco UCCE solution.

Skills & Expertise:

- Cisco UCCE SME from version 8.0 – 12.5
- CIMC & ESXi

- PCD
- CUCM version 8 – 12.5
- CER
- Cisco Expressway (C+E)
- Rogger & Logger
- CCMP
- Finesse & CAD
- CUIC & Live Data

Hewlett Packard Enterprise, Houston, TX. – TEKSystems.

March 2015 - March 2016

Microsoft Lync / Skype for business Architect.

Voice Architect / engineer split HP into (2) separate companies. I worked very closely, making sure the technicalities and logistics of how we made this switch were seamless. HP put its PC and printer operations under one roof named HP Inc., and its business that provides software and services to corporate customers under the name of HP Enterprise. I worked in the Houston datacenter with a top-notch team of HP and Microsoft engineers, deployed and transformed the largest instance of Lync worldwide.

Responsibilities:

- Assisted in design and configuration of Lync / Skype solution.
- Lync transformation of 50+ sites located within the Americas and EMEA consisting of tens of thousands of users.
- Assisted in building engineering solutions team.
- Level 3 support for operations.
- Build design and application documents as needed.
- Successfully migrated 400K users to Skype for Business
- Office 365 deployment for Hewlett Packard Inc. for 120K users.

Norwegian Cruise Line, Miami, FL. – Insight Global.

March 2014 - March 2015

SR. Cisco - UCCE Engineer || SR. Avaya Engineer || NICE - SME

This 14-month project required multiple expertise's from project management to implementation and day two testing. Originally, I came aboard as a Cisco Advanced Services consultant to replace a legacy Avaya system. Cisco was unable to meet the strict SLA requirements and Norwegian decided on Avaya Aura. I assisted with the migration from the newly deployed Cisco UCCE to Avaya Aura. SME for NICE, including WFM, NIM Voice Recording and Analytical business data.

Responsibilities:

- Liaison for customer and Cisco Advanced Services and Avaya Deployment Engineers.
- Configuring and maintaining multiple clusters of redundant servers for Cisco, Avaya and Nice within multiple datacenters.
- Detailed documentation of entire solution.
- Day two support for Avaya contact center with 1500+ agents.
- Maintain the entire NICE solution from server to desktop.
- Technical liaison between Telecommunications and Desktop Support, Networking and Management.
- Direct report to Director of Telecommunications and Security.

State Farm Insurance, Bloomington, IL. – TEK Systems Global Services.
March 2012 - March 2014
Senior ICM scripiter || Cisco - UCCE Engineer || Senior CITRIX Engineer

This 18month project is four (4) mega-cluster network completed in April, 2014. It is composed of approximately 18k Agent Office gateways, and nearly 20k routers and switches. It will also has 400k+ end points including 200k+ phones.

Responsibilities:

- Daily customer facing design sessions with engineers and project managers to guarantee a successful and error free deployment.
- Configuring ICM/UCCE as needed to deploy / modify existing scripts
- developing Visio call flows for each existing active Avaya vector
- composition of vast technical documentation
- mentoring of junior team members.
- closely worked with business users to determine call center requirements
- Worked closely with customer to produce reporting
- Envisioning and design of non-typical solutions to meet the customer's needs
- Design and implementation of practical Avaya to Cisco migration strategies.
- Creation of SharePoint and Documentation policies procedures including retention.
- call flow charts.
- Migration of all Telephone Numbers

Achievements:

- Built and maintained strong technology partner relationships and communication across a global team.
- Successful deployment of UCCE 8.5 within the united States and Canada
- 1,700 ICM scripts personally created, tested and deployed.
- Visio documentation for approximately 5000 Avaya Vectors
- One of three team leaders assisting with all aspects of the project
- Technical assistance with the Discovery teams
- One year of customer facing meeting's to determine known issues.
- Served as technical expert for related enterprise contact center technologies for both Cisco and Avaya.
- Deployed 300+ Citrix workstations, replacing VPN.
- Directed multiple zones and cluster Unified Communication-related projects from Bloomington, Illinois and coordinated with all relevant parties including fellow engineers, project managers, and customer or vendors.
- SharePoint development and storage of entire project.
- Assisted with redundant HA wan links for local vendor centers
- Weekly travel to Bloomington, IL – State Farm Insurance Corporate

Skills & Expertise:

- Microsoft Lync / Skype for business engineer / solution architect
- Cisco ICM Enterprise developer
- Cisco Unity and CUCM Integration
- CISCO ICM Solution Architecture and Integration Design
- CISCO ICM Script Design and Deployment
- CISCO CVP Solution Architecture and Integration Design
- CISCO CVP Application Design and Development
- Avaya
- Citrix
- Microsoft SharePoint
- Senior expertise in VoIP including SIP & SCCP

YOURSIP TELECOM, INC., Palm Harbor, FL

January 2002 - March 2012

Co-Founder, Board Director, Senior Systems Engineer, Architect

Achievements:

- Devised the VoIP strategy encompassing roadmap, future state enterprise architecture, governance and organization structure
- Envisioned and engineered a cloud based telecommunications carrier
- Tens of thousands of simultaneous SIP calls through interconnected LEC'S
- Pioneer of cloud-based computing utilizing Hyper V and VMWare
- Approximately 10K hosted IP endpoints.
- High Availability Clustering built on Asterisk virtualization.
- Interconnection Agreements and SIP interoperability testing and tuning with Verizon, AT&T and thirteen (13) private LEC'S.
- Full approval as Alternative Access Vendor (AAV) via Florida Public Service Commission (FPSC).
- On-site discovery, installation and integration VoIP deployments worldwide.
- Helped hundreds of customers drive business growth and reduce operational costs, through successful deployment of VoIP.

Responsibilities:

- Support Engineering Team's
- Remotely manage Enterprise VoIP accounts with Genesys
- Support local UCCX deployments
- Hire and build management teams nationwide
- Work with management team to implement a comprehensive and successful plan.
- Work with customer and partner sales and technical teams to prospect and develop sales, design, installation, and support opportunities.
- Responsible for design, staging, configuration, implementation, and support for VoIP installations as necessary
- Architect operational needs into technical solutions

Skills & Expertise:

- Sonus network engineer
- Juniper network engineer
- Expert of all Microsoft Server Products (NT – 2012)
- Thousands of Cisco Voice Gateway installations
- POTS / PRI / ISDN VoIP integration expert
- InterTel VoIP engineer
- Cisco Unity Architecture deployment and support
- IPCC and UCCM v.8.6
- CVP standalone and enterprise
- IPTEL (Cisco IOS and UCCM)
- Cisco IP Dialer
- Jabber
- TDM and SIP architecture, design and deployment
- Telecommunications expert with all Avaya and Cisco products
- Expert of Avaya voice, video, and data products
- UC Expert of Cisco, Avaya, Mitel and LYNC
- SQL Query Analyzer/RCD/TCD/Call Trace/Log Analysis
- Microsoft Certified Trainer. (MCT)
- Microsoft Certified Professional. (MCP)
- Call flow and Vectoring expert
- Call center expert with complex design and implementation skills for all Avaya-Lucent Alcatel, Cisco, Inter-Tel, Nortel and Mitel switches
- Documentation expert with Visio and other visualization tools
- Collaborated with customers to define, design and execute smarter IT strategies and processes
- Robust skills and forward looking perspectives to solve customer challenges.

SYKES ENTERPRISES, INC., Tampa, FL
 January 1995 - January 2002
IS&T Manager – Americas

Responsibilities:

- Built large contact centers in (8) states and (2) continents
- Managed large Information Service and Telephone team
- Support technical support engineer in designing and developing highly complex integrated solutions to meet business requirements
- Perform and evaluate cost analysis and vendor comparisons for large-scale projects to ensure cost-effective and efficient operations
- Provide escalated, highly complex technical support to customers by investigating and resolving system related matters
- Coordinate technical support staff in planning, conducting and overseeing the technical aspects of projects
- Develop training tools and documentation
- Review technical literatures and current practices to support business requirements

Expert in the following:

Access, Active directory, System Architecture, Contact Centers, Cisco Systems, DNS, Firewalls, HTTP, HTTPS, Implementation, Information technology, Integration, Internet, IM, LAN, Linux, Lync , Networking, Networks, Mainframe, Microsoft, Oracle, Protocols, Reporting, Research, Routers, SIP, San, ICM, Scripting, SQL, TCP/IP, Testing, Training, Troubleshooting, UC, Unix, Visio, WAN, Windows, Wireless, Wireshark

APRIL REAMANN

3320 S. Michigan Blvd. Homosassa, FL | aprilreamann@gmail.com | (727)614-2244

Education

Degree / Date of Graduation

High School Diploma – Century High School - Bismarck, ND. 2007

Experience

CSG- Cloud, llc

Senior Administrative/ Accounting Associate/ Junior Engineer/ Custom Intake Specialist/
Public Relations Advocate in charge of Social Media. July 2020- Current

Citrus Fusion Volleyball Club

Coach – 2019- Current

Salt Cracker Fish Camp/ Marina Cantina

Floor Manager – Clearwater, FL. 2015-2017

The Pier Bar & Grill

Key Employee/Supervisor – Bismarck, ND. 2014 – 2015

Colour Salon & Boutique

Salon Manager – St. George, UT. 2013-2014

Inventory and Front Desk Operations

Element Solutions

Office Manager – Bismarck, ND. 2012-2013

Payroll, Accounts Payable/Receivable, Bank Reconciliation

Fairways, LLC

General Manager – Bismarck, ND. 2011-2013

Payroll, Accounts Payable/Receivable, Bank Reconciliation, Food & Beverage Orders, Quality Control

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L20000222137
FILED 8:00 AM
July 27, 2020
Sec. Of State
vherring

Article I

The name of the Limited Liability Company is:
CSG-CLOUD, LLC

Article II

The street address of the principal office of the Limited Liability Company is:
9070 W. OZELLO TRAIL
CRYSTAL RIVER, FL. 34429

The mailing address of the Limited Liability Company is:
9070 W. OZELLO TRAIL
CRYSTAL RIVER, FL. 34429

Article III

The name and Florida street address of the registered agent is:
LINDSAY DAY
3437 SPRINGFIELD DRIVE
HOLIDAY, FL. 34691

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: LINDSAY DAY

Article IV

The name and address of person(s) authorized to manage LLC:

Title: CEO
LINDSAY DAY
3437 SPRINGFIELD DRIVE
HOLIDAY, FL. 34691

Title: CEO
AMANDA RYAN
7121 PARK DRIVE
NEW PORT RICHY, FL. 34652

Title: CEO
LANCE KOSTER
3320 S. MICHIGAN BLVD.
HOMOSASSA, FL. 34448

Title: CEO
APRIL REAMANN
3320 S. MICHIGAN BLVD.
HOMOSASSA, FL. 34448

Article V

The effective date for this Limited Liability Company shall be:

07/24/2020

Signature of member or an authorized representative

Electronic Signature: LINDSAY DAY

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

L20000222137
FILED 8:00 AM
July 27, 2020
Sec. Of State
vherring

CSG-Cloud, LLC BUSINESS PLAN

Prepared by:

Lindsay Day on behalf of Lance Koster, Amanda Ryan, April Reamann

9070 W Ozello Trl
Crystal River, Florida 34429
7279922084
Info@csG-cloud.com

www.CSG-Cloud.com

I. EXECUTIVE SUMMARY

CSG-Cloud, LLC (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 9070 W Ozello Trl, Crystal River, Florida 34429 with the expectation of rapid expansion in the telecommunications industry.

Business Description

The Company shall be formed as Limited Liability Company under Florida state laws and headed by Lindsay Day on behalf of Lance Koster, Amanda Ryan, April Reamann

Lance Koster - Expert in enterprise technology and communications, Senior Cisco UCCE Engineer / Architect specializing in large complex contact center solutions.

Lindsay Day - Experience in administrative and financial work. Current owner/operator of CSG-Solutions, est. 2001.

Amanda Ryan - Experience in administrative and company operations. Current owner/operator of CSG-Solutions, est 2001.

April Reamann - Experience in administrative work and customer relations.

New Service

The Company is prepared to introduce the following service to the market:

Cloud Based Carrier: We are dedicated to maximizing the potential of your telecommunications capabilities through our cloud-based carrier services. Whether you own a small family-owned business, or a nation-wide corporation, we have the diversified solutions to fit your individual needs.

Our Products Include:

Hosted Phone Plans- No need to waste space in the office with hefty phone equipment. Move your business to the cloud!

Hybrid Plans- Analog/Legacy equipment? NO problem! We will supply you with an analog converter so that you can BYOD (BringYourOwnDevice). No need for pricey equipment up front!

Virtual Solutions- Virtual extensions enable you to work from any device, anywhere using your business number.

Sip Trunking- Get all the benefits that SIP Trunking has to offer! Reduced phone costs, easier scalability, more phone service features and overall improved functionality.

Contact Center- Need to consolidate ALL your customer interactions into one? We have you covered!

II. BUSINESS SUMMARY

Industry Overview

In the United States, the telecommunications industry presently makes 1,000,000,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Whether you own a small family-owned business, or a nation-wide corporation, we have the diversified solutions to fit your individual needs. We strive to bring a level of personal attention without sacrificing quality. Our promise is to listen, understand and deliver the best solution available for your business. We want to see you grow, and to grow with you. Because nothing is more important than the success of our customers.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Small, Medium, Large and Enterprise Businesses

The estimated number of potential clients within the Company's geographic scope is 5,000.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Our plan is to offer the same quality service as the larger businesses currently do but with no limitations on users or features and at lower costs. We are able to offer low rates due to our Cloud based carrier services and low mark-ups.

Promotional Strategy

The Company will promote sales using the following methods:

Online advertising, direct mailings and referrals

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

Attached we have provided the following financial information:
CSG-Cloud, LLC - 3 year Projected Financials

CSG-Cloud, LLC 3 year Financial Projections

	<u>Mar - Dec 21</u>	<u>Jan - Dec 22</u>	<u>Jan - Dec 23</u>
Ordinary Income/Expense			
Income			
Service	300,000.00	350,000.00	450,000.00
Parts	5,000.00	10,000.00	15,000.00
Total Income	<u>305,000.00</u>	<u>360,000.00</u>	<u>465,000.00</u>
Gross Profit	<u>305,000.00</u>	<u>360,000.00</u>	<u>465,000.00</u>
Expense			
Advertising and Promotion	-750.00	-500.00	-500.00
Automobile Expense	-1,500.00	-2,500.00	-4,000.00
Bank Service Charges	-150.00	-180.00	-180.00
Business Licenses and Permits	-1,000.00	-1,000.00	-1,000.00
Charity/Donations	-2,000.00	2,000.00	2,000.00
Computer and Internet Expenses	-5,000.00	-2,000.00	-2,000.00
Insurance Expense	-2,131.00	-2,131.00	-2,131.00
Merchant Fees	-500.00	-1,500.00	-2,000.00
Office Supplies	-5,000.00	-5,000.00	-5,000.00
Payroll Expenses			
Wages	-78,000.00	-100,000.00	-125,000.00
Payroll Admin Fees	-4,000.00	-4,500.00	-4,700.00
Taxes	-9,000.00	-12,000.00	-15,000.00
Worker's Comp	-1,000.00	-1,000.00	-1,000.00
Total Payroll Expenses	-92,000.00	-117,500.00	-170,700.00
Shipping/Delivery	-5,000.00	-7,000.00	-10,000.00
Professional Fees	-3,600.00	-3,600.00	-3,600.00
Rent Expense	-5,000.00	-6,000.00	-6,000.00
Sub-Contractor Expense	<u>-20,000.00</u>	<u>-20,000.00</u>	<u>-20,000.00</u>
Total Expense	<u>253,631.00</u>	<u>284,411.00</u>	<u>370,811.00</u>
Net Ordinary Income	69,396.00	75,589.00	94,189.00
Net Income	69,396.00	75,589.00	94,189.00

No historical data available. Projections based on previous industry experience, customer interest and market value projected in telecommunications

All values are at best guess.

Projections prepared by Lindsay Day, Managing Partner, AR/AP/Financials