

Louis Henschel: Seven Time-Boxed Pitches

Each version keeps the same spine and grows by adding detail. Read them out loud. Where a line feels stiff, change it to how you'd really say it.

1. THE 30-SECOND PITCH

(~75 words)

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

I built a system that lets me look after ten times more than I could alone, and treat every one the same careful way.

Everyone else puts the technology at the center. I put the people there. Protected in layers, with AI that only serves them, and me as the final say.

Plain talk. Honest fees. I show up when it breaks.

I built it for my son to inherit.

2. THE 60-SECOND PITCH

(~150 words)

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

I built a system that lets me look after ten times more than I could alone, and handle every one the same careful way.

Everyone else puts the technology at the center. I put the people there. They're protected in layers, with AI that only serves them, and me as the final say.

Here's how it works day to day. We're open nine to five Eastern. If you need us around the clock, we have twenty-four-hour support. After hours, weekends, and holidays, you pay your base rate plus fifty percent. Never double time. Ever. And if you'd rather not think about it, there's a flat five thousand a year for full, around-the-clock coverage.

Everything we do carries a thirty-day warranty.

Plain talk. Honest fees. I show up when it breaks.

I built it for my son to inherit.

3. THE 3-MINUTE PITCH

(~400 words)

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

Let me tell you what that covers. Managed IT. Networks. Cybersecurity. Help desk. Cloud. Email scrubbing, so the junk and the traps never reach your people. Migrations, when you need to move from one system to another without the chaos. And hardware leasing, which we call H-Lease, so you're not stuck buying equipment all at once.

I built a system that lets me look after ten times more than I could alone, and handle every one the same careful way.

Here's the part that matters. Everyone else puts the technology at the center. I put the people there. They're protected in layers, with AI that only serves them, and me as the final say.

Let me show you what I mean by layers. Every check in our system looks at the work of the one before it. Whatever the first layer misses, the second catches. Whatever the second misses, the third catches. That's why there's no single point of failure. And that's why there are no silent errors. If something goes wrong, something notices. The system is ninety-nine point nine percent self-sufficient. But "almost" isn't "all." That last bit is me.

Now, the practical side. We're open nine to five Eastern. We also offer twenty-four-hour support. After hours, weekends, and holidays, you pay your base rate plus fifty percent. Never double time. That's a promise. And if you want the whole thing covered, there's a flat five thousand dollars a year for twenty-four-seven.

Every service we deliver comes with a thirty-day warranty. If we got it wrong, we fix it. Period.

Our tagline says it plainly: the IT service you were promised, at a fee that respects you.

Plain talk. Honest fees. I show up when it breaks.

I built it for my son to inherit.

If you'd like to talk, email info@henscheltech.com or call 302-670-2001. You'll get me, not a script.

4. THE 5-MINUTE PITCH

(~650 words)

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

Let me tell you how I got here, because it explains everything.

For twenty-four years, I was the person who got the call. Something's down. Something's broken. Somebody's panicking. And I'd show up and fix it. I was good at it. But it was always someone else's system, someone else's rules, someone else's way of doing things.

Then, in October of 2026, I became an owner. Not just an employee with a title. An owner. And here's what I found out about myself. I couldn't let go of the work. I didn't want to sit in an office and manage from a distance. I wanted to keep fixing things. But one person can only look after so much.

So I did something about it. I built a system that lets me look after ten times more than I could alone, and handle every one the same careful way. That was the whole goal. Not to step away from the work. To be able to do more of it, without ever doing it worse.

Here's what the company does. Managed IT. Networks. Cybersecurity. Help desk. Cloud. Email scrubbing. Migrations. And hardware leasing, which we call H-Lease.

Now here's what makes us different. Everyone else puts the technology at the center. I put the people there. They're protected in layers, with AI that only serves them, and me as the final say.

Let me explain the layers. Every check in our system looks at the work of the one before it. Whatever one layer misses, the next catches. That's why there's no single point of failure, and no silent errors. The system is ninety-nine point nine percent self-sufficient. The remaining piece is me, and I take that seriously.

Now the business side, plain and simple. We're open nine to five Eastern. We offer twenty-four-hour support. After hours, weekends, and holidays, it's your

base rate plus fifty percent. Never double time. And there's a flat five thousand dollars a year if you want twenty-four-seven coverage, with no surprises on the bill.

Every service carries a thirty-day warranty.

Our promise is in the tagline: the IT service you were promised, at a fee that respects you.

Now let me tell you the real reason I do this.

I have a son. His name is Corey. This company is his inheritance. I'm building something that I'll hand to him, and I want him to inherit something worth having. Something honest. Something that treats people right.

There's a saying about planting a tree whose shade you'll never sit in. That's how I think about it. I'm planting a tree in which I'll never see the shade. Maybe Corey will. Maybe his kids will. That's why I won't cut corners. That's why the fees are honest. That's why I answer the phone.

Plain talk. Honest fees. I show up when it breaks.

I built it for my son to inherit.

If you'd like to talk, email info@henscheltech.com or call 302-670-2001. You'll get me, not a script.

5. THE 10-MINUTE PITCH

(~1,300 words)

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

I'll give you the whole picture. Who I am, how I got here, how it works, what I believe, and what it costs. No jargon. If I use a word you don't know, stop me.

Where I came from

For twenty-four years, I was the person who got the call. A server's down. The network's crawling. Somebody can't get into their email and they have a deadline. I'd drive out, or log in, and I'd fix it.

I learned a lot doing that. I learned that most IT problems aren't mysterious. They're ordinary things that nobody was watching. I learned that people don't want to understand their technology. They want it to work, and they want someone honest to tell them what's wrong. And I learned that a lot of IT companies were making that harder than it needed to be, with confusing bills, vague answers, and a "we'll get back to you" when you were already losing money.

But it was always someone else's system. Someone else's rules.

Becoming an owner

In October of 2026, I became an owner. Not an employee with a nicer title. An owner. The name on the door is mine.

And here's what I found out. I couldn't let go of the work. A lot of owners step back and let others do the job. I tried to picture myself doing that, and I couldn't. I like fixing things. I like being the one who shows up.

But there's a limit. One person can only look after so many businesses before something slips. And when something slips, it's somebody's payroll, somebody's customer data, somebody's Monday morning.

So I built a system. It lets me look after ten times more than I could alone, and handle every one the same careful way. Not a faster way. Not a cheaper way. The same careful way. That's the part I refused to compromise on.

What we do

Here's what that covers. Managed IT, which means we look after your technology so you don't have to. Networks, the wiring and wireless that connect everything. Cybersecurity, which protects you from people who want what's yours. Help desk, a real person to call when something's wrong. Cloud, your work stored and run safely online. Email scrubbing, which catches the junk and the traps before they land in anyone's inbox. Migrations, moving you from one system to another without the chaos. And hardware leasing, which we call H-Lease, so you can have good equipment without a huge upfront bill.

The layers

Now, how does one person look after all that? Layers.

Every check in our system looks at the work of the one before it. Think of it like a series of nets. The first net catches most things. Whatever slips through, the second net catches. Whatever slips through that, the third catches. Every layer catches what the last one missed.

That's why there's no single point of failure. If one piece breaks, the others hold. And it's why there are no silent errors. A silent error is the dangerous kind, the problem that happens and nobody knows. In our system, if something goes wrong, something notices.

The system is ninety-nine point nine percent self-sufficient. I'm honest about that number because it's not a hundred. The rest is me. And I'd rather it be me than pretend a machine can do everything.

The philosophy: people at the center

This is the heart of it.

Everyone else puts the technology at the center. The tools, the software, the dashboards, the buzzwords. The technology is the star, and the person using it is an afterthought.

I flip that. I put the people at the center. The people you work with. The people who depend on your business. The people whose information is in your systems. They're the point. The technology exists to serve them.

So they're protected in layers. And I use AI, but I use it a particular way. I think of it as a workforce, a team of tireless helpers. But it's a workforce that serves humans. It doesn't run the show. It does the watching, the sorting, the checking, the repetitive work that wears people out. It does it fast and it does it all day.

But there's a line it doesn't cross. I call it the God Door. It's the point where the AI's authority ends and a human's begins. Any decision that really matters, anything that can't be undone, anything that touches trust, goes through that door to a person. To me. The AI can recommend. It can prepare. It can flag. But it doesn't get the last word.

I'm the final say. That's not a slogan. It's how the system is built.

What it costs and how it works

Now the part everybody wants to know.

We're open nine to five Eastern. We also offer twenty-four-hour support, because technology doesn't keep office hours. After hours, weekends, and holidays, you pay your base rate plus fifty percent. Never double time. I've never understood why a fee should double just because it's inconvenient. Fifty percent is fair. It's what I'd want to pay.

And if you'd rather not do math, there's a flat five thousand dollars a year for twenty-four-seven coverage. One number. No surprises.

Every service we deliver comes with a thirty-day warranty. If we did it and it's not right, we fix it. That's it.

The tagline says it all: the IT service you were promised, at a fee that respects you.

Why I really do this

I have a son. His name is Corey. This company is his inheritance.

There's an old saying about planting a tree whose shade you'll never sit in. I'm planting a tree in which I'll never see the shade. Maybe Corey sits in it. Maybe his children do. That's the thing that keeps me honest. When you're building something to hand to your own child, you can't cut corners. You can't pad a bill. You can't hide a mistake. You have to build it so you'd be proud to put his name on it.

Plain talk. Honest fees. I show up when it breaks.

I built it for my son to inherit.

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6. THE 30-MINUTE INTERVIEW VERSION

(~2,500 words)

Opening

I'm Louis Henschel. I spent twenty-four years as a network engineer, fixing other people's systems. Now I run Henschel Technologies. We do managed IT for Delaware, New Jersey, and Pennsylvania.

Thanks for having me. I'll tell you my story and how we work, and then I'd love to get into your questions. If I use a word that doesn't make sense, stop me. I'd rather be understood than sound smart.

Where I came from

For twenty-four years, I was the person who got the call.

A server's down. The network's crawling. Somebody can't open email and they have a client waiting. I'd drive out, or log in, and I'd fix it.

I got good at it. But over those years I noticed a pattern, and it bothered me.

Most IT problems aren't mysterious. They're ordinary things that nobody was watching. A backup that quietly stopped. A warning nobody read. A setting that changed and nobody noticed. The big disasters almost always started small, and quiet.

I also noticed how the business side of IT often worked. Confusing bills. Vague answers. Fees that jumped when you were already in trouble. A "we'll get back to you" when you were already losing money by the hour.

I kept thinking, it doesn't have to be this way. But it was always someone else's system, and someone else's rules.

Becoming an owner

In October of 2026, I became an owner. The name on the door is mine now.

And here's what surprised me. I couldn't let go of the work.

You'd think an owner would step back and let others do the fixing. Plenty do, and that's fine. But I tried to picture myself in that seat, and it felt wrong. I like the work. I like being the one who shows up. I didn't want to become a person who manages from a distance.

But there's a hard limit. One person can only look after so many businesses before something slips. And when something slips, it's somebody's payroll, somebody's customer records, somebody's Monday morning.

So I asked myself a question. How do I keep doing the work, and do ten times more of it, without it ever getting sloppy?

The answer was to build a system. One that lets me look after ten times more than I could alone, and handle every one the same careful way. Not a faster way. Not a cheaper way. The same careful way. That was the rule I refused to bend.

What we do

Let me lay out the services in plain terms.

Managed IT. That means we look after your technology so you don't have to think about it. Networks. The wiring, the wireless, the equipment that connects everyone to everything. Cybersecurity. Protection from the people who want what's yours. Help desk. A real person to call when something's wrong, not a maze of menus.

Cloud. Your work stored and run safely online instead of on a box in a closet. Email scrubbing. We catch the junk, the scams, and the traps before they ever land in anyone's inbox. Migrations. Moving you from one system to another without the chaos. And hardware leasing, which we call H-Lease, so you can have good equipment without one giant upfront bill.

That's the full list. You can use one piece or all of it.

The layers

Here's the question people ask. How does one person look after all that and do it well?

The answer is layers.

Picture a series of nets. The first net catches most of what falls. But some things slip through, so there's a second net underneath. And a third beneath that. Every layer catches what the last one missed.

In our system, every check looks at the work of the one before it. So no single mistake can travel all the way through. That's what I mean by no single point of failure. If one piece breaks, the others hold.

It also means no silent errors. A silent error is the dangerous kind. The problem that happens and nobody knows. In our setup, if something goes wrong, something notices. Always.

The system is ninety-nine point nine percent self-sufficient. I say that number out loud because I'd rather be honest than impressive. It's not a hundred. The remaining piece is me. And I'd rather it be a person who cares than pretend a machine can cover everything.

Putting the people at the center

This is what I'd most like you to remember about us.

Everyone else in this business puts the technology at the center. The tools, the software, the dashboards, the buzzwords. The technology is the star, and the human using it is an afterthought.

I flip that. I put the people at the center. Your staff. Your customers. Everyone whose information lives in your systems. They're the point. The technology is there to serve them.

So they're protected in layers. And I use AI, but I use it in a specific way. Think of it as a workforce, a team of tireless helpers. It does the watching, the sorting, the checking, all the repetitive work that wears people out. It does it fast, and it does it all day and night.

But it serves humans. It doesn't run the show.

The God Door

There's a line the AI doesn't cross. I call it the God Door.

It's the point where the AI's authority ends and a human's begins.

Any decision that really matters goes through that door. Anything that can't be undone. Anything that touches trust. The AI can recommend. It can prepare. It can flag a concern. But it doesn't get the last word.

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