Protect Your Data, Own Your Destiny—Call a Nerd, Says Charlie Regan

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September 05, 2025 — A three-decade-old network of self-styled "nerds" is quietly turning the most mundane corner of the digital economy—small-business IT housekeeping—into a growth story that refuses to flatline. "We're up 21% in revenues already this quarter," Charles Regan told InvestorNews host Tracy Hughes, glasses flashing in the studio lights. "I'd be smiling more often if I were a shareholder."

Nerds On Site Inc. (CSE: NERD | OTCQB: NOSUF), founded in 1995 and now serving "over 12,500 small- to medium-sized clients," sells something that even billion-dollar SaaS vendors struggle to package: local, human, on-call tech support. Its model hinges on hundreds of independent technicians—licensed "Nerds"—who parachute into residential living rooms, veterinary clinics and, increasingly, industrial shop floors. Canadian Tire remains the largest single customer, yet it accounts for barely 3.5% of revenue, a reminder that diversification can coexist with marquee logos.

Regan called the SME segment "the real power, the heart of the global economy," and he is betting that heart now beats to a cybersecurity drum. The company's Sovereign Data Custody™ pledge keeps client information on servers the clients themselves control. "Even when they're accessing AI tools like ChatGPT, we've developed a private LLM," he said, warning that data commodities already trade "for hundreds of billions" on the dark web. His pitch is blunt: call 1-877-MY-NERD before—not after—you discover a mortgage taken out on your house by a stranger.

The shift from break-fix triage to proactive protection is underwriting a broader U.S. expansion. A new division, NOS Technical Services, is chasing state-level and pharmaceutical contracts in a regulatory landscape “disrupted” by Washington. When those deals paused, the team pivoted toward industrial and commercial accounts “in a much bigger way,” Regan said, surprised at how quickly the pipeline filled.

Financially, the firm has momentum beyond the CEO’s stump speech. An unaudited June 24 release flagged “more than 10%” year-over-year revenue growth in fourth-quarter fiscal 2025 and a 2% bump in gross profit. Regan insists that positive EBITDA would be plain to see if investors backed out the cash plowed into four simultaneous growth initiatives, one of which is the $39-a-month Nerds Online subscription. For the price of an espresso machine cleaning, clients dial an 800 number and query anything from Excel macros to ransomware pop-ups. “It’s like a bedside friend,” Regan said, the metaphor casting IT phobia as an illness curable by cheerful reassurance.

Those subscriptions will have to scale quickly if Nerds hopes to meet its three announced pillars: accelerating U.S. client acquisition, deepening cybersecurity leadership, and optimizing margins for recurring revenue. Yet the addressable market is immense. The company’s legal, healthcare and logistics verticals already require 24/7 uptime and airtight data privacy—pain points tailor-made for on-demand technicians who arrive with brand recognition and insurance.

Regan’s larger ambition is cultural: to reframe cybersecurity from an enterprise luxury into an SME necessity. “Most people call when there’s a fire,” he admitted. But fires spread. With breaches at Google and Microsoft splashed across headlines, even a family-run bakery can imagine its PII dumped onto a darknet forum by midnight. The CEO’s preventive sales pitch may resonate

in an era when the most valuable warehouse sits not on a port in Shenzhen but on a hard drive in Saskatoon.

Nerds On Site operates in four segments—residential, SOHO, SME and enterprise—but the investor thesis hangs on the middle two, a demographic too small for Big Four consultants yet too large to trust the neighbor's gifted teenager. Regan's closing note to Hughes was almost evangelical: protect your data, own your destiny, call a nerd.

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Nerds On Site Inc. (CSE: NERD) specializes in providing cost-effective, leading-edge cybersecurity and IT services to SMEs. The Company's service model is based on a network of highly trained "Nerds" who deliver personalized, on-site and remote support. Founded in 1995, Nerds On Site operates across Canada and the United States, serving thousands of Clients with solutions that include cybersecurity, cloud services, hardware, software, and 24/7 tech support.

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