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Executive Summary

Industry Analysis

One Shot Pub proposes to merge two mature industries into one lucrative one. The average bar makes a profit of \$5,000 monthly, but with game commissions, 3D printing, and private room reservations we will increase that to roughly \$8,000 a month in average profit with the peak season coming in the late summer and early winter months. The biggest factors to utilize to increase those earnings would be to sell more 3D printed goods and to carefully monitor the drink prices and categorize them into winners, losers, re-pricers, and too popular to have a stockout based on pour cost.

Market Analysis

Atlanta is a strong market in nerd culture and bar attractiveness. There are around one thousand other competitors in the area, but with no other venues targeting the same niche market it will not be difficult to carve out a core group of loyal customers. Furthermore, Atlanta ranks in the top twenty-five cities in the country in terms of alcohol spending per capita which means even carving out a small portion of the market will be fruitful.

Marketing Plan

Our annual marketing budget is currently listed to reach \$15,000 annually by year 3. OSP will also offer a reward program for customers who are constantly making use of our private rooms. The pricing of drinks, private rooms, and happy hour deals fluctuates based on the day of the week.

Operations and Service Plan

Partnerships are key for One Shot Pub's profitability, with the three most crucial partnership opportunities being with local food trucks/food delivery services, game developers, and craft beer manufacturers. OSP's employees will make well-above minimum wage- and even more than the owner for the first several years- but will be expected to be well-versed in game systems and cocktail creation.

Financial Projections

The company expects to be cash positive from operations alone within its first two quarters due to its various revenue streams in a lucrative market and low variable costs once the bar is established. The company will focus on minimizing inventory costs- the largest variable cost for the bar- through Economic Order Quantity (EOQ) analyses for each product. OSP will also evaluate the condition of its games on a regular basis and restock quarterly while donating the most worn games to local schools to spark creativity and a love for games at an early age.

Investment Funds Allocation

The \$200,000 initial investment will largely be used to establish the bar. Setting up the equipment, building the private rooms, procuring a reserve of top-quality games and alcohol, and acquiring a liquor license all takes upwards of \$130,000. The company will also need at minimum \$5,000 to build a quality website which can function as an online store, make reservations for tables, and look appealing enough to get consumers in the bar before tacking on other marketing costs like adverts and Search Engine Optimization (SEO). The remainder will go to help the pub's cashflow in its early quarters before revenue begins pouring in.

Company Description- Vision, Mission, Values

One Shot Pub (OSP) is a venue which will change the way people experience tabletop and boardgames through private luxury rooms, assisted game setup, and “Level 1” staff bringing consumers beverages and boardgames, so friends never have to leave the table and game night never ends. Game nights for the average young professional are spent around a cramped living room table in an apartment with little seating and the same old games which grow boring after twenty minutes. For clientele past the double-income-no-kid phase of their lives, game nights with their friends consist of constant interruptions from around the house and frustration interpreting the rules. We know it would be better for consumers to have a dedicated space to play where everyone can have a cozy seat, a drink to suit their fancy, and a third party to setup and explain the game to them.

Nestled in the busy Highland district of Atlanta, GA, One Shot Pub is in the hub of the southeast’s “nerd” culture. Dozens of bars are dedicated to comic books, video games, virtual reality technology, cosplay, and old school arcade games in the Midtown Atlanta area- none are intended purely for tabletop and boardgames. Many specialized game shops are not open during hours convenient for working consumers and they often provide lackluster ambiance; Wal-Mart often has the same has-been games from large game developers; Amazon provides small game developers a voice, but it is intimidating for consumers to take a risk on a game they have never heard of or played themselves. One Shot Pub’s mission is to solve these headaches and provide better hours for consumers, exciting new games, and a venue to playtest those new games or relive old favorites.

The venue itself will be a largely open floor plan with large tables great for gaming- but the perfect tables lie in the private rooms. The average consumer cannot afford lush gaming

tables with felt tops to roll dice and interactive monitors in the center. We value everyone's right to experience premium gaming on a budget, and for a nominal fee customers can reserve one of the five private rooms with ultimate gaming tables which will have whatever game they desire set up before their arrival and a "summon" button to call staff members to bring anything needed to enhance the gaming experience.

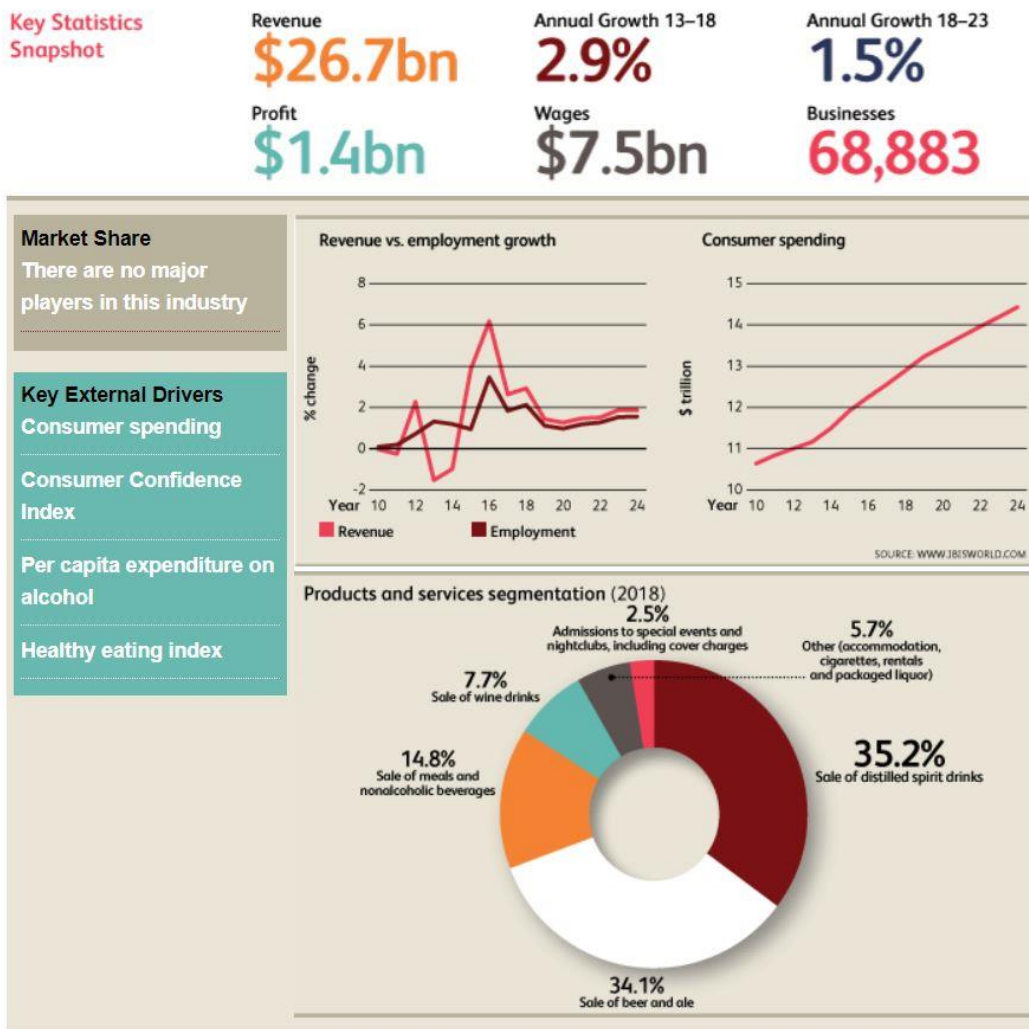


The bar's vision is to provide unique games in a unique place and give game developers a voice- but that is only part of the revenue stream. Drinks will play a major role. Whether people want a casual drink as they play or aim more for the "wizard's cauldron" shared cocktails, the bar will provide something for everyone looking to enjoy a memorable night with their friends, colleagues, and fellow adventurers. One Shot Pub will revolutionize the way consumers spend a night on the town and achieve its mission of creating the most epic and engaging gaming environment possible.

Industry Analysis

Industry Overview

One Shot Pub proposes a merger of two highly lucrative markets that have reached maturity. Below are the IBISworld reports of bars and nightclubs in the United States and hobby/gamestores in the United States:



Key Statistics
Snapshot

Revenue

\$20.2bn

Annual Growth 13–18

1.1%

Annual Growth 18–23

1.4%

Profit

\$1.1bn

Wages

\$2.3bn

Businesses

17,772

Market Share

Michaels Stores Inc.

22.2%

Toys "R" Us Inc. 13.1%

Hobby Lobby Stores Inc.

12.7%

Key External Drivers

Per capita disposable
income

E-commerce sales

Number of children aged
nine and youngerTime spent on leisure and
sports

Revenue vs. employment growth

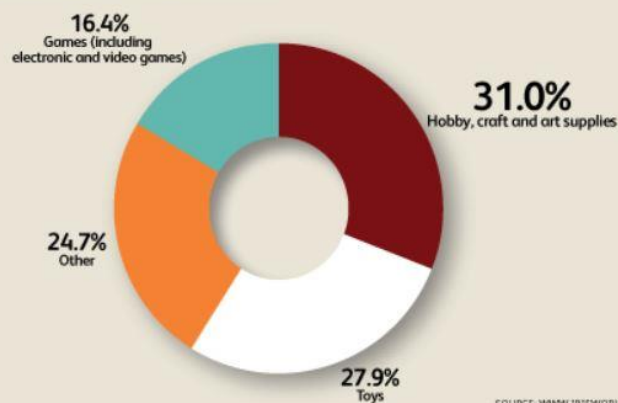


Per capita disposable income



SOURCE: WWW.JBISWORLD.COM

Products and services segmentation (2018)



SOURCE: WWW.JBISWORLD.COM

The nightlife industry is one which is highly localized with no major players with a majority of its revenue coming from consumers age 34 and lower. According to Investopedia, bars usually have a startup cost of \$121,000 with a monthly profit of \$5,000, meaning the average bar is paid off after two years. Pubs can often make an attractive margin of 300-400% for signature cocktails which is the largest share of bar revenue followed by ale and beers.

Now, the game business is different. It is also a mature industry, but nearly half of the market share is held by Hobby Lobby, Michael's, and Toys "R" Us- all noncompetitors for One

Shot Pub. Hobby Lobby and Michael's are two craft organizations not largely involved in gaming, and Toys "R" Us's recent bankruptcy just opened up nearly 15% of the toy and game market. According to ResearchandMarkets.com, the boardgame industry alone is projected to experience 9% CAGR over the next 5 years, and tabletop gaming (Dungeons and Dragons, Warhammer, etc.) within this industry had a CAGR (Compound Annual Growth Rate) of 11% in 2017.

PEST Analysis

Political	Economic	Social	Technological
- Liquor licenses in Atlanta are at risk of doubling in price - Alcohol taxes and high government regulation	- Confidence in economy is driving consumer spending in both industries - A study by the American Medical Association shows more people are drinking in the US than ever before	- Accessibility to public transport is more important than ever to alcohol consumers - Roughly 38% of revenue in both industries comes from people ages 25-44	- Online streaming of tabletop games has sparked a gaming renaissance 3D Printers and gaming tables are still luxury goods to end consumers

Key Success Factors

For bars, some key success factors are having a loyal customer base, ability to manage inventory, and access to niche markets. One Shot Pub's value proposition provides all of these factors. The loyal customer base will be ingrained with special themed game nights as well as customers growing used to using the venue for their campaign meetings (which usually last around two-three years). With the founder's supply chain background, proper inventory

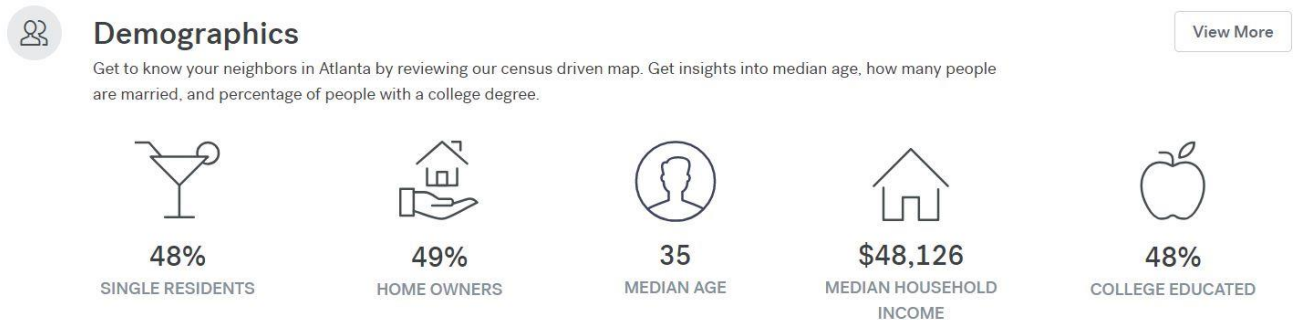
management should not be an issue once demand becomes more visible. Understanding the pour cost for drink margins to assure the bar is selling profitable beverages is also crucial. “Pour costs” are how profit margins are set per drink which is calculated as inventory usage divided by sales. For example, say the bar aims to have an 80% profit margin. A handle of whiskey is 59.2 oz and usually costs \$20, and a shot of alcohol contains 1.5 fl oz. $\$20/59.2\text{oz} = \$0.33$ per oz, meaning a shot’s total cost is \$0.50. Fifty cents divided by the pour cost of 20% would lead OSP to charge at least \$2.50 per shot to hit an 80% profit margin per drink. Carefully monitoring these costs will assure the bar offers the best drinks for customers at the best rates for the pub.

Meanwhile, the gaming community lists a skilled workforce, exclusive sales contracts, and the development of new products as success factors. The employees of OSP will “level up” through experiences they gain working at the bar. When employees achieve certain certifications, they will receive increases in pay which will incentivize them to stay as skilled as possible. One Shot Pub will also serve as the exclusive brick-and-mortar test market for small game developers struggling to reach big shelves. Through these same partnerships with small game developers, fresh content and games for consumers will rarely be an issue. OSP will also merchandise special goods for repeat customers such as metal dice, miniatures, and 3D-printed shot glasses.

Market Analysis

Consumer Traits in Atlanta

The market in Atlanta is ideal for this business. The general market is full of young people looking for new activities. Trulia.com reports the following statistics about the Atlanta area:



The key statistics above are that nearly half of the population is single, the median age falls within the most profitable range for both game and drink industries, and the average household income is on par with the national average. The capital city of Georgia is home to many budding companies who continuously attract young professionals who are always looking for a new favorite bar to spend happy hour. The average amount a consumer spend on alcohol per year in Atlanta is \$385 which ranks it at 22nd on the national spending list.

The “nerd” niche in Atlanta has already carved out a healthy market for One Shot Pub. Atlanta has an annual Geek Day on May 25th, game shops, Superhero pub crawls, Nerd Nite, Dragon Con, and countless specialized events for the once outcast social group. Atlanta is also home to the Southeast’s movie industry which has funneled thousands of game enthusiasts and actors into the area who love creative outlets like role playing games and card games.

Competition

With such a strong market in Atlanta, it is to be expected that competition is also fierce. There are nearly one thousand bars and clubs in the Atlanta area meaning the industry is saturated, but there are encouraging signs for One Shot Pub. Joystick Gamebar is regarded as one of Atlanta's premier venues for a night out and focuses on old school arcade games with a dive bar vibe. Red Phone Booth is also known as the crème de la crème of Atlanta bars, so studying how the draw in the Atlanta consumers could prove a valuable lesson.

Estimate of Annual Sales

The average start-up bar makes \$5,000 a month in profit from beverage sales after accounting for COGS, and One Shot Pub believes this is a good representation of the profit it could receive from alcohol consumption in Atlanta. Based on the population above twenty-one years old (~300,000) multiplied by the average alcohol spending of \$385 annually divided by the estimated number of bars in Atlanta (~1,000). This would mean if the market is evenly divided amongst the bars, OSP could expect \$115,000 in revenue from the Atlanta population alone. This is before accounting for the massive tourist industry in Atlanta and all of the traffic from major events such as Dragon Con and sporting events.

The other major revenue stream will come from the private gaming tables and reservations. Similar to a bowling alley model, customers will be able to rent rooms with a table like the one shown in the company description. Both the reservation fees and hourly rates fluctuate based on what the company leadership assumes to be primary days for game groups to meet. The monitors in the tables can also be used for viewing parties for popular television shows or gamedays.

Days of the Week ▾	Hourly Rates ▾	Reservations ▾	# of Reservations ▾
Sunday	\$ 6.00	\$ -	0
Monday	\$ 12.00	\$ 5.00	2
Tuesday	\$ 12.00	\$ 5.00	4
Wednesday	\$ 6.00	\$ 5.00	4
Thursday	\$ 8.00	\$ 25.00	4
Friday	\$ 10.00	\$ 20.00	4
Saturday	\$ 10.00	\$ 20.00	4

These rates are not outrageously priced for a group of 4-6 friends splitting the cost but still raise a considerable profit for OSP. Assuming twelve-hour days where all five rooms in the bar are utilized at just 50% capacity, the bar still brings in \$10,420 in revenue monthly with annual revenue of \$125,040. Assuming the rooms can reach a utilization rate of 70% overall, the rooms bring in a monthly profit of \$14,790 and an annual revenue of \$177,475.

Another minor source of revenue- but a certain order winning service- will come from 3D printing. Even if customers are not as interested in printing miniature game pieces and terrain for more intense games, they can buy souvenirs designed by our “level 3” staff such as shot glasses, the bar mascot (Topsy, a pseudodragon which breathes ale instead of fire), and many more trinkets. While these items are expected to yield a decent margin priced at \$7.99-9.99, the more customized items our customers request will likely provide more breakeven or minimal margins at \$0.50 per gram. The advantage of this, however, is that while customers wait for these goods to be printed, they will have some time to enjoy the bar and order a few drinks.



Marketing Plan

Overall Marketing Strategy

One Shot Pub chose Atlanta as its first location because of the rich market already in place and the comparatively inexpensive cost of entry compared to other major cities. The usual marketing strategy for bars is an affordable happy hour, theme nights to target niche audiences, and irresistible specials during major local events to get people in the door- all of which are strategies OSP will utilize. OSP will also utilize a reservation rewards program- Most Valuable Players- where customers can earn points towards free private room time, branded dice with OSP's logo on them, and other rewards which will be unavailable anywhere else. This reward program will keep gaming groups coming back instead of using the service only for major sessions.

Partnerships are key for our organization. Traditional game stores know their clients need places to go at night to enjoy their favorite games, and those stores often don't have overhead built in to staff during late hours. Approaching those locations and befriending the management will prove a crucial part of extending our brand awareness. Other key partnerships would be our food truck partners and our exclusive game developers listing where to find us on their websites.

Booths at events such as Dragon Con- one of the largest fantasy conventions in the world- will prove useful as well. Presence at these gatherings will target the local crowd and some of the largest influencers in the niche gaming market. Podcasts which will run adverts for only \$50 will target specific interest groups, and geo-mapping will allow OSP to target locals in the area in our prime 21-45 year-old age range. Along with all of these techniques, online

advertising and social media will be the primary method we use for spreading the word about our organization.

Pricing Strategy

Both major revenue builders for One Shot Pub are extremely variable and are based mainly on the maximum management believes customers will pay. Variability in pricing is due to:

Alcohol:

- Day of the week: What specials are unique to days of the week?
- Happy Hour: What discounts are run during happy hour every day? How much should OSP be willing to eat into margins to get people in the door?
- Type of beverage: How much does one mark-up beer? Cocktails? Wine? Pour Costs is crucial.
- Competition: How much does the bar down the street charge for the same drink?

Private Rooms:

- Day of the week: How likely are people to play games on Monday nights as opposed to Thursday nights?
- Reservation fees: Are customers willing to pay the premium to reserve the space or are they more willing to take the risk and use the public space?
- Length of use: If customers rent the room for several hours at a time, the valuable reservation fees get lost. How long will customers plan to stay in the private room? Depends largely on what games they are playing.

For the pricing segments, it is important to understand the main target groups of casual and dedicated gamers. Dedicated gamers are more likely to want the private rooms for lengthy periods and drink fewer, less hefty beverages like beer or wine. Casual gamers are less likely to care about the privacy of rooms but are more likely to purchase high revenue shareable cocktails for \$25-30. Management has also singled out Thursday nights as major evenings for tabletop gaming, while Monday nights are projected to be the most difficult night to get people in the door. Careful balance between room price and drink price will be key to OSP's prosperity.

Annual Marketing Budget

Year 1: \$10,040 annual

- \$5,000- Pre-revenue budget to build website with reservation software since reservations are a key part of revenue and it must be as convenient as possible. Remainder will go into channels like podcasts, push ads, and traditional flyers.
- \$3,000- Use this to promote OSP online through Yelp, Google, etc. Work on search engine optimizations (SEO).
- \$790- Procuring rewards for One Shots Pub's "Most Valuable Player" program such as exclusive dice, limited edition games, etc.
- \$1,250- Securing booths at niche events like Dragon Con and catering major events such as International Tabletop Day.

Year 2: \$10,000 annual

- \$5,000- Improve and maintain website as need while building SEO with remainder.
- \$2,500- More money to put towards special event days with big crowd draws
- \$1,000- Procure more rewards for MVP program- If plenty of merch still exists put money towards SEO
- \$1,500- Traditional advertising budget with flyers, podcasts, free swag, etc.

Year 3: \$15,000 annual

- \$5,000- Site Maintenance and enhancements
- \$4,000- Special events in the area (such as Atlanta-based Dragon Con pictured below)
- \$2,000- Traditional Advertising
- \$3,000- SEO to push higher in search results
- \$1,000- MVP rewards investments



Dragon Con- Atlanta

Operations Strategy

Training and Partnerships

Cross training skilled employees is a major play for the company. Referenced several times in this proposal are Level 1, 2, or 3 employees. Below are their responsibilities and how to earn enough experience to “level up.”

Rank	Level 1- \$10/hr	Level 2- \$15/hr	Level 3- \$20/hr
Requirements	• Bartending License • Interest in board and tabletop games	• Six (6) months employed by the bar or 144 hours worked • Basic* understanding of at least 3 major game systems	• Eighteen (18) months employed by the bar or 2,080 hours worked • Proficiency** with printing software and 5 game systems
Responsibilities	• Mix and serve drinks • Service private rooms when summoned • Manage stock of consumables and report when ROP is reached	• All Level 1 duties • Setting up games for customers and explaining basic rules • Understand partners' games and encourage customers to play	• All level 1 & 2 duties • Handle customer printing requests and record printed stock • Run games and settle rule disputes as customers need

*Those wishing to display a basic understanding should be able to answer questions about the rules the average player would know

**Those wishing to display proficiency with the software should design a standardized piece of terrain picked from a list by management/owner. To display proficiency in gaming system, they should be Game Master (GM) of a game for 30 minutes.

At least one of each level of employee will need to be present every shift, though Level 3 responsibilities will be handled by the owner for the first three years of the business at a major discount (\$27,500 salary). OSP expects much of its employees, and as such gives them much in return. One Shot Pub believes to whom much is given much is required.

One Shot Pub also understands to deliver value partnerships are crucial. The three key partnerships from greatest importance to least are:

1. **Game Developers:** This is OSP's intellectual advantage. The new material is crucial to survival in the game store industry, and constantly bringing in new games will make sure customers keep returning to the bar. OSP will receive a 20% commission for each game sold using its website as a platform for these start-up inventors, and we will offer customers a click-and-brick model where customers can collect a game at the bar, or have it shipped directly to their homes by the developer.
2. **Food Trucks/Food Delivery:** One Shot Pub's core competency does not lie in food preparation (especially with the hefty costs associated and low margins). We will partner with up-and-coming food trucks where customers can order right outside the store and bring it in themselves or have a Level 1 employee run outside and grab it for them. If we are struggling to find a food truck partner, we will likely partner with a site like Grubhub or Ubereats where OSP covers the delivery fee for MVP registered customers and let them order food from their favorite restaurants.
3. **Local Beer Crafters-** Not much needs to be delved into here. Beer/ale makes up 34% of revenue in bars, so getting local favorites or even themed beers to pair with games would be a homerun.

Value Creation Strategy

One Shot Pub aims to keep every decision first and foremost about the customer. Keeping the patrons loyal and happy is the only way to succeed in this business. Quality is our main differentiator since more price contentious consumers will likely stay at home. Assuring the

private rooms are pristine, plentiful popular games are in place, and the drinks are tasty and strong will make the difference in earning \$100,000 or bankruptcy.

Quality Assurance Plan:

- Set-up: One of the biggest pains of anyone playing a boardgame. Our team will have games set up before players even arrive, and quickly change out the games upon request.
- Stay at the Table: No need to get up! Just press a button to “summon” a staff member and they will cater to your every need
- Atmosphere: Even in the common area, the aesthetic will be unique and pleasing opposed to current game stores which lack in ambiance
- Technology: Carrying pricey 3D printers which will be largely useless without some large level of scale to cater to the dedicated gamers unable to afford printers of their own and providing high tech tables with everything needed for a tabletop game.
- Accessibility: Provide access to miniatures and equipment pricey for the end consumer to get on their own but allow them to use ours anytime they are in the store for game night with a pint makes the experience even more special.

Approach to Operations/Inventory

With high quality usually comes high inventory cost. OSP plans to purchase a bulk of the most popular boardgames, game manuals, dice, and miniatures on the market during the pre-revenue stage and updating its selection every three months while donating some of the more worn games to schools in the Atlanta area to inspire creativity. This method allows the shelves stay fresh and excessive inventory is not required. The day-to-day maintenance products will likely be set on autopilot on a cost basis and monitored by management.

Since their primary duties are to manage the bar, it is the most senior Level 1 employees' job to track inventory throughout their shift. Their insight into the consumption habits of consumers is crucial to understanding what needs to be stocked at all times and what can be postponed stocking since OSP does not want to constantly place orders and throw off its EOQ. Tracking consumer habits is always tricky, but with well-trained line staff and proper inventory management the well will never run dry.

Financial Assumptions

- “Other Current Assets” refer to boardgames, tabletop accessories, and miniatures on-hand in the store
- Plan to keep alcohol inventory lean through Economic Order Quantities and carefully managed inventory by Level 1 employees
- 3D printing charges \$0.50 cents per gram of filament used
- Having one issuance of stock during the pre-revenue stage at \$200,000 for 40% equity. Entrepreneur will put up \$50,000 for a quarter of the offered equity to maintain 70% of the company.

Financial Projections

Balance Sheet

	Opening	End Yr 1	End Yr 2	End Yr 3
Assets				
Current Assets				
Cash	\$ 58,388.00	\$ 105,948.45	\$ 147,007.91	\$ 217,936.52
Inventory	\$ 10,212.00	\$ 7,500.00	\$ 8,750.00	\$ 10,000.00
Other Current Assets	\$ 12,000.00	\$ 15,750.00	\$ 19,500.00	\$ 23,250.00
Total Current Assets	\$ 80,600.00	\$ 129,198.45	\$ 175,257.91	\$ 251,186.52
Long-Term Assets				
Equipment	\$ 48,400.00	\$ 48,400.00	\$ 44,900.00	\$ 41,900.00
Less accumulated depreciation	0	\$ 3,500.00	\$ 3,000.00	\$ 2,500.00
Net PPE	\$ 48,400.00	\$ 44,900.00	\$ 41,900.00	\$ 39,400.00
Total Long-Term Assets	\$ 48,400.00	\$ 44,900.00	\$ 41,900.00	\$ 39,400.00
Total Assets	\$ 129,000.00	\$ 174,098.45	\$ 217,157.91	\$ 290,586.52

Liabilities and Shareholders' Equity

Current Liabilities				
Total Current Liabilities				
Long-Term Liabilities				
Long-term debt less current maturity				
Total Long-Term Liabilities				
Shareholders' Equity				
Stock	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00
Retained Earnings	\$ (71,000.00)	\$ (25,901.55)	\$ 17,157.91	\$ 90,586.52
Proprietor and Investor Bonus	\$ -	\$ -	\$ -	\$ -
Total Shareholders' Equity	\$ 129,000.00	\$ 174,098.45	\$ 217,157.91	\$ 290,586.52
Total Liabilities and Shareholders' Equity	\$ 129,000.00	\$ 174,098.45	\$ 217,157.91	\$ 290,586.52

Income Statement- Quarterly

Period Starting	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Yr 1	End Yr 2	End Yr 3
Sales							
Sales	\$ 62,416.67	\$ 77,240.00	\$ 128,911.23	\$ 99,687.41	\$ 368,255.31	\$ 428,070.00	\$ 527,830.00
Total Sales	\$ 62,416.67	\$ 77,240.00	\$ 128,911.23	\$ 99,687.41	\$ 368,255.31	\$ 428,070.00	\$ 527,830.00
Less Cost of Goods Sold							
Inventory	\$ 5,636.00	\$ 8,454.00	\$ 11,613.00	\$ 10,113.00	\$ 35,816.00	\$ 51,324.00	\$ 57,632.00
Total Cost of Goods Sold	\$ 5,636.00	\$ 8,454.00	\$ 11,613.00	\$ 10,113.00	\$ 35,816.00	\$ 51,324.00	\$ 57,632.00
Gross Profit	\$ 56,780.67	\$ 68,786.00	\$ 117,298.23	\$ 89,574.41	\$ 332,439.31	\$ 376,746.00	\$ 470,198.00
Operating Expenses							
Cleaning Supplies	\$ 450.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00
Liquor License	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00
Labor	\$ 37,115.00	\$ 37,115.00	\$ 37,115.00	\$ 37,115.00	\$ 148,460.00	\$ 177,580.00	\$ 221,260.00
Games	\$ -	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00
Marketing Expenses	\$ 1,260.00	\$ 1,260.00	\$ 1,260.00	\$ 1,260.00	\$ 5,040.00	\$ 9,200.00	\$ 15,000.00
Office Expenses	\$ 575.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 1,925.00	\$ 1,925.00	\$ 1,925.00
Payroll Taxes	\$ 5,779.30	\$ 5,779.30	\$ 5,779.30	\$ 5,779.30	\$ 23,117.19	\$ 27,344.87	\$ 34,686.39
Rent	\$ 18,900.00	\$ 18,900.00	\$ 18,900.00	\$ 18,900.00	\$ 75,600.00	\$ 75,600.00	\$ 75,600.00
Utilities	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Building Repairs and Maintenance	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Insurance	\$ 310.00	\$ 310.00	\$ 310.00	\$ 310.00	\$ 1,240.00	\$ 1,240.00	\$ 1,023.00
Miscellaneous	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 7,200.00	\$ 7,200.00	\$ 7,200.00
Total Operating Expenses	\$ 68,064.30	\$ 69,039.30	\$ 69,039.30	\$ 69,039.30	\$ 275,182.19	\$ 317,689.87	\$ 374,294.39
Net Income	\$ (11,283.63)	\$ (253.30)	\$ 48,258.94	\$ 20,535.11	\$ 57,257.12	\$ 59,056.13	\$ 95,903.61

Cash Flow Forecast

Month:	1	2	3	4	5	6	7	8	9	10	11	12	Total Yr-1	Yr-2	Yr-3
Pre-Revenue															
Receipts															
Alcohol Sales	\$ -	\$ 9,583.33	\$ 9,583.33	\$ 11,500.00	\$ 11,500.00	\$ 14,375.00	\$ 14,375.00	\$ 20,909.09	\$ 32,857.14	\$ 32,857.14	\$ 12,105.26	\$ 14,375.00	\$ 212,770.31	\$ 240,000.00	\$ 300,000.00
Room Rentals	\$ -	\$ 9,410.00	\$ 9,410.00	\$ 11,720.00	\$ 11,720.00	\$ 11,720.00	\$ 14,750.00	\$ 14,750.00	\$ 14,750.00	\$ 14,750.00	\$ 11,720.00	\$ 11,720.00	\$ 148,140.00	\$ 177,000.00	\$ 212,830.00
3D Printing	\$ -	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 7,200.00	\$ 10,800.00	\$ 14,400.00
Commissions	\$ -	\$ -	\$ 5.00	\$ 5.00	\$ 10.00	\$ 10.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 145.00	\$ 270.00	\$ 600.00
New Equity Inflow	\$ 200,000.00												\$ 200,000.00		
Total Receipts	\$ 200,000.00	\$ 19,393.33	\$ 19,398.33	\$ 23,625.00	\$ 23,630.00	\$ 26,805.00	\$ 26,805.00	\$ 36,374.09	\$ 48,372.14	\$ 48,372.14	\$ 24,545.26	\$ 26,815.00	\$ 568,255.31	\$ 428,070.00	\$ 527,830.00
Payments															
Venue Renovations	\$ 100,000												\$ 100,000	\$ -	\$ -
General Maintenance		\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 4,800	\$ 4,800	\$ 4,800
Liquor License	\$ 5,000.00												\$ 5,000	\$ 5,000.00	\$ 5,000.00
Games	\$ 12,000.00						\$ 1,250.00			\$ 1,250.00			\$ 15,750	\$ 3,750.00	\$ 3,750.00
POS Software	\$ 11,000.00												\$ 11,000	\$ 11,000	\$ 11,000
3D Printers & Filaments	\$ 3,612.00	\$ 212.00	\$ 212.00	\$ 212.00	\$ 212.00	\$ 371.00	\$ 371.00	\$ 371.00	\$ 371.00	\$ 371.00	\$ 371.00	\$ 371.00	\$ 7,428	\$ 5,724.00	\$ 7,632.00
Inventory	\$ 10,000.00	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 3,250.00	\$ 3,250.00	\$ 4,000.00	\$ 4,000.00	\$ 2,500.00	\$ 2,500.00	\$ 42,000.00	\$ 45,600.00	\$ 50,000.00
Cleaning Supplies		\$ 250.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,350	\$ 1,350	\$ 1,350
Marketing Expenses	\$ 5,000.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 420.00	\$ 10,040.00	\$ 10,000.00	\$ 15,000.00
Office Expenses		\$ 275.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 1,925	\$ 1,925	\$ 1,925
Salaries and Wages		\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 12,372	\$ 148,460.00	\$ 177,580.00	\$ 221,260.00
Payroll Taxes		\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 1,926.43	\$ 23,117.19	\$ 27,344.87	\$ 34,686.39
Rent		\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 6,300.00	\$ 75,600	\$ 75,600	\$ 75,600
Utilities		\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000	\$ 6,000	\$ 6,000
Building Repair and Maintenance		\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,500	\$ 3,000	\$ 5,875
Insurance		\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 103	\$ 1,137	\$ 1,137	\$ 1,023.00
Miscellaneous		\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200	\$ 7,200	\$ 12,000.00
Total Payments	\$ 146,612	\$ 23,483	\$ 25,708	\$ 26,958	\$ 25,867	\$ 25,764	\$ 27,867	\$ 26,617	\$ 27,367	\$ 28,617	\$ 25,867	\$ 25,867	\$ 462,307	\$ 387,011	\$ 456,901

Cashflow Surplus/Defect (+/-)

\$ 53,388.00	\$ (4,090.10)	\$ (6,310.10)	\$ (2,083.43)	\$ (3,328.43)	\$ 957.57	\$ 1,040.90	\$ 8,506.66	\$ 17,597.57	\$ 20,954.71	\$ 19,709.71	\$ (1,322.17)	\$ 947.57	\$ 105,948.45	\$ 41,059.46	\$ 70,928.61
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Operating Cash Balance

\$ -	\$ 53,388.00	\$ 49,297.90	\$ 42,987.80	\$ 40,904.37	\$ 37,575.94	\$ 38,513.50	\$ 39,554.41	\$ 48,061.06	\$ 65,658.63	\$ 86,613.34	\$ 106,323.05	\$ 105,000.88	\$ -	\$ 105,948.45	\$ 147,007.91
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Closing Cash Balance

\$ 53,388.00	\$ 49,297.90	\$ 42,987.80	\$ 40,904.37	\$ 37,575.94	\$ 38,513.50	\$ 39,554.41	\$ 48,061.06	\$ 65,658.63	\$ 86,613.34	\$ 106,323.05	\$ 105,000.88	\$ 105,948.45	\$ 105,948.45	\$ 147,007.91	\$ 217,936.52
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