



# One Shot Pub: A Business Plan

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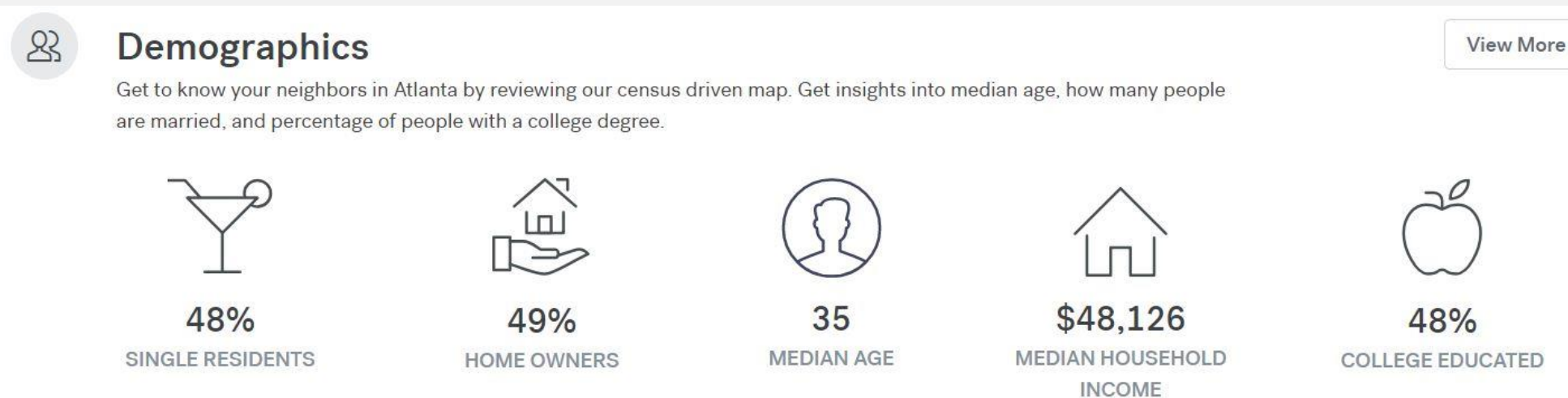
## INDUSTRY

One Shot Pub proposes to merge two mature industries into one lucrative one: Nightlife and gaming. 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

### Target Market

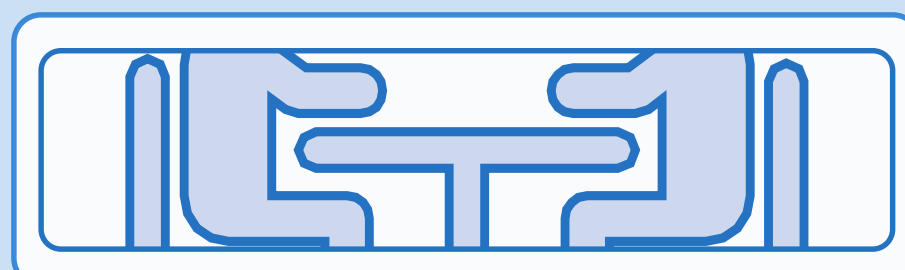
There is a large overlap between the boardgame/tabletop market and nightlife industry as far as target market is concerned. Roughly 38% of revenue comes from age groups 21-44. Atlanta is ranked at 22<sup>nd</sup> on the national spending list on alcohol per year at \$385 per person on average. The following information is provided by Trulia.com:



### Competitors

There are roughly 1,000 options for Atlanta consumers to spend their evenings with a drink in-hand. The main competition for OSP would be other bars in the nerd niche such as Joystick Gamebar, My Parents' Basement, and Battle & Brew. Locations like Topgolf which offer entertainment and adult beverages are also competitors.

### Hours of Operation



Sunday-Saturday  
3:00PM-3:00AM

## BUSINESS DESCRIPTION

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. 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 (pictured top left). 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.

## BUSINESS STRUCTURE

| Rank             | Level 1- \$10/hr  | Level 2- \$15/hr  | Level 3- \$20/hr   |
|------------------|---|---|--|
| Requirements     | <ul style="list-style-type: none"> <li>Bartending License</li> <li>Interest in board and tabletop games</li> </ul>  | <ul style="list-style-type: none"> <li>Six (6) months employed by the bar or 144 hours worked</li> <li>Basic* understanding of at least 3 major game systems</li> </ul>                                     | <ul style="list-style-type: none"> <li>Eighteen (18) months employed by the bar or 2,080 hours worked</li> <li>Proficiency** with printing software and 5 game systems</li> </ul>                              |
| Responsibilities | <ul style="list-style-type: none"> <li>Mix and serve drinks</li> <li>Service private rooms when summoned</li> <li>Manage stock of consumables and report when ROP is reached</li> </ul> | <ul style="list-style-type: none"> <li>All Level 1 duties</li> <li>Setting up games for customers and explaining basic rules</li> <li>Understand partners' games and encourage customers to play</li> </ul> | <ul style="list-style-type: none"> <li>All level 1 &amp; 2 duties</li> <li>Handle customer printing requests and record printed stock</li> <li>Run games and settle rule disputes as customers need</li> </ul> |

\*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.



## THE QUICK ESSENTIALS

**THE PROBLEM:** The average game store does not operate during convenient hours and offer little help in providing popular games and pieces for hobbyists because their main revenue stream comes from selling these items.

**HOW WE FIX IT:** One Shot Pub operates well into the night which allows professionals to have a space to play after work. We will have dozens of copies of the most popular games, tabletop books, and miniature pieces to make gaming affordable. **We are not a game store- We are a bar that offers all of the games and amenities for our consumers.**

**MARKET SIZE:** Atlanta is generally recognized as one of the "nerdiest" cities in America, and alcohol spending in the area is one of the highest in the country. See "MARKET" for more. **PROMOTION:** We will largely focus on Search Engine Optimization and attending special events like Dragon Con to focus on word of mouth. We will also offer exclusive merchandise as part of our MVP reward program.

**REVENUE STREAMS:** There will be to main revenue streams: Private room reservations and drink sales. We will sell some games from small creators who cannot get shelf-space in major retailers. We will also offer 3D printing services for our customers

## REVENUE STREAMS

### Room Rates and Reservation Fees

| 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                 |

Year 1 \$148,140 projected

Year 2 \$177,000 projected

Year 3 \$212,830 projected

### Drink Sales

Beer/Ale/Wine:  
40% of sales with a 70-80% margin

Cocktails:  
35% of sales with 200-400% margin

Shots/Other:  
25% of sales with 80-200% margin

**3D Printing: \$0.50 per gram**

**Games sold online: Roughly 10% commission negotiated with game designers to sell on our portal**

## REFERENCES

Tarver, Evan. "The Economics of Owning a Bar" Investopedia, 21 Oct. 2018

"Hobby & Toy Stores in the US." IBISWorld, Sep. 2018

"Bars and Nightclubs in the US." IBISWorld, Dec. 2018

## CONTACT INFORMATION

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