



Dragon's Den Gaming

Business Plan

Orlando, Florida

November 2018

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Introduction and Overview

Executive Summary

Dragon's Den Gaming will be the place to go for gamers in the Orlando Florida area for all their tabletop gaming needs. Orlando Florida ranks as the second-best city in the country for gamers in 2018 according to WalletHub's article by Adam McCann on Jun 7, 2018. He stated that globally gaming is a business that is over a 100-billion-dollar industry and at Dragon's Den Gaming we think we are particularly poised to tap into that market effectively.

Some cities in America are more effective at catering to the gamer than others. Orlando is of interest because it is a tourist destination. Not only does it host several gamer specific events, some of which are the largest in the country, it also has a healthy local gamer market.

Game stores are typically one two types. Either they are mall stores which sell mainstream products like puzzles and gifts or they are destination stores which cater to the more to the typical hardcore gamer. Orlando's unique market as a tourist destination along with the healthy local population allows us to think outside that standard two-pronged ideal and be able to cater to both those markets.

Objectives

The primary goal of Dragon's Den Gaming is to open brick and mortar tabletop gaming store in Orlando Florida and over the course of the first five years to see growth of a 10 percent profit margin. We will use those funds to invest back into the business and pay off any debt to our initial investors.

The objective is to obtain our initial startup investment to finance the opening inventory purchase and first six months startup costs.

Mission

At Dragon's Den Gaming it is our mission to provide a space where gamers cannot only purchase high-quality games but also play those games in comfort and style. We aim for quality in our products and cleanliness in our store. Our customers will be treated with the utmost respect because we want them to feel like coming to our store is a place where they can unplug and engage with others who enjoy playing games just like them.

We strive to create this environment by hosting events and tournaments in store for our customers. We provide play spaces for them to play the games they purchase in-store free of charge. We want them to feel like Dragon's Den Gaming is a second home and we will always maintain a friendly and healthy gaming environment for our players.

Keys to Success

The key to success in the gaming industry is understanding that gamers don't just buy games, they play games. At Dragon's Den Gaming we aim to make our store a place they will come play. If we provide our customers with a place that they can bring their friends and enjoy playing the games they buy in comfort, we will succeed.

Company Summary

Dragons Den Gaming will be a game store located in Orlando Florida. More than that though it will be a game store that focuses on providing events, tournaments, play space, and more for the gamers who walk through the door and buy its products. Our products will be of the highest quality and our space will be set up for with both the comfort of our customer and the view of our products in mind.

Company Ownership

Dragon's Den Gaming is owned by Kristina and Jared Brock. It is a Limited Liability Company. We chose this form of partnership because we wish to protect our personal assets while building from the ground up the kind of company we strive to be.

Jared Brock has a B.A. in Accounting from the University of South Alabama. He has previously worked at Indian River State College as an Assistant in the Accounting Lab and spent two years working as a principal recruiter for Telenetwork in their HR department bringing in new talent. Jared's experience as a recruiter will give him the skills to hire on the right people and his education in Accounting will enable him to make sure our numbers are always in the black.

Kristina Brock is currently pursuing her Master of Business in Management at Florida Institute of Technology. She has managed and owned her own marketing and consulting business for three years in the gaming industry, primarily in the Esports sector. Her knowledge of the gaming industry and how to market to the gamer will be vital to filling our store with customers.

Both Kristina and Jared are gamers themselves and love gaming. They have two teenage children who are also gamers. Having that deep understanding of what drives them to buy games for both themselves and their children makes them the perfect pair to own a game store.

Start-up

The startup funds for Dragon's Den Gaming will come primarily from three sources; capital contributions from Kristina and Jared Brock, bank loans, and crowdfunded investments from friends and family. Dragon's Den Gaming will also seek crowdfunding from online crowdfunding sources like Kickstarter, Indiegogo, or Crowdfunder.

What We Sell

Summary

Our gaming store intends to be a one-stop shop for local entertainment needs in the form of tabletop games, board games, card games, and novelty items associated with gaming. Examples include well-known board games like Monopoly and Backgammon, but we will focus more on new and exciting games from manufacturers like Steve Jackson Games, who are less known but frequently sought after by avid gamers. Along with these types of merchandise, we will include novelty or collector's items associated with gaming. To tap into the fan-based markets in our target area we will also sell fantasy figurines, knick-knacks, and jewelry.

Our products



At Dragon's Den Gaming we will have four primary merchandise product lines; Trading Card Games, Miniature Games, Table-top RPGs, and Board Games. Within each product line, we will have several brands we will provide to our customers.

One of our top selling product lines will be the Trading Card Games. We will carry the following major brands, Magic the Gathering, Force of Will, and Pokemon TCG. We will also be adding some minor brands to add variety to the trading card inventory for the buyer.

Trading Card Games

Feature Name	Lowest Brand Purchase Price	Highest Brand Purchase Price	Average Brand Purchase Price	% Customers Buying Feature	Weighted Average Brand Purchase Amount
Magic The Gathering Booster Pack Singles	1.00	4.00	3.99	30%	1.20
Magic The Gathering Booster Pack Fat Packs (10 Booster Packs)	29.99	37.99	33.99	5%	1.70
Magic the Gathering Booster Boxes (36 Booster Packs)	40.00	99.99	70.00	5%	3.50
Trading Card Game Accessories	1.00	30.00	15.50	5%	0.78
Force of Will Pack Singles	1.00	3.99	2.50	20%	0.50
Force of Will Booster Box	69.99	99.99	84.99	5%	4.25
Pokemon TCG Pack Singles	3.99	3.99	3.99	20%	0.80
Pokemon TCG Booster Trainer Box	39.99	79.99	59.99	5%	3.00
Pokemon TCG Booster Box (36 packs)	144.00	145.00	144.50	5%	7.23



Our second largest market is the miniature games segment. This product takes up the largest play space in the store and brings in the most customers. These customers cross into other target markets like our trading card markets. The miniatures we carry are mostly from Games Workshop.

These are Warhammer 40K, Middle Earth Strategy Battle Game, and Warhammer Age of Sigmar. We will also carry Star Wars X-Wing Miniatures.

Minature Games					
Feature Name	Lowest Brand Purchase Price	Highest Brand Purchase Price	Average Brand Purchase Price	% Customers Buying Feature	Weighted Average Brand Purchase Amount
Star Wars X-Wing Miniatures Game	7.95	99.95	53.95	10%	5.40
Warhammer 40k	8.00	200.00	104.00	50%	52.00
Citadel Paints	4.25	150.00	77.13	25%	19.28
Warhammer Age of Sigmar	8.00	175.00	91.50	10%	9.15
Middle Earth Strategy Battle Game	12.00	150.00	81.00	5%	4.05



Our third product line is our Table Top RPG's. This product line is from three different book publishers, Wizards of the Coast, White Wolf Publishing (World of Darkness), and Paizo (Pathfinder). We will also be carrying dice and other accessories needed to host a game for any of these tabletop RPG's.

Table Top RPGs

Feature Name	Lowest Brand Purchase Price	Highest Brand Purchase Price	Average Brand Purchase Price	% Customers Buying Feature	Weighted Average Brand Purchase Amount
Wizards of the Coast	20.00	40.00	30.00	40%	12.00
World of Darkness	20.00	60.00	40.00	20%	8.00
Pathfinder	16.99	44.99	30.99	40%	12.40



Our final product line is our Board Games. This product line appeals to all our customers as it has games that cross all other product lines. We will have a Munchkin board game that appeals to the trading card gamers, and miniature board games that the Warhammer 40k crowd likes to play called Blood Bowl. We sell variations on Monopoly and many different types of interesting and new board games for families. This product line is the staple of our store and fun for everyone.

Board Games

Feature Name	Lowest Brand Purchase Price	Highest Brand Purchase Price	Average Brand Purchase Price	% Customers Buying Feature	Weighted Average Brand Purchase Amount
Steve Jackson Games	10.00	100.00	55.00	40%	22.00
Loony Labs	12.00	25.00	18.50	10%	1.85
Slugfest	15.00	60.00	37.50	10%	3.75
Other Board Games	5.00	20.00	12.50	40%	

Our services

Our goal as a retail outlet for games is to sell games. In order to do that we need to provide a space where our buyers can be players. So, we will not only create a space where our customers can buy games but can also play games. This will create a buying environment where the customer will spend long periods of time in our store and will be exposed to our products and services while experiencing their game. This promotes additional purchases by associating the fun of playing a game with the experience of purchasing a new game.

We will host several events that are supported by our distributors and manufacturers alike. Magic the Gathering and D&D are both Wizards of the Coast Products. They provide a service to all retail stores called the Wizards Play Network. Players love playing in Wizards of the Coast tournaments because they get prizes, they can only get in those tournaments that really boost their deck's value. They can then go on to bigger and better tournaments and even win cash prizes.

Benefits

- ✓ All Gateway programs and benefits
- ✓ Friday Night *Magic* (any number of events)
- ✓ Up to 3 *Magic* Prerelease events per set*
- ✓ 1 *Magic* Store Championship per set*
- ✓ *Magic* Buy-a-Box promo cards
- ✓ Access to specialty WPN products
- ✓ Same-day scheduling for both Casual and Ranked events
- ✓ *Magic* Open House
- ✓ Standard Showdown
- ✓ Draft Weekend

*Some *Magic* sets do not offer Prerelease or Store Championship

In our board game and tabletop segments, we will enable our customers to have space to play and encourage them to bring friends. Creating this environment and play space will not only make for loyal customers but also spread the word about our shop through word of mouth advertising. Gaming is about playing together and fun. The longer they are in the shop the more likely they are to continue to buy and the more fun they will continue to have.

Market Analysis and Sales Forecast

Market and Sales Forecast Summary

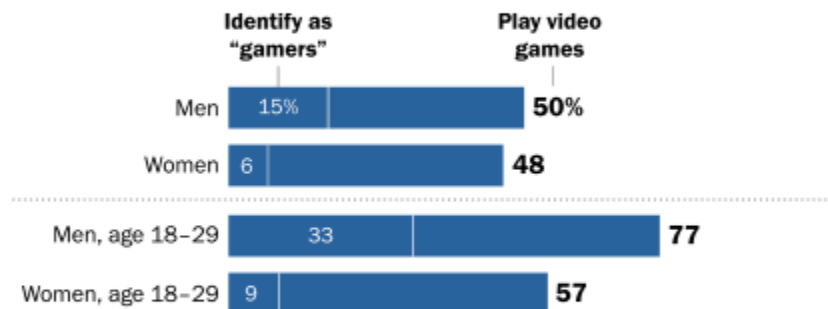
The gaming market can be broken down by product type and player type. The product types are tabletop games, card & dice games, collectible card games, miniature games. The player types are power gamers, social gamers, leisure gamers, dormant or inactive gamers, incidental gamers, and occasional gamers.

- **Power gamers:** 11% of the market, but account for 30% of current spending.
- **Social gamers:** 13% of the market; enjoy gaming as a way to interact with friends.
- **Leisure gamers:** 14% of the market; spend 58 hours per month playing mainly casual titles. However, they prefer challenging games and show high interest in new gaming services.
- **Dormant gamers:** 26% of the market; love gaming but spend little time because of family, work, or school. They like to play with friends and family and prefer challenging games.
- **Incidental gamers:** 12% of the market; play mostly online games for 20 hours a month, mainly out of boredom.
- **Occasional gamers:** 24% of the market; play puzzle, word, and board games, almost exclusively.

Gamers are unique in that they will seek out games both online and offline. The video gamer is also the store gamer. The gamer who plays MMO's will also play tabletop RPG's and the Warhammer 40k player also enjoys playing League of Legends online. Understanding and tapping into this will be a key to our success at Dragon's Den Gaming.

Men and women play video games, but men are more likely to call themselves "gamers"

% of all adults who...



Source: Survey conducted June 10 - July 12, 2015.

Note: "Play video games" includes those who identify as gamers. E.g., 50% of adults play video games, including 15% who consider themselves gamers.

PEW RESEARCH CENTER

Gamers enjoy social engagement and playing with friends and at Dragon's Den Gaming that is what we will focus our Marketing Strategy on.

According to the Research and Markets Global Outlook and Forecast for 2018-2023 for the Board Games Market, "Tabletop games dominated the largest market share in 2017, growing at a CAGR of over 11% during the forecast period. The growing popularity of chance-based and strategy-oriented games among grade scholars, teenagers, and adults is driving the growth of this segment in the global market."

Total Market

The total market for game stores in the Orlando Florida area is unique in that it encompasses several different segments.



It has the standard demographical segments we expect for our market, with a very healthy local population and it also has another segment in its market, the tourist segment due to resorts like Walt Disney World and Universal Studios.

DEMOGRAPHICS

Population

Location	2000	2010	2017 ¹
Orange County	896,344	1,145,956	1,313,880
Seminole County	365,199	422,718	454,757
Osceola County	172,493	268,685	337,614
Lake County	210,527	297,047	331,724
City of Orlando	185,951	238,300	279,789
Orlando MSA*	1,644,563	2,134,406	2,717,764

Source: U.S. Census Bureau; University of Florida, Bureau of Economic and Demographic Research - April 1, 2017 estimates¹

*Note: Four county total. City of Orlando is included in Orange County.

Age Distribution

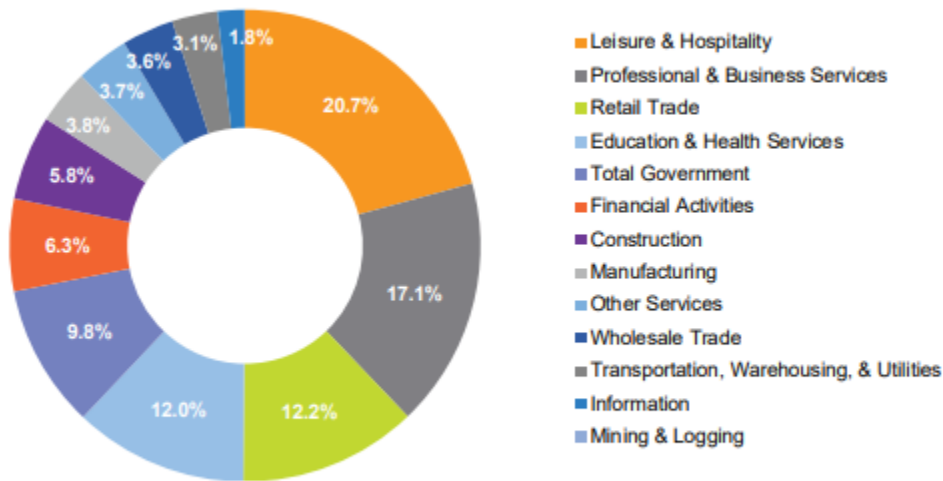
Age Range	Orange	Seminole	Osceola	Lake
0-14	18.7%	17.1%	20.2%	15.9%
15-24	14.7%	12.5%	14.0%	10.7%
25-44	30.8%	27.9%	28.6%	21.2%
45-64	24.6%	27.3%	24.0%	25.7%
65-84	9.8%	13.3%	11.6%	23.6%
85+	1.3%	1.8%	1.5%	2.8%
Median Age	34.9	39.2	35.6	46.7

Source: U.S. Census Bureau, 2016 American Community Survey

The tourist segment is a factor that must be considered when thinking about the total market for this city. The airport alone sees over 800 arrivals and departures daily and over 70 million tourists visit Orlando a year.

With the leisure and hospitality industries and the retail trade industry being some of the highest employment industries in the area a game store will be a prime placement in the Orlando/Kissimmee area.

Employment by Industry



Source: Florida Department of Economic Opportunity, Current Employment Statistics (CES) - December 2017

Target Market Summary

For our target market at Dragon's Den Gaming, we will be focusing on the tourists and casual buyer through our board game and accessories products while also catering to our local market via our trading cards, tabletop RPGs, and miniature war games product segments.

Target Market Segmentation Analysis

According to the Pew Research Center, about 50% of people play games. This amount of people is too broad a spectrum to market to so we broke this segment down into much smaller segments in order to market to them more effectively. We will primarily target tourists and locals who are gamers that play board and puzzle games for our mainstream products while tapping into the 30% of all spending in the gaming industry overall spent by dedicated power gamers in our Trading Card Games and Miniature Games segments.

Target Market Segment Strategy

We will largely focus our marketing strategies on the promotion of our in-store events via distributor websites. We will also attend local large-scale events for gamers like gaming conventions, where not only will we be giving our store exposure to the hundreds of thousands of gamers living in the local Orlando area but also to the ones living in the outlying areas and to the tourists who visit Orlando with their families, and we will be able to make sales from our store at that convention. There are multiple conventions happening in the Orlando area each year.

MegaCon is coming to Orlando from May 24-27! Comic, sci-fi, anime and gaming fans will flock to the Orange County Convention Center for a four-day extravaganza.



Over 100,000 fans are expected to participate in the celebration of all things pop culture, and some of the biggest names in the MegaCon world are lined up for a variety of workshops and fan interaction experiences. Here, we break down the top reasons to grab your ticket soon to this one-of-a-kind pop culture expo.

In addition to promoting these events online, we will heavily engage in social media marketing and advertisement. This will enable us to tap into the local gaming scene and begin our grassroots campaign for word of mouth marketing which is vital to creating a community of gamers loyal to our store.

Later in this plan, we will go in depth to explain our website as it is a key part of our marketing strategy and will be a place for our gamers to share their experiences at the store.

We will use a phone app to promote return customers to share their in-store experiences via social media posts for discounts on future purchases in store on their favorite products.

In the local community, there are several gaming lounges and bars that do not sell products we could partner with to provide prizes for their events as well as stock their game libraries in exchange for their advertising our store.



Sales Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Average customer purchase amount	\$846.22	\$898.72	\$943.72	\$981.22	\$981.22
Annual sales volume	17,330	19,417	19,986	20,411	20,830
Annual Revenue	\$293,298	\$348,999	\$377,222	\$400,557	\$408,768

Over the course of the next five years, we will see an increase in sales. This is because of three different factors. The first is that the city of Orlando's population has had increased over the last 10 years in an excess of over 2%. In the coming years that trend is expected to continue. The increase in population is an increase in expected customers. The second factor is an increase in the tourism sector. Over 4 million more tourists have visited Orlando in the last 5 years than in previous years. This trend is also expected

to continue. The last factor is that according to the Research and Markets Global Outlook and Forecast for 2018-2023 the market for games is expected to grow for the next five years across all segments between 8-12%. This leads us to believe that there will be growth in sales forecast between 2-8% especially for our target market of power gamers that play trading card games and miniature war games.

Sales Volume Summary

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales Volume	17,330	19,417	19,986	20,411	20,830

The cost of a single pack of a trading card pack which depending on the game has between 10 -15 cards in it costs 3.99 at retail value. This is standard no matter what store you go to. The manufacturer for each game usually puts these out in expansions and has events for each expansion that they promote nationwide.

For Magic the Gathering there are formats for both Standard, Modern, Legacy, Draft etc. The player must create a deck made from 40-60 cards depending on which type of game he wishes to play. Their single packs have 15 cards in them, and to build a Standard deck it takes at minimum 4 packs to play the game, but really, he needs much more than that. A player usually has between four to eight decks he plays with on a regular basis and enough cards to make four or five more decks if he wants. He also must keep up with the meta by buying cards from the current expansions as Magic the Gathering will retire old expansions each year as they release new ones.

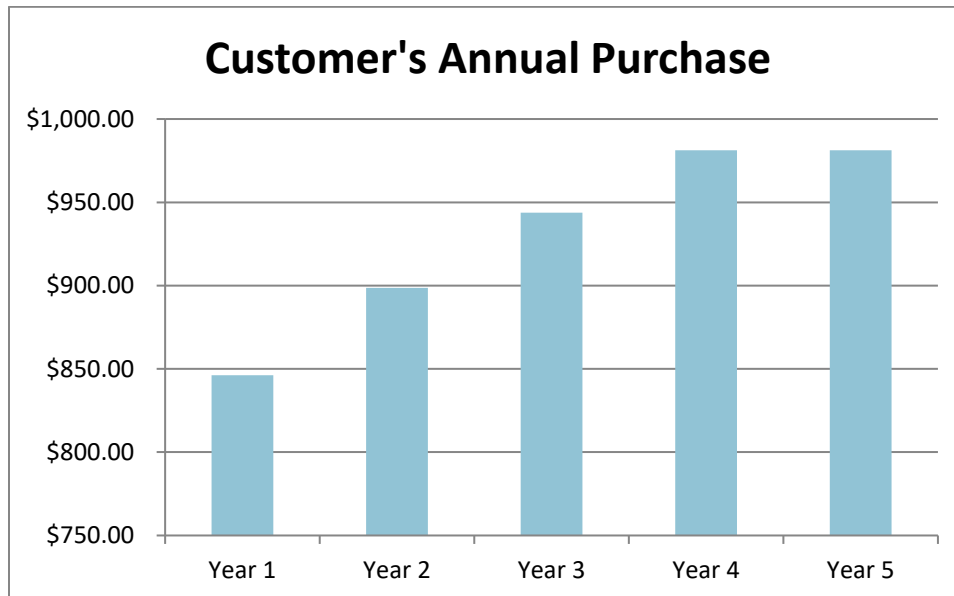
We can host events backed by Wizards of the Coast with points systems and prizes that they give exclusively to brick and mortar stores that entice customers to buy those packs. While a gamer can go online to buy the packs, he cannot play the game online. He cannot get those exclusive cards to add to his deck online. He cannot win those tournaments online and he cannot socially engage with others who love his game as he does online. He needs to buy the pack in the store and play the tournament in the store to do that.

	Low	High	Average
Trading Card Pack	15	42	29
Trading Card Fat Pack	1	4	3
Warhammer Army	5	12	9
RPG Book	3	12	8
Board Game	1	2	2
Booster Box	1	2	2
	-	-	-
	-	-	-
	-	-	-
	-	-	-
Total Annual Purchase Frequency	26	74	50

On average a player will buy at least one booster box a year, a fat pack every couple of months, and at least a few single packs every couple of weeks.

Average Customer Annual Purchase Amount

	Year 1	Year 2	Year 3	Year 4	Year 5
Trading Card Pack	\$113.72	\$113.72	\$113.72	\$113.72	\$113.72
Trading Card Fat Pack	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
Warhammer Army	\$297.50	\$297.50	\$297.50	\$297.50	\$297.50
RPG Book	\$225.00	\$262.50	\$300.00	\$337.50	\$337.50
Board Game	\$30.00	\$37.50	\$45.00	\$45.00	\$45.00
Booster Box	\$105.00	\$112.50	\$112.50	\$112.50	\$112.50
Total	\$846.22	\$898.72	\$943.72	\$981.22	\$981.22



Business Context Analysis

In the retail gaming business, there are two ways a consumer can buy the tabletop games they play. Online through websites like Amazon and eBay or they can purchase them in retail stores.

Manufacturers of tabletop games typically do not sell directly to the customer with the exception of Games Workshop but Games Workshop requires that the player have a large preset play space to play in so retail stores are better suited to the player than purchasing them online.

Dragon's Den Gaming intends to be a premier provider of not only products that manufacturers like Games Workshop produce but also provide the play space needed to play those types of games. Our customers will know when they walk through the door that we are a retailer selling Magic the Gathering, Warhammer 40k, and Pokemon TCG, and that they can play the game as soon as they purchase it if they want to.

The Competition and Customer Buying Patterns

In Orlando, there are few other brick and mortar destination game stores. They will not be our biggest competition and will be easy to avoid and find a location that is far enough away from that we will not be in direct competition for their customers.

Our largest competitor for our products is Amazon and Walmart. Unlike other retail markets where they must try to undercut Amazon on the price differential, we intend to undercut Amazon and the online market segment in something they cannot compete in, the social aspect of gaming. We also intend to sell any overstock on Amazon itself to recoup losses if a product is not selling in our store.

In order to maximize the social aspect of gaming, we will host tournaments for the games we sell. Many of the supplier's support this by providing retailer exclusive promotional products and some even have tournament platforms and events built out on their websites that fans of their products can engage in. Wizards of the Coast does this for both their tabletop role-playing books and their Magic the Gathering card game.

We will also be building out the store with the comfort of the gamer in mind. Our loadout and the store will be built for longer time spent in store to play board games or card games, with merchandise clearly on display within eye level while seated.

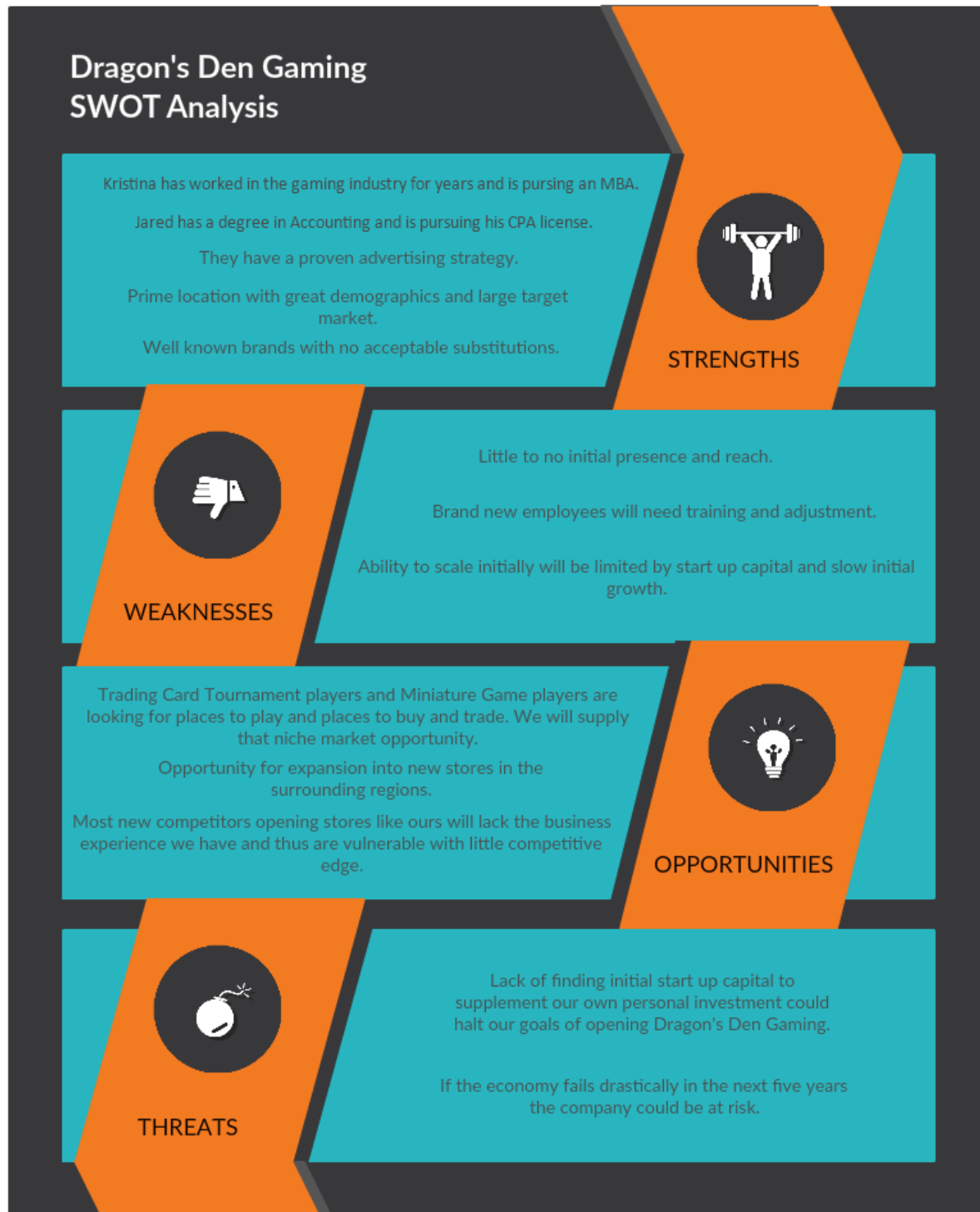
Our indirect competition is online gaming. We intend to break into this market by hosting mobile gaming tournaments for our trading card segments. Since many online gamers are also tabletop gamers, targeted paid advertising on Facebook and other social media towards local video gamers will bring them into the store looking to fulfill their desire to play tabletop games with other gamers.

One of the hardest issues gamers face is that gaming is a social activity but even in today's market gamers are finding themselves in communities with degrees of separation. Matchmaking systems online are brief, face to face interactions are all but impossible, voice conversations over chat programs are sporadic, online personas lead to impersonal encounters, and worst of all online interactions lessen time with real life family or friends.

Gamers want to spend time gaming and socializing in the same space. Dragon's Den Gaming will use this need to overcome the obstacles presented by both its direct competition at local game stores and Walmart and its online competition at Amazon and eBay.

Success Strategy and Implementation Plan

SWOT Analysis



Our Competitive Edge

At Dragon's Den Gaming we don't just have an "if we build it they will come" mentality. We know that we must have a competitive edge against our competitors in the market we are attempting to break into. As previously mentioned in this plan, our competitors in the brick and mortar stores like ours are relatively low and far enough away from where we are located to be of relatively little competition to our store. Our largest competitors are online.

We can't compete with them in lower prices or bulk sales and we know that. We also know we can't compete with them on convenience of buying as our customers will simply have their products delivered right to their door conveniently in two days' time via Amazon Prime or Walmart's newly adopted two-day shipping for free. So, we will keep our prices at the standard that the manufacturers set across the board for most retailers on our primary product lines and we will not attempt to lower them and potentially cut our own bottom line by trying to compete via price differentials.

However, what will give us a competitive edge against our big business online mass production competition is that they cannot compete with us on the social aspect of gaming. Manufacturers and suppliers are in sync with retailers and have created incentives to players and consumers by providing tournament platforms on their websites to promote their products. We will provide these social engagements and other social events centered on the products we sell to promote customer engagement, giving us a competitive edge against our very impersonal competitors.

Website Plan

Our plan is to create an intuitive user-friendly website that promotes all our on site events. It will also keep track of our customers by allowing them to log in and use the site to sign up for tournaments, giveaways, and more.

Website Marketing Strategy

Because our site will be used to sign up for all tournaments and giveaways and will be attached to our application used for instore incentives it will also create a mailing list of our customers. This mailing list will be used to advertise to our established customers.

Website Development Requirements

The requirements needed to develop our website will be easy to implement because Kristina has extensive knowledge at developing websites like this. We will be using a WordPress site with Mailchimp plugin. Hosting and domain services will be chosen according to price and services offered.

Marketing Strategy

The marketing strategy as laid out previously in this business plan relies on several factors. The biggest factor is that gamers are social creatures and games are meant to be played together. Our marketing strategy will focus on making this a focal point in everything we do. From incentivizing customer engagement via our website and building teams you can join to earn discounts together as a group throughout the store by attending events and racking up points through signups to hosting events and tournaments.

All of our advertisements will focus on the social engagement available at our store and the store itself will be laid out with that social aspect in mind while also considering how best to display the product to the player as they play the games they have just purchased.

Sales Strategy

Our sales strategy will take our marketing strategy to the next level. Once the customer is in the store the layout and design of the store itself is the next step in creating a buying atmosphere. Our best product will be displayed at eye level to players sitting down playing games. So that every time they look up they will see the things they want to complement the games they are already playing. Each area of the store will naturally be situated according to the game being played with comfort in mind.

Tournament buy ins will also generate product sales as decks will need to be created solely to play in long running tournaments. Miniature armies will need to be created and filled out. Buying one set is not enough, in this the product sells itself.

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Customer service is also a big part of our sales strategy and one where our competitors often go wrong. They hire inexperienced kids who know little about the product and have no training in customer service. We will thoroughly vet our sales people to be experts in the departments they work in so that the customers will know when they ask questions about the product, the sales person they ask will be both knowledgeable about the product and professional.

Key Implementation Milestones

One of the major milestones that we will be encountering as we enter the beginning stages of starting Dragon's Den Gaming will be the initial build out and licensure. Investors can be assured that we have set a timeline and allocated these tasks between us to ensure they are handled appropriately as well as made sure to budget for them effectively.

Task Budgetary Summary

Tasks	Total	Percent on	
		Budget	Percent Value to Cost
Budget	\$45,700.00		
Cost to Implement	\$35,800.00	78.34%	
Value to Company	\$253,500.00		708.10%

Dragon's Den Gaming Milestone Summary

Task Description	Assigned To	Start Date	Planned		Date	
			Finish Date	Completed	Priority	
Bank loan application	Jared	1/2/2021	2/11/2021	2/1/2021	1.000	
Apply for licenses	Jared	2/11/2021	3/11/2021	3/13/2021	4.000	
Contract with builder for leasehold buildout	Kristina	2/1/2021	6/1/2021	6/1/2021	3.000	
Negotiate lease	Kristina	2/11/2021	3/11/2021	3/13/2021	2.000	
Purchase computers, software	Jared	6/1/2021	9/30/2021	12/12/2021	5.000	

We intend to negotiate in our lease with the leaseholder of our building a four-month period which will allow us to make changes to the space to accommodate our business needs. We have budgeted accordingly for this in our plan and anything not used for this purpose will be reinvested into other aspects of our business in order to lower costs elsewhere and allow us to potentially save money and scale up should we see the opportunity to do so.

Company Resources

Our People

Existing management

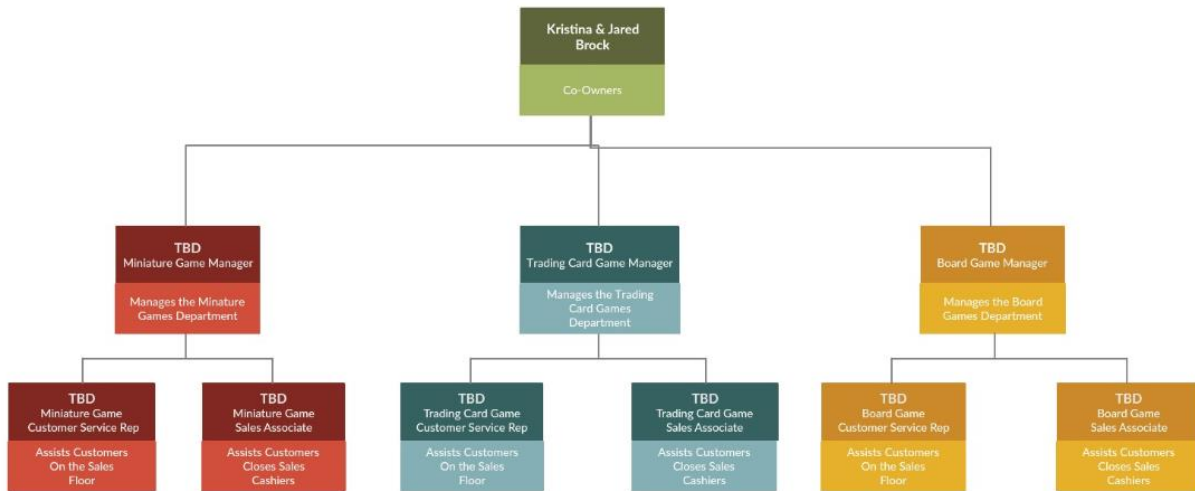
In the beginning the management will consist of Kristina and Jared Brock with only the first three employees being trained during the initial buildout period.

Future management

These employees will be the managers responsible for the three departments within the store. They will cover the Miniature Game department, the Trading Card Game Department and the Board Game Department.

Organization Structure

ORGANIZATIONAL CHART FOR DRAGON'S DEN GAMING



Business Structure

Before the store opens each manager will be responsible for hiring out their own staff to fill out the rest of the store's employees. This will include future shift leaders and key holders. For each shift there will be a Customer Service Rep and a Sales Associate on staff for each department. Managers can fill the slots of either.

Start-up Capital

Summary

As mentioned in the beginning of this business plan, startup funds for Dragon's Den Gaming will come primarily from three sources; capital contributions from Kristina and Jared Brock, bank loans, and crowdfunded investments from friends and family. Dragon's Den Gaming will also seek crowdfunding from online crowdfunding sources like Kickstarter, Indiegogo, or Crowdfunder.

Use of Funds

The initial cost to start will be \$50,000 - \$60,000. For the first two to four months, we will be building out the building and setting up the initial inventory and will not be generating any revenue. Revenues should begin to generate within the first four to six months and steadily increase as advertising efforts see fruition.

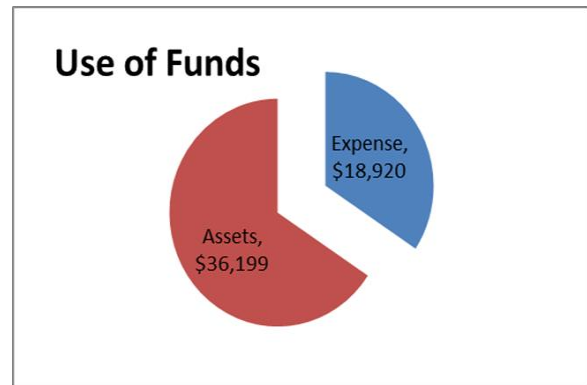
Most of our funds will be wrapped up in inventory and assets. Expenses will be kept to rental costs, advertising, deposits, and licensing fees.

Source of Funds

Most Dragon's Den Gaming's startup capital funds will come from loans with a significant capital contribution from Kristina and Jared Brock and our friends and family.

Source of Funds	
Loans	\$40,000
Contributions to Capital	\$20,000
Total	\$60,000

Use of Funds	
Expense	\$18,920
Assets	\$36,199
Total	\$55,119



Start up funds balance	\$4,881
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Financial Statements

Statement of Operations

Dragon's Den Gaming			
Statement of Operations			
	2021	2022	2023
Revenue			
Sales	293,298	348,999	377,222
Cost of Goods Sold			
Direct Cost			
Direct cost of materials	62,734	66,219	67,170
Direct cost of labor	151,263	151,263	198,560
Cost of Sales	\$213,997	\$217,482	\$265,730
Gross Margin	\$79,301	\$131,517	\$111,492
Operating Expenses			
Advertising Expense	500	500	1,000
Interest Expense	500	500	500
License Expense	500	500	500
Interest Payments	1,243	1,243	1,243
Rent	30,000	30,000	30,000
Taxes			
Federal Income Tax	5,000	5,000	5,000
Sales Tax	5,000	5,000	5,000
Utilities Expense	3,000	3,000	3,000
Depreciation and Amortization Expense	7,240	7,240	7,240
Total Operating Expenses	52,983	52,983	53,483
Income from Operations	\$26,318	\$78,534	\$58,009
Non-Operating Income			
Sales on Amazon	10,000	15,000	15,000

Tournament Signups	30,000	40,000	50,000
Total Non-Operation Income	\$40,000	\$55,000	\$65,000
Net Income (Loss)	\$66,318	\$133,534	\$123,009
EBITDA	\$47,058	\$99,274	\$78,749

Balance Sheet

Dragon's Den Gaming				
Balance Sheet				
	Start Up	2021	2022	2023
Assets				
Current assets:				
Cash	6,581	78,805	218,246	347,161
Accounts Receivable				
Inventories				
Pre-paid Expenses				
Other short-term investments				
Total current assets	\$6,581	\$78,805	\$218,246	\$347,161
Other Non-Current Assets				
Property, Plant and Equipment	36,199	36,199	36,199	36,199
Less Accumulated Depreciation		7,240	14,480	21,719
Total other assets	\$36,199	\$28,959	\$21,719	\$14,480
Total assets	\$42,780	\$107,764	\$239,965	\$361,640
Liabilities and owner's equity				
Current liabilities:				
Accounts payable				

Total current liabilities	\$0	\$0	\$0	\$0
Noncurrent liabilities:				
Long term debt	40,000	38,667	37,333	36,000
Total non-current liabilities	\$40,000	\$38,667	\$37,333	\$36,000
Total Liabilities	\$40,000	\$38,667	\$37,333	\$36,000
Shareholder's equity:				
Common stock, no par value				
Paid In Capital	20,000	20,000	20,000	20,000
Retained earnings	(17,220)	49,098	182,632	305,640
Total owner's equity	\$2,780	\$69,098	\$202,632	\$325,640
Total liabilities and owner's equity	\$42,780	\$107,764	\$239,965	\$361,640
	Balanced	Balanced	Balanced	Balanced
	-	-	-	-

Statement of Cash Flows

Dragon's Den Gaming Statement of Cash Flows

	2021	2022	2023
Beginning Cash Balance	\$6,581	\$78,805	\$218,246
Cash Received			
Cash from Operations	293,298	348,999	377,222
Cash from Non-operations	40,000	55,000	65,000
New Current Borrowing			
New Long-term Liabilities	-	-	-
Sale of Other Current Assets			
Sale of Long-term Assets			
Other			
Total cash received	333,298	403,999	442,222

Expenditures and Cash Used			
Cost of Sales	213,997	217,482	265,730
Total Operating Expense	52,983	52,983	53,483
Other Liabilities Principal Repayment	1,333	1,333	1,333
Purchase of Other Current Assets			
Purchase of Long-term Assets			
Other			
Depreciation	7,240	7,240	7,240
Total expenditures	261,074	264,559	313,307

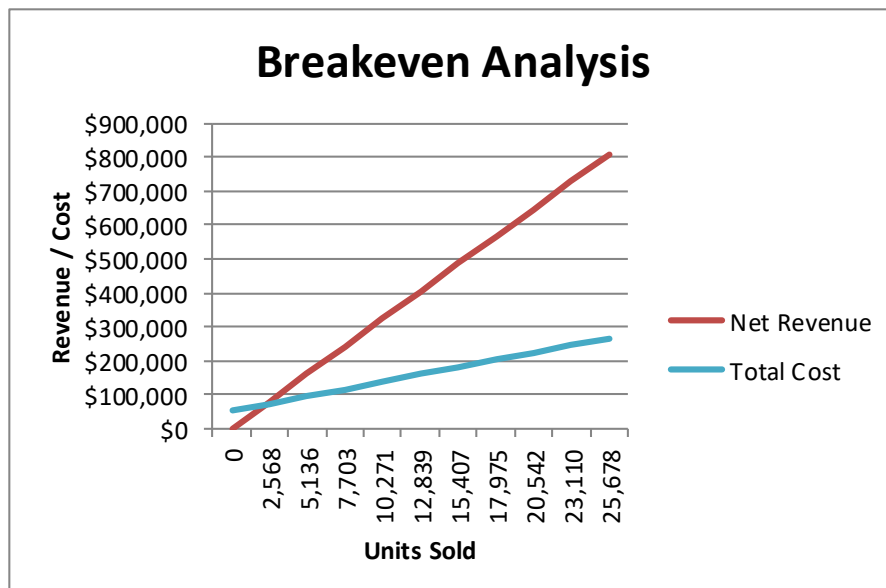
Net cash flow	72,224	139,440	128,915
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Cash Balance	\$78,805	\$218,246	\$347,161
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Breakeven Analysis

**Dragon's Den Gaming
 Breakeven Analysis**

Units Sold	Net Revenue	Total Operating Expense	Variable Cost	Total Cost	Total Profit
0	\$0	\$52,983	\$0	\$52,983	-\$52,983
2,568	\$80,886	\$52,983	\$21,400	\$74,383	\$6,503
5,136	\$161,771	\$52,983	\$42,799	\$95,782	\$65,989
7,703	\$242,657	\$52,983	\$64,199	\$117,182	\$125,475
10,271	\$323,543	\$52,983	\$85,599	\$138,582	\$184,961
12,839	\$404,429	\$52,983	\$106,999	\$159,982	\$244,447
15,407	\$485,314	\$52,983	\$128,398	\$181,381	\$303,933
17,975	\$566,200	\$52,983	\$149,798	\$202,781	\$363,419
20,542	\$647,086	\$52,983	\$171,198	\$224,181	\$422,905
23,110	\$727,971	\$52,983	\$192,597	\$245,580	\$482,391
25,678	\$808,857	\$52,983	\$213,997	\$266,980	\$541,877



Key Ratios

	2021	2022	2023
Ratios			
Acid Test	0	0	0
Current Debt to Total Assets	49.07%	17.11%	10.37%
Current Liabilities to Total Liabilities	0.00%	0.00%	0.00%
Debt to Equity	55.96%	18.42%	11.06%
Net Worth	\$69,098	\$202,632	\$325,640
Return on Equity	38.09%	38.76%	17.81%
Sales to Net Worth	424.47%	172.23%	115.84%
Total Assets to Sales	36.74%	68.76%	95.87%
Working Capital	\$78,805	\$218,246	\$347,161

Important Assumptions

There are some important assumptions that have been made while creating this business plan. The most important is the nature of gamers. Understanding the gamers buyer persona has been the primary formulating factor that has gone into creating our plan to make Dragon's Den Gaming better than its current competitors both in the big business and small business arenas.

Gamers aren't just the average consumer. They are loyal not only to the brands they purchase but to the stores they purchase them from. Game stores are places to make friends and ultimately to "play" games and we have kept that in mind when creating the perfect environment for our consumer, our players.

When we begin this endeavor, we will keep costs low by only hiring quality employees and utilizing our own time to work the store beside them. We won't begin to hire on more employees until our bottom line can handle the cost. We will invest in our company as much as our investors in time and effort as well as capital.

Another major important assumption that must be kept in mind is that the stores location is an important factor. In other places this kind of store could sink instead of swim, but in major tourist locations stores like this have been seen to flourish and make quite a large profit. Dragon's Lair of Austin Texas is a prime example of this. We are considering the dual nature of the vast tourist market that Orlando has to offer in conjunction with the already healthy local gaming community shown to exist in the current demographics.