



TOPPLE

PINS & PIXELS

Financial Business Summary

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Executive Summary

The Problem

Suburban downtown and mixed-use developments often lack dynamic, engaging entertainment options. These areas continue to grow as housing prices drive first-time home buyers and those seeking to start a family further from the urban landscape. These areas provide only restaurants and boutique shops, which, while valuable, only partially cater to the broader entertainment needs of the expanding community. As a result, these spaces miss opportunities to become vibrant, community-centric hubs where gathering with friends or celebrating a birthday are hosted. Especially in a socially thirsty, post-COVID world, now more than ever, families and young adults seek more than just dining or shopping experiences.

The Solution

Topple addresses this gap by introducing an innovative 'eatertainment' concept that combines dining, gaming, and social interaction in one cohesive experience. Our venue is designed to transition seamlessly from a family-friendly environment during the day to a lively 21+ scene at night, based on proven, successful models (Appendix page 15: Business Models). Features include duckpin bowling, classic arcade games, retro pinball, and a curated menu of food and drinks, creating a unique destination that caters to all ages and preferences.

Our Mission

Topple's mission is to revitalize suburban mixed-use developments by creating vibrant, community-focused venues that offer more than just dining and shopping. Our goal is to foster social interaction, provide engaging entertainment, and contribute to the vibrancy and appeal of suburban downtown areas.

Our Team

Our team is led by co-founders Patrick Faerber and Ben Walsh, seasoned entrepreneurs with successful ventures. Supported by an Advisory Board, with industry experts from Amp Up1 Entertainment and Second Star Group, our team combines operational excellence, creative vision, and strategic insights, ensuring Topple's success in the 'eatertainment' industry.

Our Strategy

Topple's strategy is creating a unique 'eatertainment' experience tailored to suburban markets. We focus on selecting locations with a proven lack of entertainment and developing a versatile and appealing venue by curating an engaging mix of entertainment options and offering a high-quality food and beverage menu. Our approach includes forming strategic partnerships, leveraging local community involvement, and implementing effective marketing and operational practices.



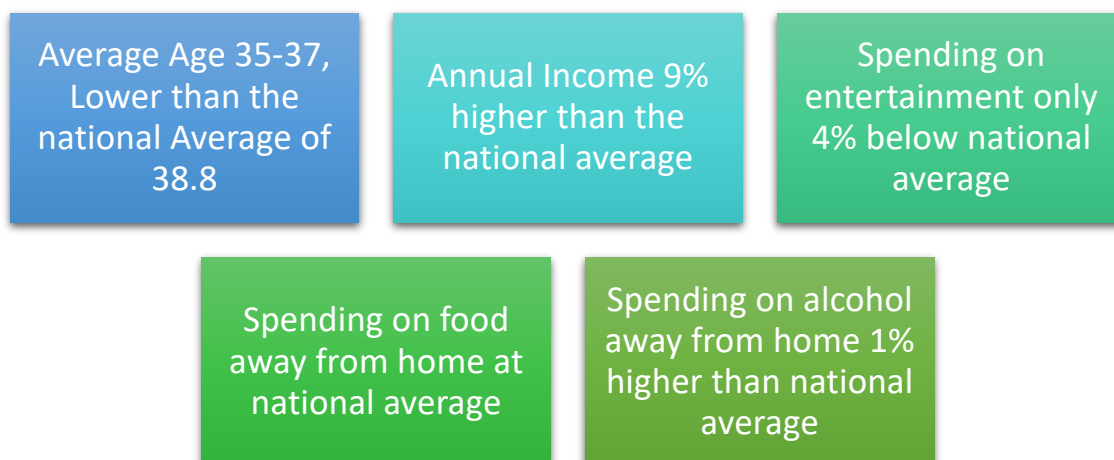
Market Analysis

*Analysis is compiled from data 5 miles out from the business address

Our location at The Grove Town Center in Snellville, GA, provides ample traffic and visibility while being centrally located in a newly established downtown city center. The City of Snellville has invested over \$85 million into this venue and has updated its laws to allow open-container alcohol in the entire venue. The city's inclusion of a 750-space parking garage in the venue further proves its dedication to success.

"This project is a major piece in our goal to create great places to live, play, work, learn, and shop in Snellville. The Grove at Towne Center's design and its connections to existing parks via greenways and neighborhoods will be a wonderful place where community and commerce meet."

- Mayor of Snellville, Barbara Bender.



Population Growth

Population per 2010 Census	151,461
Current Population	175,975
Projected Population (5 Years)	185,045

Source in Appendix: Snellville Location Overview



Our Team

Topple's vision and foundation are significantly strengthened by the expertise and guidance from key figures at Second Star Group, Your Third Spot (YTS), Amp Up1 Entertainment (AUE), and Shorty's (Based in Pittsburgh, PA). The combination of industry-specific knowledge and the passion and experience of our founders, Patrick and Ben, creates a formidable team poised for success.

Ben Walsh- Co-Founder & Creative Director: Ben brings a wealth of experience in the food service and creative industries. His expertise in managing operations and developing unique customer experiences is pivotal to the Topple vision. His creative drive is also vital to Topple's success. Ben's vision is to make Topple an immersive entertainment experience where fun is created simply by being there. Ben's design experience and ability to execute ensures that Topple stands out from the crowd.

Patrick Faerber- Co-Founder & CEO: Having already founded two successful businesses himself, both centered on community engagement and development, he is ecstatic to bring a project like Topple to life. With a strong corporate management and sales background, Patrick ensures operational excellence and strategic growth. His corporate acumen is crucial in steering the company toward profitability and sustainable expansion.

Advisory Board

Don McCrary- President at Second Star Group:

- **Design and Architecture:** Second Star Group specializes in the design and construction of entertainment venues internationally. Based in Atlanta, GA, they have spearheaded projects similar to Topple, such as Fairway Social and Roaring Social of Alpharetta, GA.
- **Preferred Vendors:** Don's reputation in the entertainment industry has granted him discounts from manufacturers and vendors, allowing him to reduce construction costs while streamlining the development process.
- **Experienced Team:** With a team of four other project designers, Second Star Group is more than equipped to produce a venue fit to our expectations. Shared passions and interests have already led to collaborative and exciting concepts for Topple.
- Further background and experience – Appendix Page 13

Josh Rossmeisl- Founder + Chief Vision Officer at AUE:

- **Strategic Planning:** Guiding the overall strategic vision for Topple, incorporating proven methods for sustained results.
- **Team Development:** Leveraging his ability to identify and nurture talent, Josh has shared his curated list of brokers and contractors, ensuring that Topple's team is skilled, motivated, and aligned with our core values.
- **Operational Systems:** Implementing effective processes and systems to the design and layout of Topple, bringing order, efficiency, and accessibility.
- **Industry Insights:** Providing insights on industry trends and consumer preferences to keep Topple ahead in the competitive 'eatertainment' landscape.
- Further background and experience – Appendix Page 13



Aaron Sagendorf- Director of Safety, Facilities, and Activities at AUE:

- **Facility and Equipment Management:** Ensuring Topple's facilities and gaming equipment are top-notch, safe, and consistently operational.
- **Innovative Gaming Solutions:** Advising on the selection and layout of games and entertainment options to maximize guest satisfaction and revenue.
- **Safety Protocols:** Implementing rigorous safety standards to protect both guests and staff.
- Further background and experience – Appendix Page 13

Mike Rodd- Gaming and Entertainment Expert at AUE:

- **Gaming Strategy:** Develop a dynamic gaming and entertainment strategy that appeals to Topple's diverse customer base.
- **Operational Efficiency:** Applying his logistics and inventory management knowledge to streamline operations at Topple. Mike is instrumental in the layout and organization of Topple's network, which manages all gameplay and customer interactions.
- **Guest Experience:** Ensuring the gaming and entertainment offerings are not only state-of-the-art but also align with the expectations and preferences of our guests.
- Further background and experience – Appendix Page 14

Vic Bovalino- Director of Operations at Shorty's (Pittsburgh, PA)

- **Mentor:** Shorty's model and footprint are similar to Topple's. Vic continues to provide first-hand experience running a duckpin bowling venue, kitchen, and bar.
- **Foresight:** Vic's Experience opening and operating an entertainment venue allows us to learn from his growing experience, allowing us to anticipate problems and learn from their successes and challenges.
- **Financial coaching:** Having survived operation through the 2020 COVID-19 pandemic, Vic has proven his expertise in financial planning and budgeting.
- Further background and experience – Appendix Page 14

In summary, the collaboration with Second Star Group, Amp Up Entertainment, and Shorty's brings a comprehensive package of expertise to Topple. Their contributions are invaluable in ensuring that Topple is not just a vision but a successfully implemented and thriving reality in the 'eatertainment' industry.



Products and Services

Snellville has a documented lack of entertainment and social gathering places (Appendix Page 14). Topple offers both a location and a service that is needed. Built on a proven model that excites kids and accommodates adult crowds, Topple will create a strong draw for Snellville and the surrounding area by providing the following products and services:

1. Interactive Games:

- **Duckpin Bowling:** Our primary offering is a smaller, more approachable variant of traditional bowling, suitable for all ages. No equipment or special shoes are required, and accessible to any age or ability (sourced).
- **Classic Arcade Games:** A variety of nostalgic and modern arcade games.
- **Retro Pinball Machines:** A selection of classic and modern pinball machines.
- **High Score Board:** As an added incentive for players, our high score holders will earn their place on the board displayed behind the bar.

2. Dining Experience:

- Topple's menu will focus on small plates and sharable appetizers. Our menu focuses on augmenting the entertainment experience and extending our customer's stay.
- Providing food further drives our margins, with the expected revenue from food sales expected to be 30%.

3. Beverage Services:

- **Tap Beers:** A wide selection of tap beers, including local craft brews and popular favorites, catering to beer enthusiasts and casual drinkers.
- **Full Bar:** Offering a range of wine and specialty mixed drinks, showcasing creative and classic cocktails. A seasonal list of cocktails curated by our bar staff will rotate throughout the year.
- **Frozen Drinks:** A selection of refreshing and trendy icy beverages, perfect for social gatherings. Being prepared without alcohol allows kids and guests to enjoy it at any time, and it is quickly elevated into a frozen cocktail by our bartenders.
- **Mocktails:** An assortment of non-alcoholic cocktails, ensuring options for all guests regardless of their drinking preferences.

4. Merchandise:

- A range of branded merchandise will serve as an additional revenue stream and a marketing tool, enhancing brand visibility and customer loyalty.

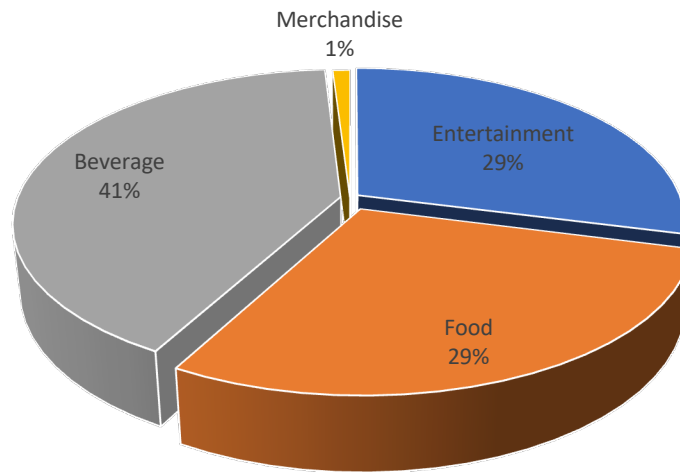
Profit Margins

Food	78%
Beer & Wine	81%
Liquor	77%
Entertainment	95%+

Margins Provided by Advisory Board member Josh Rossmeisl



Sales Breakdown



Information provided by Advisory Board

Service Offerings:

1. Event Hosting:

- Community Events: Collaborating with the Grove and the City of Snellville's Tourism Board to organize and host community-centric events throughout the year.
- Private and Corporate Events: Offering rental services for private parties, corporate events, and other gatherings. This includes customizable packages that cater to specific needs, such as food, entertainment, and space arrangements.

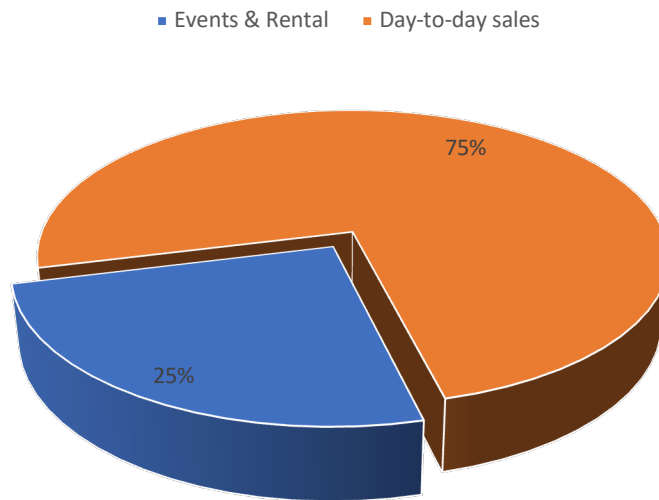
2. Catering Services:

- We are providing in-house catering for events, leveraging our top-tier food selection. This includes options for buffet-style, plated meals, or casual dining setups. Private parties also have access to an expanded menu, which is not available to our day-to-day customers.

3. Specialized Entertainment Packages:

- Tailored packages for different groups (families, young professionals, corporate teams) with specific games, dining options, and potentially educational or team-building activities.

Income: Day-to-day Vs. Event Sales



Information Provided by Advisory Board member Vic Bovalino

Pricing Models:

1. Games:

- **Duckpin Bowling:** Paid per hour per lane. Each lane can accommodate 1-6 guests.
- Price is scalable, depending on peak vs. non-peak hours.
- Pricing of \$30/hr per lane during non-peak hours and \$45/hr during peak hours. Based on existing models in similarly populated areas (Appendix page 15: Business Models)
- Paid per hour encourages active gameplay, whereas charging per game does not allow for adequate lane turnover. Larger parties are more likely to rent more than one lane. Team members will encourage groups of 5 or more to book a second lane to allow more gameplay per individual.
- **Arcade:** Passes will be sold for \$10 per person, allowing unlimited play of arcade cabinets and pinball machines within the day.

2. Food and Beverages:

- Standard menu pricing with options for group deals or event catering packages.
- Providing Mocktails and frozen drinks that our younger customers can enjoy allows Topple to sell high-margin drinks to an even broader audience.
- Special discounts during off-peak hours, such as happy hours.

3. Membership

- Offering a monthly membership allows Topple to charge a monthly fee, scalable for number of users.
- Members will receive free arcade play and a discounted bowling rate, depending on their membership level.
- Allows the opportunity for consistent monthly income, even for non-frequent users.

4. Event Hosting:

- Customizable pricing based on the event's scale, duration, and specific requirements. This could include a base rental fee with additional charges for catering, unique setups, or extra entertainment options.
- Packages for birthdays will allow flexibility for both age groups and sizes.
- Exclusive event menus provide an elevated experience when hosting a private event or special gathering.
- Marketing to corporations, offices, and organizations will highlight Topple as a perfect destination for work celebrations or team-building events.



P&L Projections – Year One

All projections are worst-case scenarios, based on benchmarks of similar models (Appendix: page 15)

Total Sales Projection: \$3,900,000

<i>Entertainment</i>	1,182,530	30.8%
<i>Food</i>	1,182,530	30.8%
<i>Beverage</i>	1,567,230	40.9%
<i>Gross Sales</i>	3,932,289	102.5%
<i>Sales Deductions</i>	(96,895)	-2.5%
<i>Net Revenue</i>	3,835,394	100.0%

Sales per Square Foot: \$3,900,000/ 13,000Sq Ft
\$300 per Square Foot Annually

Costs of Service

<i>Entertainment</i>	11,825	1.0%
<i>Food</i>	260,156	22.0%
<i>Beverage</i>	301,347	19.2%
COS	573,329	14.9%

Labor and Operating Costs

Direct Hourly Labor	621,412	16.2%	Controllables	202,400	5.3%
Mgmt Salaried Labor	763,750	19.9%	Facility & Other Costs	306,922	8.0%
Events Salaried Labor	65,202	1.7%	Occupancy	897,907	23.4%
Taxes & Benefits	229,840	6.0%	Marketing & Entertainment	134,239	3.5%
Total Payroll Costs	1,680,204	43.8%	Operating Costs	1,541,467	40.2%

Total EBITA: \$40,395 = 1.1%



P&L Projections – Five Years

Based on Benchmarks of similar models, projections are guided by the Advisory Board. Detailed breakdown found in Appendix page 13: ProForma

	Year-1	Year-2	Year-3	Year-4	Year-5
Entertainment	1,182,530	1,241,656	1,278,906	1,317,273	1,343,618
Food	1,182,530	1,206,180	1,230,304	1,254,910	1,280,008
Beverage	1,567,230	1,606,410	1,638,539	1,671,309	1,704,736
Gross Sales	3,932,289	4,054,247	4,147,748	4,243,492	4,328,362
Sales Deductions	(96,895)	(98,348)	(100,315)	(102,321)	(104,368)
Net Revenue	3,835,394	3,955,898	4,047,433	4,141,171	4,223,994
COS					
Entertainment	11,825	11,825	11,825	11,825	11,825
Food	260,156	264,059	269,340	274,727	280,221
Beverage	301,347	307,374	313,521	319,792	326,187
COS	573,329	583,258	594,686	606,344	618,234
Payroll Costs					
Direct Hourly Labor	621,412	621,412	633,840	646,517	659,447
Mgmt Salaried Labor	763,750	782,844	798,501	818,463	834,832
Events Salaried Labor	65,202	66,506	67,836	69,193	70,576
Taxes & Benefits	229,840	241,462	251,573	258,616	265,420
Total Payroll Costs	1,680,204	1,712,223	1,751,750	1,792,789	1,830,276
Gross Profit	1,581,862	1,660,417	1,700,996	1,742,038	1,775,484
Operating Costs					
Controllables	202,400	211,325	216,215	221,223	225,647
Facility & Other Costs	306,922	313,780	319,986	326,323	332,463
Occupancy	897,907	900,157	901,702	904,066	905,689
Marketing & Entertainment	134,239	138,456	141,660	144,941	147,840
Operating Costs	1,541,467	1,563,718	1,579,564	1,596,552	1,611,639
Restaurant EBITDA	40,395	96,699	121,433	145,485	163,845



Appendix

Documents

- ProForma - [TOPPLE Snellville ProForma](#)
- Second Star Group - [Home Page](#)
- Shortys Walkthrough - [North Shore Walkthrough](#)
- Amp Up Entertainment - [AMP Up1 Entertainment](#)
- Your 3rd Spot - [Your 3rd Spot](#)
- The Grove at Town Center - [The Grove at Towne Center | City of Snellville, GA](#)
- Partnership Gwinnett - [The Grove at Snellville Towne Center - Partnership Gwinnett](#)
- Snellville Location Overview - [Snellville Location Overview](#)

Further Information

Don McCrary- President at Second Star Group:

- **Background:** Spending more than three decades in the entertainment field, Don has worked in about every facet of design, construction, and operation worldwide. His work has taken him to more than 20 countries and nearly every state in the USA. His projects range from small themed restaurants to the \$1.2 billion Lotte World in Seoul, South Korea.
- **Expertise:** Having created similar venues with duckpin bowling specifically, Don is more than equipped to bring Topple to fruition. His team knows how to design kitchens and the overall building design, assuring that all equipment and fixtures are prepared for and accommodated.

Josh Rossmeisl- Founder + Chief Vision Officer at AUE:

- **Background:** Starting in the restaurant industry at 15 and rapidly advancing to management roles, Josh has accumulated a wealth of experience in various facets of the hospitality sector.
- **Expertise:** Josh's journey through quick-serve restaurants, upscale dining, and the 'eatertainment' industry has honed his skills in team building, operational efficiency, guest experience enhancement, and business growth.

Aaron Sagendorf- Director of Safety, Facilities, and Activities at AUE:

- **Background:** With roots in the bowling industry, Aaron has become a leading expert in facility management and gaming operations.
- **Expertise:** Specializes in preventative maintenance systems, team training, and optimizing gaming and entertainment experiences.



Mike Rodd- Gaming and Entertainment Expert at AUE:

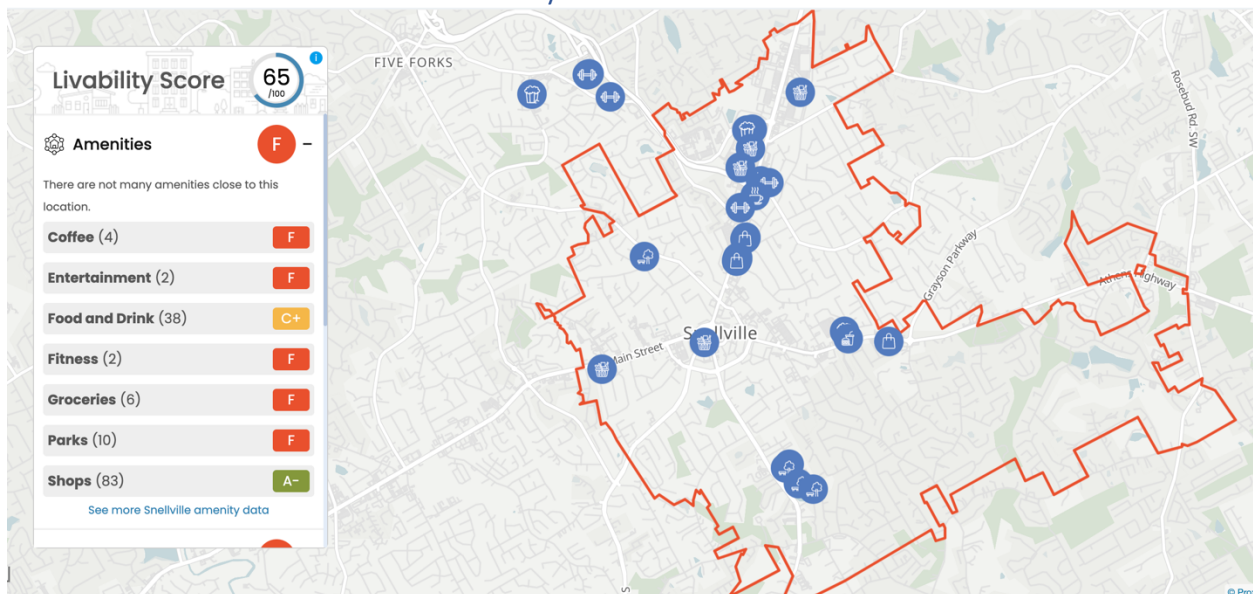
- **Background:** Mike's extensive experience in gaming and 'eatertainment,' combined with his operational expertise from his time at Staples, gives him a unique perspective on entertainment venue management.
- **Expertise:** Known for his technical acumen and innovative approach to gaming and entertainment.

Vic Bovalino- Director of Operations at Shorty's (Pittsburgh, PA)

- **Background:** As president of Surefire Management Group in Pittsburgh, Pennsylvania, Vic has overseen the creation of 17 successful restaurants, bars, and entertainment venues.
- **Expertise:** Vic has invaluable experience in both the customer-facing and behind-the-scenes activity needed for the success of Topple, and he provides his mentorship and guidance whenever required.

Snellville's Amenities

Provided by Proximity via AreaVibes



Business Models

[Shorty's – Pittsburgh, PA](#). 10,000 square feet of entertainment space with eight lanes of duckpin bowling, arcade, and pinball machines. Providing food and beverages. 21+ after 8 pm. Yearly Sales \$6+ million

[Pins Mechanical](#) – Multiple national locations – Entertainment space with duckpin bowling, arcade, and pinball machines. Provides drinks but no kitchen. A popular destination for kids during the day, becoming 21+ after 8 pm. Personal note: My 9 and 6-year-old niece and nephew adore Pins Mechanical.

[Royal Lanes – Peachtree City, GA](#) – Bowling Alley with full-size 10 pin and duck pin bowling lanes. Lanes are Priced at \$30/hr until 5 pm and \$40/hr after 5 pm on weekdays. Saturday pricing is \$35/hr until 5 pm, and \$45/hr after 5 pm.

[Your 3rd Spot – Atlanta, GA](#) –, 30,000 square feet “Eatertainment” venue. Yearly sales over \$11 million. Owned and operated by AUE, of our Advisory Board. Providing full-size 10-pin bowling, arcades, pinball, darts, and large format patio games.

