



TOPPLE

PINS & PIXELS

Business Plan
November 27th, 2023



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Executive Summary

The Problem:

Suburban downtown and mixed-use developments often lack dynamic, engaging entertainment options. These areas predominantly feature restaurants and boutique shops, which, while valuable, do not fully cater to the broader entertainment needs of the community. As a result, these spaces miss opportunities to become vibrant, community-centric hubs, especially for families and young adults seeking 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. 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 Statement:

Topple's mission is to revolutionize 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 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 revolves around creating a unique eatertainment experience tailored to suburban markets. We focus on selecting ideal locations, developing a versatile and appealing venue design, 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.



Financial Overview for Topple

Topple's financial plan entails an initial funding requirement of up to \$4.7 million, with ongoing efforts to minimize costs through strategic negotiations and efficient planning. Development costs are estimated at a high-end of \$410 per square foot, but we anticipate reducing this with finalized agreements. Our revenue projections, developed with insights from consulting teams, range from \$4 million to \$7 million annually. Even in a worst-case scenario, factoring in high-interest rates and elevated development costs, Topple is projected to achieve a positive EBITDA at an annual revenue of \$4.2 million. This careful financial strategy ensures Topple's viability and profitability in the competitive 'eatertainment' industry.

Our 1, 3, and 5-Year Goals: Summary

Year 1: Launch Topple in Snellville in the latter half of 2024, focusing on building and refining the business model. Key hires will include a General Manager with entertainment expertise and a Chef for kitchen operations, ensuring operational excellence from the start.

Year 3: After establishing a successful model in Snellville, we will look to expand, identifying new locations in the Atlanta suburbs. Our expansion will be strategic, choosing sites with strong support from local cities and developers and viewing Topple as a valuable anchor tenant.

Year 5: Develop a centralized support system for multiple Topple locations, focusing on scaling the brand as a recognized anchor tenant in suburban mixed-use developments. We will seek partnerships with cities and developers who value Topple's role as a social and entertainment hub in their projects.



Our Ask

Topple's financial strategy involves raising the necessary development and operational funds through a combination of investor contributions, SBA loans, and strategic partnerships with city authorities. We are seeking investors who share our vision for revolutionizing the entertainment industry in suburban areas and those further from Downtown Atlanta and are interested in contributing to a promising, innovative venture. Specifically, we aim to leverage SBA loans to support our financial base. A major aspect of our plan is partnering with a city that is committed to making its development a success, as such collaboration will not only provide financial support but also reinforce Topple's role in enhancing the community's cultural and entertainment landscape.

Topple is poised to fill a significant void in suburban entertainment, offering a unique blend of fun, food, and community engagement. Our vision, coupled with a strategic approach and a dedicated team, sets the stage for Topple to become a staple in community entertainment.



Company & Business Description

Company Purpose

Topple is an innovative entertainment venue designed to invigorate downtown centers by offering a unique blend of leisure activities and dining experiences. Our primary offerings include duckpin bowling, a variety of classic arcade games, retro pinball machines, and a selection of great food and drinks. This combination caters to a broad audience, appealing to families and children during the day, and transforms into a trendy, adult-oriented social space in the evenings. Our target market spans many age groups and interests, aiming to attract local families, young professionals, and tourists seeking a dynamic and engaging environment. Our business plan is grounded in a deep understanding of community needs and a commitment to creating a space that resonates with the diverse lifestyles of our patrons, ensuring Topple's success and sustainability.

Mission/Vision Statement

Topple's mission is to revolutionize town center entertainment by creating a dynamic and inclusive space where every visit is a new experience. We aim to blend the joy of interactive games like duckpin bowling, classic arcades, and pinball with a vibrant dining atmosphere catering to all ages and interests. Our commitment is to foster community connections, breathe new life into downtown areas, and provide a versatile venue that transitions from a family-friendly day spot to an exciting evening destination for adults. We aim to foster a closer community by creating a destination for social engagement. At Topple, we are dedicated to redefining leisure and social interactions, making every moment memorable in the heart of the city.



Core Values

1. Community Engagement: Topple prioritizes building strong relationships within the community. This means actively participating in and contributing to local events, supporting local businesses, and creating a space where the community can come together. We chose this value to emphasize our role in enriching the social fabric of the areas we serve. Topple embodies this by hosting community-centered events, partnering with local organizations, and being a platform for local talent and businesses.

2. Energy and Life: We infuse vitality and a dynamic spirit into everything we do. This core value reflects our commitment to creating an environment that is vibrant and full of life, attracting people who seek lively and spirited experiences. Topple embodies this through our energetic ambiance, enthusiastic staff, and lively activities and events. Our venue is designed to be visually engaging as much as physically entertaining.

3. Quality: Excellence is our benchmark in services, products, and experiences. Quality as a core value underscores our dedication to providing the best possible experience to our guests. This is evident in our meticulous selection of games and equipment, our high standards for food and drink offerings, and our attention to detail in customer service. By providing an elevated experience in food, beverage, and entertainment, we aim to be a location that never loses its draw.

4. Fun: Fun is the essence of our brand. This value is central to ensuring every guest has an enjoyable and memorable experience at Topple. We embody this through a diverse range of entertaining activities, a friendly and welcoming atmosphere, and an overall experience designed to delight and amuse our visitors.

5. Creativity: Innovation and originality are critical to our approach. We value creativity as it allows us to offer unique experiences and set ourselves apart in the entertainment industry. Topple demonstrates this through our novel combination of entertainment offerings, creative and quirky themes, and our approach to reimagining traditional leisure activities. Stepping into topple is designed to spark the imagination.

6. Modern, Clean Experience: Reflecting the contemporary lifestyle, this value represents our commitment to providing a sleek, modern, and hygienic environment. We understand the importance of a clean and well-maintained space for the comfort and safety of our guests. Topple embodies this through state-of-the-art facilities, a modern aesthetic in our design, and rigorous cleanliness standards.

These core values of Community Engagement, Energy and Life, Quality, Fun, Creativity, and a Modern, Clean Experience form the foundation of Topple's identity. They guide our decisions and actions, ensuring that we consistently deliver our guests an exceptional and enriching experience.



Team & Structure

Leadership

1. 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.

2. Patrick Faerber - Co-Founder & CEO: 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. Having already founded two successful businesses himself, both centered on community engagement, he is ecstatic to bring a project like Topple to life.

3. Design and Architecture: Having significant international success, Second Star Group will be the cornerstone of Topple's success. Don McCrary leads a brilliant team that has already brought many entertainment venues to life, including many successful venues around the Metro Atlanta area. Their connection to vendors, manufacturers, and contractors creates a smooth landing for Topple's concept.

4. Business and entertainment consultant: ***AUE?***

5. Financial Director: An experienced financial expert to manage budgets, investments, and financial planning. This role is vital for maintaining fiscal health and attracting potential investors.

Topple will have a flat, flexible organizational structure to encourage creativity and rapid decision-making. The core leadership team will oversee various departments, including Operations, Marketing, Entertainment & Hospitality, and Finance. Each



department will have specialized teams dedicated to event management, customer service, game maintenance, and culinary services.

Employee Structure for Topple

The employee structure for Topple is designed to ensure efficient operations, exceptional customer service, and a cohesive team environment. Drawing inspiration from modern restaurants, bars, and entertainment venues, the structure is categorized into several key areas, each with specific roles and responsibilities. Here's an overview:

Management Team:

- **General Manager (GM):** Oversees all venue operations, including staff management, customer satisfaction, and financial performance. The GM is the central figure in coordinating between different departments. The GM will also coordinate beyond the customer experience, assuring that the physical space is maintained and that all events are prepared for. The General Manager will be the heart of Topple and will be selected accordingly.
- **Assistant Managers:** Support the GM in operational duties, often with specific focuses like the bar, kitchen, or gaming area. Having a closer ear to day-to-day events, the Assistant Managers will provide personal backing for the crew and maintain schedules.
- **Event Coordinator:** Manages event bookings, client relations, and execution of events, working closely with the marketing and sales teams. This role will be filled by a seasoned professional with extensive experience in the entertainment and hospitality sector, likely from our collaboration with Amp UP1 Entertainment or Second Star Group. This leader will oversee the entertainment and dining aspects, ensuring quality and consistency.

Kitchen and Culinary Team:

- **Executive Chef:** Leads menu development, kitchen staff management, and ensures food quality and consistency. Constant attention to detail begins with our executive chef, and they are responsible for passing that precision on to the rest of the kitchen team.
- **Sous Chefs and Line Cooks:** Assist in preparing meals, maintaining kitchen standards, and executing menu items. Working closely with our Hosts, our Chefs and Cooks directly contribute to our guests' experience.
- **Dishwashers and Kitchen Support Staff:** Not only handling cleaning and basic food prep tasks, our kitchen support staff works with the barbacks and bus team



to ensure every role is supported. This support role is crucial for kitchen efficiency and overall success.

Bar and Beverage Team:

- **Bar Manager:** Manages bar operations, inventory, and seasonal cocktail development, ensuring all tastes and needs are met. With a focus beyond alcohol, our Bar manager will also design mocktails and beverages that anyone can enjoy.
- **Bartenders and Barbacks:** Bartenders engage with customers and prepare drinks, while barbacks support them by stocking and cleaning. Both roles are customer-facing and will be a pivotal part of Topple. Charisma and hospitality are what we aim for with these roles.

Service and Floor Team:

- **Front-of-house Manager:** Supervises the floor staff and ensures top-notch customer service. Engages with the customers and clarifies any queries. Our managers are also responsible for creating a welcoming environment that is then passed down to our Greeters and Hosts.
- **Greeter:** Greeters will be the first face you see upon entry. Our Greeters are responsible for welcoming guests and assisting customers with reserving a lane for duckpin bowling or assigning an area to a larger party. Our greeters will also provide and maintain passes for our arcade and pinball machines.
- **Hosts:** Hosts at Topple are not the typical restaurant host but rather the host of a party. Filling the role of a server, our Hosts provide table service, assist guests with entertainment, and ensure that each customer is catered to and cared for.
- **Bus Staff:** Assist in clearing and setting tables, maintaining duckpin lanes, and providing backup to our Hosts. This role is vital for maintaining a smooth flow and sleek, hygienic environment.

Entertainment and Gaming Team:

- **Gaming Manager:** Oversees the gaming area, ensuring equipment maintenance and customer engagement. Closely monitors the use of each console, ensuring that our machines are maintained and arranged as best as possible to create an accessible and user-friendly environment.
- **Game Attendants/ Technicians:** Technicians maintain and repair gaming equipment per the gaming manager and work closely with the maintenance and administrative team to ensure that the building is sufficient to run all our equipment. Technicians also maintain our internal servers and wireless infrastructure.



Administrative and Support Staff:

- **HR/ Admin Manager:** Manages staffing, training, and HR policies. While working closely with the General Manager and Event Coordinator, our Admin Manager will ensure the logistical aspects of both normal function and event rental are met.
- **Finance and Accounting Team:** Handles venue finances, including payroll, expenses, and revenue tracking. Topple looks for an experienced accountant to manage budgets, investments, and financial planning. This role is vital for maintaining fiscal health and attracting potential investors.
- **Maintenance and Cleaning Crew:** Ensures the venue is clean and well-maintained, addressing any repair needs promptly. While being present during non-working hours, our maintenance and cleaning staff ensure a smooth flow from open to close.

Security Team:

- **Ambassador:** By filling the role of a typical security guard, our ambassadors monitor the venue, ensuring a safe environment and addressing any security concerns. While not actively addressing a concern, we encourage our ambassadors to interact with the crew and our guests to ensure expectations are met.

In summary, the employee structure at Topple is crafted to ensure operational excellence, with each role contributing to the venue's overall success. The structure supports a dynamic, efficient, and customer-focused environment, essential for Topple to thrive as a premier entertainment and dining destination.



Interaction and Collective Contribution to Success:

Cross-Departmental Collaboration: The success of Topple hinges on seamless interaction between departments. For instance, the kitchen and service teams must work closely to ensure timely and accurate food service, while the bar and entertainment staff coordinate to manage crowd flow and enhance the overall guest experience. Each role above describes crucial responsibilities to other team members that collectively create a seamless product.

Management Oversight: The GM, along with the assistant managers, plays a pivotal role in fostering collaboration, addressing any inter-departmental issues, and ensuring that the entire team is aligned with Topple's mission and customer service standards.

Customer-Centric Focus: All staff, regardless of their role, are trained with a strong emphasis on customer service. This ensures a consistent and high-quality experience for guests, whether dining, enjoying a drink, or participating in gaming activities.

Regular Training and Development: Regular training sessions and team-building activities are essential to maintaining high standards and adapting to evolving industry trends. This keeps the staff updated and fosters a sense of unity and shared purpose within ourselves.

Feedback Loop: A system for feedback from customers and within the team helps in continual improvement. The management team implements feedback-driven changes, ensuring that Topple continually evolves and improves. Creating avenues of improvement is essential for growth and must never be disregarded or discouraged.



Credibility for Investors:

- **Experienced Leadership:** The combination of Ben and Patrick's diverse backgrounds provides a balanced and effective leadership team capable of navigating the complexities of a startup venture and driving it toward success. With a clear mission, our endeavors are only sharpened by our strong consulting and development teams.
- **Industry Partnerships:** Collaborations with established and prominent leaders such as Second Star Group and Amp Up1 Entertainment (AUE) leverage years of industry expertise and credibility, reducing operational risks. From AUE's 250+ collective years of industry experience and Second Star Group's well-established connections with vendors, manufacturers, and lenders, our foundation for Topple's creation is solid and secured.
- **Proven Model:** Similar models in Alpharetta, GA, have not only proven successful but were designed by our development team, Second Star Group. Further Inspiration and practical insights demonstrate a successful operational blueprint, such as Shorty's in Pittsburgh, PA. Shorty's has additionally offered their mentorship through their Owner and chief operations Officer, ensuring investors of the viability and potential profitability of the venture.
- **Market Demand:** Now more than ever, addressing the unmet need for versatile entertainment and social hubs in town centers and suburbs is crucial. Topple taps directly into that growing market, promising a solid customer base and revenue potential.
- **Community Focus:** With a strong emphasis on community engagement, Topple is positioned as a business and a community partner, enhancing its appeal and longevity in the market. By utilizing community boards, showcasing local events and artists, and hosting events, Topple will become a cornerstone of the greater community.

This blend of experienced leadership, strategic partnerships, proven business models, market relevance, and community focus makes Topple a compelling and credible investment opportunity.



Products and Services Line

Product Offerings:

1. Interactive Games:

- **Duckpin Bowling:** Our primary offering is a smaller, more approachable variant of traditional bowling, suitable for all ages. Its size creates a unique and engaging challenge that's both quirky and surprisingly difficult. With no physical requirements or skills needed, anyone of any age or physicality can easily enjoy the thrill of duckpin bowling.
- **Classic Arcade Games:** A variety of nostalgic and modern arcade games. Providing a tactical experience with classic video games is a combination that has a continuous draw. These games provide entertainment and behave as a generational icebreaker, allowing guests of all ages to connect over a shared experience.
- **Retro Pinball Machines:** A selection of classic pinball machines appealing to both enthusiasts and casual players. With an exciting mix of newer, tournament-level machines and older, more intriguing models, pinball provides alluring entertainment. All ages will love our array of pinball machines, with the simple joy of flashing lights and movement for the very young to the finesse of getting the high score for the advanced player.
- **High Score Board:** As an added incentive for players, our high score holders will earn their place on the board displayed behind the bar. Creating our own form of fame adds another level to community engagement, where the most skilled can track and challenge one another.

2. Dining Experience:

- Topple's menu will be curated by top-tier consultants and chefs, focusing on quality, taste, and variety. The selection will include various options, from light snacks to full meals, accommodating multiple dietary preferences.
- Being centrally located in a city center or multi-use complex, Topple does not seek to compete as a restaurant. Instead, we aim to augment those around us, providing lighter fare or tapas-style food. Topple provides an elevated menu that accommodates guests who have become hungry or have come previously from dinner. Our goal is to provide hospitality with our entertainment.

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.



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.

Pricing Models:

1. Games:

- Duckpin Bowling: Paid per hour per lane. Each lane can accommodate 1-8 guests. Price is scalable, depending on peak vs. non-peak hours. Pricing of \$30/hr per lane during non-peak hours and \$40/hr during peak hours meets our expected projections in our ProForma. 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.

2. Food and Beverages:

- Standard menu pricing with options for group deals or event catering packages.
- Providing lighter fare and tapas-style meals lends itself to sharing and snacking, encouraging a social and entertaining experience. Priced competitively, our menu entices the customer to try many different options.



- Special discounts during off-peak hours (such as happy hours) or for event packages.
- Providing Mocktails and frozen drinks that can be enjoyed by our younger customers allows Topple to sell drinks to an even broader audience.

3. 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.



Consultants and Collaborations:

Consulting Expertise for Topple from Second Star Group, Your Third Spot, Amp Up1 Entertainment, and Shorty's.

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.

Don McCrary - President at Second Star Group:

- Contribution to Topple:
 - 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.
- 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:

- Contribution to Topple:
 - 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.
- 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:

- Contribution to Topple:
 - 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.
- 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:

- Contribution to Topple:
 - 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.
- 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)

- Contribution to Topple:
 - 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.
- 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.

Collaborative Synergy:

- Second Star Group, AUE, and Shorty's collective expertise, combined with Patrick and Ben's passion and entrepreneurial spirit, create a powerful synergy. This collaboration ensures that Topple is grounded in solid industry knowledge and innovates and adapts to the evolving market.
- This team will work together to turn the vision of Topple into a reality, utilizing their combined experiences and resources to create an unmatched guest experience, from the ambiance and service to the entertainment and dining options.



Implementing Concept to Creation:

- From the initial vision to the founding and operation of Topple, guidance from these industry veterans will be pivotal. Their insights will influence every aspect of the business – from layout and design to service standards, menu creation, and entertainment curation.
- Second Star Group and AUE have overseen the creation and opening of entertainment venues of various sizes, making them the right choice for Topple's creation. Having worked closely with bowling lane manufacturers and contractors, they have curated a list of well-qualified builders that can and will turn Topple into a physical reality.

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.



Diverse Event Hosting: A Key to Success in Entertainment

The ability to host various events at Topple is crucial for tapping into the vast potential of the "eatertainment" industry. Events of all kinds, from kids' birthday parties to corporate events and family gatherings, play a pivotal role in driving foot traffic, increasing revenue, and building brand loyalty.

1. **Kid's Birthdays and Family Celebrations:** Mornings and afternoons are ideal for hosting children's birthday parties and family-oriented events. These events will be a significant draw for families seeking a fun, engaging, and hassle-free way to celebrate special occasions. By offering customizable party packages, entertainment options, and catering services, Topple can become the go-to venue for memorable family celebrations.
2. **Corporate Events and Team Building:** The venue is ideally suited for corporate events, team-building activities, and business meetings. With flexible space that can be adapted for presentations, workshops, or casual networking, Topple offers a unique environment that combines work and play. These events are lucrative and help establish long-term relationships with local businesses.
3. **Community Gatherings and Public Events:** Hosting public events such as holiday celebrations, Fourth of July festivities, and other community gatherings effectively draws crowds and increases visibility. These events foster community spirit and position Topple as an integral part of Snellville's social fabric.
4. **Themed Nights and Special Occasions:** Themed events, trivia nights, and special occasions like New Year's Eve or Valentine's Day can attract diverse groups looking for unique entertainment experiences. These events provide opportunities to showcase Topple's versatility and creativity.

Customizable Rental Packages will include the following, scaling depending on anticipated group size:

- Two, three or more hours of Duckpin lane rentals, lanes are guaranteed to be grouped together.
- Food and beverage selection from our private Event Menu. Drink packages are tailored to both alcoholic and non-alcoholic offerings.
- Dedicated Event Host
- Arcade Gameplay Packages
- Private tables
- Option to add customizable cake



Collaboration with the City of Snellville

Active collaboration with the city of Snellville is essential for maximizing the potential of events at The Grove at Town Center. Our eagerness to support and participate in city-organized events aligns with the city's vision of creating a vibrant social center.

- **Cross-Promoting City Events:** By collaborating on events organized by the city's Department of Tourism, Topple can leverage the existing community interest and infrastructure. This includes co-hosting events, providing catering services, or participating actively in city-wide celebrations.
- **Community-Centric Approach:** Supporting community events that have historically drawn crowds, such as holiday celebrations and cultural festivals, aligns with our business goals and demonstrates our commitment to the community.
- **Integrating with the Town Center Vision:** The city's vision to build a town center that shines as the social hub aligns perfectly with Topple's mission. Our venue, offering more than just dining or shopping, becomes a multifaceted space where the community can gather, celebrate, and engage. The experience of our collaborators will be pivotal in this endeavor, and Second Star Group specifically has established multiple entertainment venues in similar areas, such as Downtown Alpharetta, GA.

The Role of Topple in Snellville's Social Scene

Topple's diverse event-hosting capabilities position it as a key player in transforming the town center into a lively, engaging community hub. Our commitment to providing a robust space for various events, coupled with our collaboration with the city, contributes significantly to the vibrancy and appeal of Snellville's social landscape.

In summary, strategically hosting a wide range of events in close collaboration with the city of Snellville is central to Topple's success. It allows us to connect with different segments of the community, enhances our brand's visibility and appeal, and solidifies our position as a pivotal element of the town center's social and entertainment offerings.



Market Analysis

Target Market

Demographics of Snellville, Georgia:

- In the Atlanta metropolitan area, Snellville presents a diverse demographic profile. The city is characterized by a mix of young families, professionals, and a growing population of active seniors. With a median age slightly lower than the national average, younger residents have a significant presence. Snellville boasts a positive community and good schools but has self-identified a significant lack of entertainment. The community also includes a range of income levels, with a substantial middle-class population. This diversity provides a fertile ground for a business like Topple, which aims to cater to a wide range of age groups and interests.

Target Market for Topple:

1. **Families:** Given the family-oriented nature of Snellville, families seeking leisure and entertainment activities represent a primary target market—Topple’s family-friendly offerings during the day appeal to this segment.
2. **Young Professionals:** The proximity to Atlanta and the presence of younger demographics in Snellville make young professionals a significant target market. This group would be drawn to Topple’s evening offerings, which provide a space for socializing and relaxation.
3. **Active Seniors:** The active senior community in Snellville presents an opportunity to offer daytime activities and events tailored to their interests.
4. **Tourists and Visitors:** Snellville’s location within the Atlanta metro area makes it accessible to tourists and visitors, who are potential customers for Topple’s unique entertainment experience.
5. **Corporate and Private Events:** With the availability of space for events, Topple also targets corporate clients and family events looking for a venue for gatherings, parties, and team-building events.

Psychographics:

- The target market includes individuals who value quality leisure time, social interactions, and unique experiences.
- There is a preference for engaging, interactive activities over passive entertainment.
- A portion of the market seeks trendy, modern environments for socializing and networking.



Total Addressable Market:

- The total addressable market in Snellville and its surrounding areas includes tens of thousands of residents, plus a larger catchment area considering the proximity to Atlanta.
- The market size is further expanded when considering the potential for hosting events that draw in corporate groups and social gatherings from a broader region.
- The diversity in demographics offers various marketing opportunities and allows for varied revenue streams, from gameplay and dining to events and merchandise sales.

By targeting these specific segments and catering to their unique preferences, Topple is poised to establish itself as a critical player in Snellville's entertainment and social scene, tapping into a market that values quality, diversity, and engaging experiences.



Buyer Personas

By understanding these buyer personas, Topple can tailor its offerings and marketing strategies to appeal directly to these segments, ensuring that the needs and preferences of these key customer groups are met fostering loyalty and repeat visits.

1. The Modern Family Persona: "The Trendy Family"

Demographics: This persona represents families residing in or near Snellville, typically consisting of parents in their 30s to 50s with one or more children, usually aged between 5 and 15. They are middle to upper-middle-class households, often with both parents working.

Psychographics: These families value quality time together but seek experiences beyond traditional kid-centric venues. They prefer establishments that feel modern and trendy while still being family-friendly. They appreciate clean, well-maintained environments catering to their interests and their children's.

Behavioral Attributes:

- They are likely to visit Topple during weekends or on family outings.
- Their visits are often planned and may coincide with celebrations like birthdays or special occasions.
- They prefer establishments that offer a variety of activities to keep all family members engaged.

Needs and Preferences:

- A diverse range of activities that appeal to both adults and children.
- A clean and safe environment that doesn't compromise on a contemporary feel.
- Food and beverage options that cater to both adult and child tastes.
- Opportunities for family bonding and creating shared memories.

Usage Scenario: The Trendy Family would typically visit Topple during the early part of the day or on weekends. They would engage in activities like duckpin bowling and arcade games, enjoy a family meal, and possibly celebrate special occasions.

2. The Social Parent Persona: "The Parent Escape"



Demographics: This persona includes parents in their 30s to 50s who seek a brief escape with peers or their partners. They reside in the Snellville area or nearby suburbs and often juggle family and professional responsibilities.

Psychographics: These individuals seek a balance between family life and personal social interactions. They value establishments that offer a relaxed, adult-friendly environment during certain hours, allowing them to unwind without venturing too far from the family-centric ambiance.

Behavioral Attributes:

- They might visit Topple for short breaks, perhaps while their children are engaged in nearby activities.
- They prefer places that offer a quick transition from a family setup to a more adult-oriented environment.

Needs and Preferences:

- Comfortable spaces where they can socialize with other adults.
- Quality food and drink options, including specialty beverages.
- An ambiance that is sophisticated yet not overly formal or exclusive

Usage Scenario: The Social Parent might visit Topple during late afternoons or early evenings, possibly after a family day out. They would enjoy the bar area or a quiet corner for adult conversations, savoring specialty drinks, or participating in more adult-oriented games.

3. The Young Professional Persona: "The Urban Socialite"

Demographics: Individuals aged 25-35, single or in relationships, typically without children. They are professionals in early to mid-career stages, residing in or near Snellville or the greater Atlanta area.

Psychographics: They value socializing, unique experiences, and trendy venues for relaxation and networking.

Behavioral Attributes:

- Frequent visits during weeknights and weekends
- Interest in social events and active on social media

Needs and Preferences:

- A vibrant ambiance,



- Networking and Socializing opportunities
- A variety of entertainment and dining options

Usage Scenario: After-work gatherings, weekend socials, and networking events at Topple, enjoying games and specialty drinks.

4. The Empty Nester Persona: "The Social Connector"

Demographics: Adults aged 50 and above whose children have moved out. They have comfortable incomes and active lifestyles, living in or around Snellville.

Psychographics: Seeking quality experiences, social interactions with peers and adult children, and places offering a sense of community.

Behavioral Attributes:

- Prefer visits during quieter times
- Often in small groups or for special occasions.

Needs and Preferences:

- Comfortable and sophisticated settings
- Elevated dining and beverage options
- Entertainment that encourages social interaction

Usage Scenario: Visiting Topple for leisurely afternoons or evenings with friends or family, engaging in games, and enjoying a meal or drinks.

5. The Tourist and Visitor Persona: "The Explorer"

Demographics: Diverse ages and backgrounds, ranging from families to couples or solo travelers visiting Atlanta.

Psychographics: Looking for unique, local experiences, valuing convenience and a taste of local culture.

Behavioral Attributes:

- Relies on online reviews
- Seeking memorable activities
- Prefer easily accessible locations.



Needs and Preferences:

- A mix of entertainment and dining reflecting local flavors
- Flexible hours

Usage Scenario: Experiencing local entertainment and dining at Topple during their visit.

6. The Corporate Events Persona: "The Business Socializer"

Demographics: Corporate event planners, HR professionals, and business owners.

Psychographics: Venues for both formal and informal gatherings to foster team spirit and engagement.

Behavioral Attributes:

- Advance planning
- Seeking customizable packages
- Balance of fun and professionalism

Needs and Preferences:

- Adaptable event spaces
- All-inclusive packages
- Team-building activities

Usage Scenario: Booking Topple for team outings, corporate meetings, and events, utilizing space for entertainment and catering.

By understanding these personas, Topple can strategically tailor its offerings and marketing efforts to attract and satisfy a diverse and dynamic customer base, ensuring a wide appeal and fostering strong customer relationships.



Location Analysis

Rationale for Selecting Snellville and The Grove:

1. Recent Major Investment in Town Center Development: Snellville's investment in developing "The Grove" as a new town center is critical to our location choice. This project demonstrates the city's commitment to revitalizing and enhancing its urban space, making it an ideal location for Topple.

2. Successful Design Team: The team's involvement in creating the downtown space in Alpharetta, GA, known for its thriving urban development projects, adds credibility and promise to The Grove. Their expertise suggests that The Grove will be a well-planned, attractive, and functional space for businesses and visitors. Our presence in The Grove will augment their concept of creating a sophisticated downtown city center that is both upscale and engaging.

3. Infrastructure and Amenities: The completion of essential infrastructure like an ample parking deck and a large apartment complex, along with the construction of new facilities such as a state-of-the-art library, Parkside at the Grove, and newly created Greenways, create a draw to the city center, creating a conducive environment for a business like Topple. These amenities enhance the location's appeal and ensure convenience for our potential customers.

4. Retail and Dining Synergy: The presence of multiple retail outlets and restaurants creates a synergy that benefits all businesses in The Grove. This mix of commercial activities will draw diverse visitors, providing a steady stream of potential customers for Topple.

5. Beautiful Greenspace for Events: Including a greenspace within The Grove is particularly attractive for Topple, considering our focus on events. This feature allows us to host outdoor events or expand our activities beyond our immediate premises.

6. Subsidized Development and Tenant Space: The city's decision to subsidize the development and tenant spaces makes it financially attractive and less risky for new businesses like Topple. This support from the city reduces initial investment costs and provides a more favorable setup for success. This is exemplified by lower-than-average rental price per square foot and the elimination of real estate taxes, as the city owns the property.

7. Open Container Laws and Permitting: Snellville's open container laws indicate a business-friendly environment and encourage longer and more frequent customer visits.



8. Community Integration and Support: The city's clear intention to see a successful venue at The Grove highlights the community's support and eagerness for a new entertainment hub. This aligns perfectly with our goal of becoming a cornerstone in the community experience.

Expected Benefits from the Location:

- **High Foot Traffic:** Being part of a newly developed and promoted town center ensures a high level of foot traffic, which is crucial for a business like Topple. Snellville is actively establishing a walking path through the city that leads directly to The Grove.
- **Community Engagement:** The Grove's design and the city's efforts promote community engagement, aligning with Topple's core value of community integration.
- **Brand Visibility:** Topple will benefit from increased visibility and branding opportunities as a premier tenant in a high-profile development.
- **Synergistic Business Environment:** Co-location with other retail and dining establishments creates a holistic environment where each business can contribute to and benefit from the collective appeal of The Grove.

In conclusion, the selection of Snellville and, specifically, The Grove for Topple is based on a comprehensive analysis of the development's potential, the city's commitment to its success, and aligning this location with our business goals. This strategic choice positions Topple to capitalize on the opportunity to be a leading entertainment destination in a vibrant and supportive community.



SWOT Analysis

Revised SWOT Analysis for Topple in Snellville

Strengths

1. **Exclusive Entertainment Offering:** Topple's mix of duckpin bowling, arcade games, and dining is unique in the area, with no direct competition within city limits or for many miles.
2. **City's Vested Interest:** The city's significant investment in The Grove and its commitment to Topple's success ensures strong support and potential for synergistic partnerships.
3. **Strategic Location:** Located in The Grove at Town Center, benefitting from excellent infrastructure, high foot traffic, and a community-focused environment.
4. **Sole Entertainment Provider:** As the only entertainment venue in the area, Topple has a monopoly in the local market.
5. **Diverse Target Market:** Ability to cater to various groups - families, young professionals, tourists, and corporate events - offering broad market appeal.

Weaknesses

1. **New Market Entrant:** As a new business, establishing brand recognition and building a loyal customer base will require significant marketing efforts.
2. **Operational Challenges:** Managing a diverse range of services (games, dining, events) can be complex, requiring efficient operational strategies.
3. **Initial Investment and Setup Costs:** High initial costs associated with setting up a multifaceted entertainment venue, despite city subsidies.
4. **Adaptability to Market Trends:** Need to continuously adapt and update offerings to keep pace with changing consumer preferences and trends.

Opportunities

1. **Market Monopoly:** Exclusive opportunity to capture the market with little to no direct competition in the immediate vicinity.
2. **Community Integration:** Potential to become a community hub, aligning with city development goals and enhancing local engagement.
3. **Expansion and Franchising:** Long-term potential to replicate Topple's successful model in other markets.



4. **Collaborative Ventures:** Opportunities for tie-ups with local businesses, schools, and community groups, enhancing reach and inclusivity.

Threats

1. **Changing Consumer Behavior:** Shifts in entertainment preferences and spending habits could impact business.

2. **Economic Fluctuations:** Local and national economic changes can affect disposable income and spending on leisure activities.

3. **Regulatory Risks:** Any changes in local regulations or zoning laws could impact business operations.

4. **Dependence on Local Economy:** Being the sole provider in the area also means being heavily reliant on the local economy's health and stability.

This SWOT analysis underscores Topple's unique position in the Snellville market, backed by exclusive access to the local market and strong city support. These strengths and innovative offerings place Topple in a favorable position to establish itself as a premier entertainment destination. However, attention to operational excellence, market trends, and economic factors will be crucial for sustained success.



Marketing Plan

Positioning Strategy

Topple's positioning strategy is centered around being Snellville's premier, all-inclusive entertainment destination, offering a unique blend of interactive games, quality dining, and a vibrant atmosphere. Our goal is to become synonymous with an enjoyable, versatile, and engaging experience for diverse customers.

Addressing Buyer Persona Challenges and Goals:

1. The Modern Family Persona: "The Trendy Family"

Challenges: Families looking for a contemporary, clean entertainment space that is enjoyable for kids and adults. They want to avoid overly kid-focused environments and seek places that offer a fresh and trendy experience for the whole family.

Solution: Topple caters to this need by providing a family-friendly environment during the day with enjoyable activities for all ages. Our facility is designed to be modern and stylish, appealing to parents who appreciate a more sophisticated ambiance. Our menu will offer various options catering to children's and adults' tastes, and our layout ensures a comfortable and enjoyable experience for families.

2. The Social Parent Persona: "The Parent Escape"

Challenges: Parents, particularly those with older children or empty nesters, are looking for a venue to unwind and socialize with other adults, possibly while their children are engaged in activities nearby. They seek a place that offers relaxation and adult interaction in a comfortable yet stylish setting.

Solution: Topple will provide an ideal escape for these parents, especially during the evenings. Our venue will transition into a more adult-focused ambiance at night, with areas designated for adults to relax and socialize. We will offer a range of specialty drinks, including cocktails and mocktails, catering to the tastes of a mature audience. The entertainment options will also suit adults, allowing them to engage in fun activities while enjoying a social outing.

3. The Urban Socialite: "Young Professionals":



Challenges: Finding a trendy yet relaxing place for after-work socializing and networking.

Solution: Topple offers a stylish, modern environment with a variety of entertainment options and specialty drinks, perfect for unwinding and connecting with peers.

4. The Social Connector “Empty Nesters”:

Challenges: Seeking sophisticated, comfortable spaces for socializing with friends and adult children.

Solution: Topple provides a welcoming atmosphere with quality food and beverages, ideal for leisurely gatherings and reconnecting with friends and family.

5. The Explorer “Tourists and Visitors”:

Challenges: Looking for unique local experiences that are accessible and engaging.

Solution: As a distinctive local hotspot, Topple offers a slice of Snellville's culture and entertainment, easily accessible and packed with fun activities.

6. The Business Socializer “Corporate Events”:

Challenges: Finding a venue that balances professionalism with fun for corporate events and team building.

Solution: With versatile spaces and customizable packages, Topple caters to corporate needs, providing an ideal mix of fun, food, and interactive experiences.



Leveraging Website and Social Media:

1. Website Strategy:

- **Interactive and Informative:** A user-friendly website showcasing Topple's offerings, event calendar, and booking options.
- **SEO Optimization:** Implementing SEO strategies to improve visibility in local search results, making it easier for potential customers to find us online.
- **Online Bookings and Promotions:** Facilitating easy online bookings for games, dining, and events. Regular updates on promotions, special nights, and loyalty programs.

2. Social Media Strategy:

- **Engagement and Community Building:** Regular posts on platforms like Instagram, Facebook, and Twitter, sharing event highlights, customer experiences, and special offers to engage the community.
- **Targeted Advertising:** Social media advertising will be utilized to reach specific demographics in Snellville and the surrounding areas.
- **Influencer Collaborations:** Partnering with local influencers and bloggers to showcase Topple's unique experience, thereby reaching a wider audience.
- **Interactive Content:** Creating polls, contests, and interactive stories to engage followers and encourage them to share their experiences.

By addressing our target personas' specific needs and preferences through tailored experiences and harnessing the power of a well-crafted website and dynamic social media presence, Topple aims to position itself as the go-to destination for diverse entertainment needs in Snellville.



Acquisition Channels

Revised Customer Acquisition Channels for Topple - Ordered by Priority

Topple's marketing strategy is tailored to effectively engage with our diverse audience through community-focused and digital channels. The following is an outline of our primary customer acquisition channels, organized from the highest to lowest priority:

1. Event Marketing:

- Priority: Highest
- Strategy: Active participation and hosting of events at The Grove and other local venues, including festivals and themed nights at Topple.
- Goal: To cement Topple's position as a key player in local entertainment and community events.

2. Social Media and Content Marketing:

- Priority: High
- Strategy: Regular, engaging posts and content on platforms like Instagram, Facebook, Twitter, and a dedicated blog.
- Goal: To build a robust online community, drive web traffic, and enhance social engagement.

3. Co-Marketing and Partnerships:

- Priority: High
- Strategy: Build a strong partnership with the Snellville Tourism Board and collaborate on joint marketing efforts, particularly for events at The Grove.
- Goal: To leverage the influence and network of the Tourism Board to boost Topple's visibility and integration within the community.

4. Email Marketing:

- Priority: Medium



- **Strategy:** Utilizing email campaigns to keep subscribers informed about upcoming events, offers, and news.
- **Goal:** To maintain engagement with existing customers and nurture potential leads.

5. Paid Digital Advertising:

- **Priority:** Medium
- **Strategy:** Targeted social media and online advertising to reach specific demographic groups.
- **Goal:** To attract diverse customer segments to Topple's unique entertainment offerings.

6. Search Engine Marketing (SEM):

- **Priority:** Medium
- **Strategy:** Using paid search ads with optimized keywords to target individuals searching for local entertainment options.
- **Goal:** To increase online visibility and drive traffic to Topple's website.

7. Referral Programs:

- **Priority:** Medium
- **Strategy:** Implementing a referral program to encourage current customers to bring in new patrons.
- **Goal:** To capitalize on word-of-mouth and enhance customer base through personal recommendations.

8. Traditional Advertising:

- **Priority:** Low
- **Strategy:** Selectively use local media like newspapers, radio, and outdoor advertising.



- **Goal:** To supplement digital strategies and maintain a visible presence in the local community.

By focusing primarily on event marketing, social media engagement, and strong local partnerships, Topple aims to create a significant impact in the Snellville community. This approach, coupled with supporting digital and traditional marketing strategies, is designed to effectively reach and attract a wide range of customers, establishing Topple as a go-to destination for entertainment.

Tools and Technology

Tools and Technology for Topple's Marketing Efforts

Modern tools and technology will be essential to effectively implement and manage Topple's marketing strategy. These tools will streamline operations, enhance customer engagement, and provide insights for data-driven decision-making. Here's a breakdown of the key tools and technologies needed:

1. Customer Relationship Management (CRM) Software:

- **Purpose:** To manage customer interactions, track customer data, and personalize marketing efforts.
- **Features:** Lead and contact management, segmentation capabilities, email marketing integration, and analytics.
- **Example Tools:** Salesforce, HubSpot CRM.

2. Social Media Management Tools:

- **Purpose:** To schedule, post, and monitor social media content across multiple platforms.
- **Features:** Post scheduling, analytics, engagement tracking, and multi-platform integration.
- **Examples tools:** Hootsuite, Buffer, and Sprout Social.

3. Email Marketing Platform:

- **Purpose:** To create, send, and analyze email marketing campaigns.
- **Features:** Template designs, automation, subscriber segmentation, and performance tracking.
- **Example Tools:** Mailchimp, Constant Contact, SendGrid.



4. Content Management System (CMS):

- Purpose: To manage and publish content on Topple's website.
- Features: User-friendly interface, SEO optimization tools, content scheduling, and integration with analytics.
- Example Tools: WordPress, Squarespace.

5. Analytics and Data Analysis Tools:

- Purpose: To track, analyze, and report on website and campaign performance.
- Features: Traffic analysis, user behavior tracking, conversion tracking, and ROI analysis.
- Example Tools: Google Analytics, Adobe Analytics.

6. Search Engine Optimization (SEO) Tools:

- Purpose: To optimize website content for better search engine ranking.
- Features: Keyword research, site audits, backlink analysis, and competitor analysis.
- Example Tools: SEMrush, Moz, Ahrefs.

7. Graphic Design Software:

- Purpose: To create visual content for marketing materials, social media, and websites.
- Features: Template libraries, image editing, brand asset management.
- Example Tools: Adobe Creative Suite, Canva.

8. Online Advertising Platforms:

- Purpose: To create and manage online advertising campaigns.
- Features: Targeting options, performance tracking, budget management.
- Example Platforms: Google Ads, Facebook Ads Manager.

9. Event Management Software:

- Purpose: To plan, promote, and manage events.
- Features: Ticketing, registration, attendee tracking, and event promotion tools.
- Example Tools: Eventbrite, Cvent.



10. Customer Feedback Tools:

- Purpose: To collect and analyze customer feedback.
- Features: Surveys, feedback forms, sentiment analysis.
- Example Tools: SurveyMonkey, Typeform, Google Forms.

These tools will enable Topple to effectively execute its marketing plan, engage with its target audience, and continually optimize its marketing efforts based on data-driven insights.



Sales Plan

Sales Methodology

Topple's sales methodology is designed to ensure exceptional customer experiences, drive event bookings, and build strong community relationships. Our approach combines elements of both inbound and outbound strategies tailored to suit our business model and target audience. Here's how we plan to reach and engage with new leads:

1. Premium Customer Service:

- **Approach:** Focusing intensely on delivering top-notch service in our establishment. This includes attentive waitstaff and bartenders, ensuring no guest has an empty glass and all needs are promptly met.
- **Rationale:** Exceptional service leads to positive customer experiences, fostering repeat visits and word-of-mouth referrals, which is vital for an entertainment venue like Topple. Also, our consulting team from Shortys noted that the top way they improved performance was by utilizing a wait staff that pushes food and beverage sales to improve the customer experience and overall revenue.

2. Local Business and Group Outreach:

- **Approach:** Proactively working with local companies, organizations, and community groups to promote Topple as the ideal venue for their events.
- **Rationale:** Direct outreach helps build strong local networks and positions Topple as a community-integrated establishment, ideal for corporate events, social gatherings, and special occasions.

3. Inbound Marketing:

- **Approach:** Leveraging content marketing, SEO, social media, and email marketing to attract leads to Topple's website and convert them into customers.
- **Rationale:** Inbound marketing helps attract potential customers actively searching for entertainment options or event venues, making it a cost-effective strategy for lead generation.

4. Hosting and Participating in Community Events:

- **Approach:** Actively participate in and host community events at The Grove and Topple to showcase our venue and services.
- **Rationale:** This approach increases brand visibility and allows potential customers to experience Topple firsthand, which can be a powerful sales tool.



5. Collaborations with the Snellville Tourism Board:

- **Approach:** Collaborating with the tourism board for joint promotions and events, leveraging their reach and influence.
- **Rationale:** This partnership can amplify our marketing efforts and attract visitors from outside the immediate local area, expanding our customer base.

7. Referral and Loyalty Programs:

- **Approach:** Implementing referral incentives for customers and loyalty programs for frequent visitors.
- **Rationale:** Encourages existing customers to bring new patrons and rewards repeat visits, fostering a loyal customer base.

8. Strategic Partnerships with Local Businesses:

- **Approach:** Forming partnerships with nearby businesses for cross-promotions and shared events.
- **Rationale:** This creates mutual benefits, broadens our reach, and establishes Topple as a key player in the local business community.

By implementing these strategies, Topple aims to drive sales through exceptional service, active community engagement, strategic partnerships, and effective marketing. This multifaceted approach is designed to attract a wide range of customers and ensure their continued patronage and satisfaction.



Sales Organization Structure

Sales Structure for Topple

Topple's sales structure is designed to capitalize on outbound and customer-facing sales opportunities effectively, ensuring a cohesive and comprehensive approach to driving revenue and enhancing customer experiences. Here's how the sales structure is organized:

1. Outbound Sales Development:

Lead: Patrick Faerber, Co-Founder & COO.

Focus: Primarily on events and corporate outings.

Responsibilities:

- Building and maintaining relationships with corporate clients and large groups.
- Actively seeking opportunities to host events at Topple, including contacting local businesses, organizations, and community groups.
- Collaborating with the marketing team on targeted campaigns and promotions for event services.
- Overseeing the development of event packages and offerings to ensure they meet market needs and expectations.

2. Customer-Facing Sales Team:

Lead: General Manager with experience in food, beverage, and entertainment.

Focus: Improving customer experiences and increasing per-customer revenue.

Responsibilities:

- Managing the day-to-day operations of Topple, including overseeing staff who interact directly with customers.
- Implementing strategies to enhance customer service and satisfaction.
- Upselling and cross-selling Topple's offerings include food and beverage options, games, and merchandise.
- Gathering customer feedback to inform continuous improvement of service and offerings.



Collaboration Between Sales and Marketing:

Joint Efforts: The sales and marketing teams will work closely to align strategies and campaigns, ensuring a unified customer acquisition and retention approach.

Marketing Support: The marketing team will provide support to sales initiatives through targeted advertising, content creation, and event promotion, helping to generate leads for the outbound sales team and drive foot traffic for the customer-facing team.

Data Sharing: Regular sharing of customer data and feedback between the two teams will help refine marketing strategies and sales approaches, ensuring they are responsive to customer needs and market trends.

Breakdown of Roles:

Outbound Sales Team: Led by Patrick, focusing on B2B relationships, event bookings, and corporate engagements.

Customer-Facing Team: Managed by the General Manager, comprising frontline staff such as servers, bartenders, and floor managers, vital to enhancing the in-venue customer experience.

Marketing Team: Collaborates with both sales teams, providing promotional support, creating sales-enablement materials, and managing online and offline marketing campaigns.

This sales structure allows Topple to target diverse revenue streams effectively – from individual customer spending in the venue to more extensive, organized events and corporate outings. The collaborative approach between sales and marketing ensures a consistent and customer-centric strategy that drives immediate revenue and long-term growth.



Tools and Technology

Tools and Technology Strategy with AUE's Expertise

As we build and refine Topple's operational framework, our partnership with AmpUP Entertainment (AUE) plays a crucial role, particularly in selecting and implementing key technological solutions. AUE's vast industry experience will guide us in choosing the most effective tools and technology essential for streamlining operations, enhancing customer service, and achieving our sales goals.

Point of Sale (POS) System:

- **Selection:** AUE will help us integrate a leading POS system like Toast, known for its robustness and suitability for food and beverage operations and entertainment venues.
- **Benefits:** This system will facilitate efficient order processing, inventory management, and sales tracking. It will also enhance customer experience with features like tableside ordering and split billing, ultimately driving up sales.

Customer Relationship Management (CRM) Software:

- **Guidance:** AUE will assist in selecting a CRM that aligns with our customer engagement and data management needs.
- **Impact:** The CRM will enable us to track customer interactions, tailor marketing efforts, and improve customer retention – all crucial for meeting sales targets.

Accounting Software:

- **Implementation:** With AUE's input, we will adopt essential accounting software that integrates seamlessly with our POS and CRM systems.
- **Functionality:** This will streamline financial processes, from sales reporting to budget management, ensuring economic efficiency and clarity, which is vital for reaching sales objectives.



How AUE's Expertise Helps Reach Sales Goals:

1. Optimized Operations: By implementing the right POS system, we can ensure smooth day-to-day operations, minimize delays and errors, and directly contribute to a better customer experience and higher sales.
2. Enhanced Customer Insights: AUE's guidance in selecting a CRM will provide valuable customer insights. Understanding customer preferences and behaviors will allow us to tailor our offerings and marketing strategies more effectively, leading to increased sales.
3. Data-Driven Decisions: Integrating these systems will provide comprehensive data, allowing us to make informed decisions about sales strategies, promotional activities, and operational adjustments.
4. Efficiency in Sales Processes: Streamlined operations through these technological tools mean we can handle higher customer volumes and transactions more effectively, directly impacting our sales capacity.
5. Targeted Marketing and Promotions: Utilizing CRM data, we can create more effective, targeted marketing campaigns and promotions, drawing in new customers and retaining existing ones, thereby boosting sales.

In summary, with AUE's expertise in selecting and implementing critical technological tools like a leading POS system, CRM, and accounting software, Topple is positioned to optimize its operations, gain valuable customer insights, and make data-driven decisions. This approach is integral to enhancing customer service, operational efficiency, and, ultimately, achieving our sales goals.



Legal Structure

Legal Structure and Incorporation of Topple

Topple is structured as a Limited Liability Company (LLC) incorporated in Georgia. This legal structure has been chosen for its flexibility and benefits, especially for a business like Topple. Here's how this impacts our operations and strategy:

Benefits of LLC Structure for Topple:

1. **Limited Liability:** The owner's personal assets (Ben Walsh and Patrick Faerber) are protected as an LLC. Their personal assets are generally not at risk in legal disputes or business debts.
2. **Tax Flexibility:** The LLC structure provides a choice in how the business is taxed. It can be treated as a pass-through entity, avoiding the double taxation typically faced by corporations, which is beneficial for managing the financials of a start-up like Topple.
3. **Operational Flexibility:** LLCs enjoy less stringent compliance and administrative requirements than corporations. This flexibility allows Topple to adapt quickly to the dynamic nature of the entertainment and hospitality industry.
4. **Credibility and Permanence:** Incorporation as an LLC in Georgia provides a formal business structure, which can enhance credibility with potential investors, partners, and customers.

Legal Compliance and Operations:

State Compliance: As an LLC in Georgia, Topple will adhere to state-specific regulations, including annual filings and maintaining good standing with the state's business division.

Business Licenses and Permits: We will ensure compliance with all necessary local and state licenses, including those specific to food and beverage service, entertainment, and health and safety standards.



Contractual Agreements: The LLC structure allows flexibility in creating contractual agreements with suppliers, vendors, and employees, which is essential for a business like Topple with diverse operational needs.

Incorporation and Future Growth:

- The choice of an LLC structure suits our current operational needs and provides a solid foundation for future growth. It offers the possibility of bringing in new members or investors with relative ease, which could be beneficial for expansion or franchising.
- **Maintaining Compliance:** Ongoing legal and financial compliance will be a priority. This includes regular reviews of business operations in line with state LLC regulations and adapting to any changes in business laws.

In summary, the incorporation of Topple as an LLC in Georgia provides a blend of liability protection, tax benefits, and operational flexibility. This legal structure supports our business needs while accommodating future growth and expansion possibilities.

Legal Considerations for Topple

Operating in the entertainment and hospitality sector, Topple must navigate a range of legal considerations to ensure compliance and smooth functioning. The support from the city council, particularly for businesses in The Grove at Town Center, plays a crucial role in facilitating some of these aspects. Here's a list of the key legal considerations for Topple:

1. Business Licensing and Permits:

- As a venue offering food, beverages, and entertainment, Topple must obtain relevant business licenses from local and state authorities.
- The city council's commitment to expedite the approval of food and alcohol permits is a significant advantage, aiding in a smoother and faster setup process.

2. Alcohol Licensing:

- Acquiring a liquor license is critical for Topple, given that alcoholic beverages are a part of our offering.
- The city council's support in streamlining this process is invaluable, particularly in navigating the often-complex liquor licensing regulations.



3. Health and Safety Regulations:

- Compliance with health and safety standards is paramount, especially in the food and beverage service industry.
- Regular inspections and adherence to guidelines set by health departments are necessary to maintain operational standards.

4. Grease Trap Installation:

- The city's foresight in installing grease traps in The Grove at Town Center significantly facilitates food service establishments like Topple.
- This proactive measure by the city helps comply with environmental and waste management regulations more efficiently.

5. Employment Laws:

- Topple must adhere to all federal, state, and local employment laws as an employer. This includes fair labor practices, minimum wage requirements, and workplace safety standards.

6. Music and Entertainment Licensing:

- If Topple hosts live music or plays recorded music, obtaining the appropriate music licenses from performing rights organizations is necessary to avoid copyright infringement.

7. Liability Insurance:

- Obtaining comprehensive liability insurance is crucial for protecting the business against potential claims related to accidents, injuries, or other incidents on the premises.

8. ADA Compliance:

- Ensuring the facility is accessible and compliant with the Americans with Disabilities Act (ADA) is a legal requirement and a commitment to inclusivity.

9. Zoning and Land Use:

- While the city council's support is beneficial, it is still necessary to ensure that Topple's operations comply with local zoning and land-use regulations.

10. Data Privacy and Security:

- With the use of CRM and other customer data platforms, adherence to data privacy laws and ensuring the security of customer information is essential.



The active support from the city council, particularly in expediting permit approvals and providing necessary infrastructure, dramatically assists in addressing these legal considerations. Their investment in operators' success in The Grove at Town Center facilitates the initial setup and contributes to creating a compliant and supportive business environment for Topple.



Financial Considerations

The financial planning and projections for Topple have been meticulously developed with our consultants' expert input. A comprehensive and industry-specific ProForma, reflecting deep market analysis and financial modeling, forms the backbone of our financial strategy.

Initial Investment and Funding:

Projected Initial Investment: Our estimates indicate that setting up Topple in The Grove at Town Center will require an initial investment of approximately \$4.7 million. This covers the costs of construction, equipment, initial staffing, marketing, and other startup expenses.

City Investment and Bank Notes: We are optimistic about securing a significant tenant allowance from the city, acknowledging their vested interest in the success of businesses within The Grove. The remaining amount is planned to be financed through bank loans.

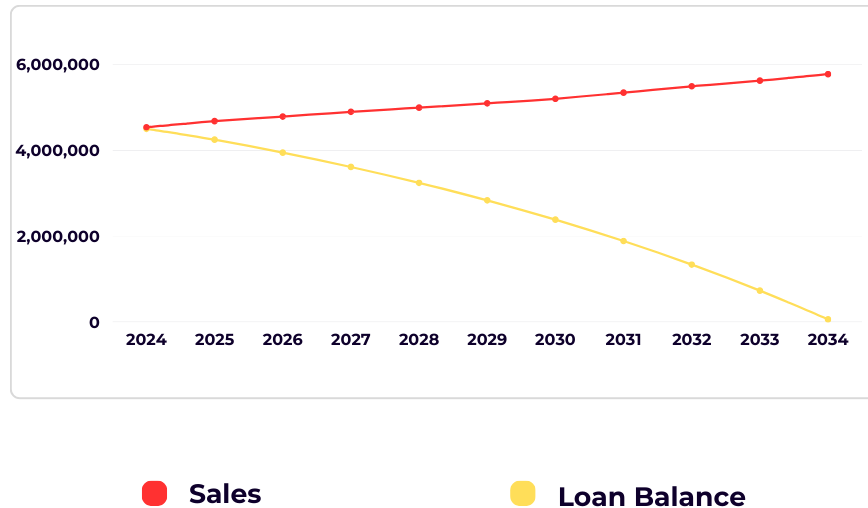
Loan Repayment and Revenue Projections:

Loan Details: Assuming a 10-year loan at a 11.5% interest rate, we anticipate a monthly payment of around \$47,500.

Annual Revenue Goals: Based on our market size analysis and consultations, we project a yearly revenue of approximately \$4.5 million, which would render the business profitable. These projections are conservative and consider the business's initial growth phase.



Projected Loan Balance V. Sales Over 10 Years



Long-Term Revenue Projections: As Topple becomes established and gains traction in the market, we expect revenues to increase significantly, potentially reaching \$6-7 million annually. Our confidence in the business model backs this projection, the growing market demand for such entertainment venues, and the strong vision and support of the city of Snellville.

Feasibility and Viability

Our financial projections have been carefully formulated, considering the unique aspects of the entertainment and hospitality industry and the specific market dynamics of Snellville. The in-depth ProForma available for reference outlines all financial aspects, including detailed revenue streams, operational costs, and ROI calculations.

Conclusion

The financial considerations for Topple suggest a strong potential for profitability and growth. With the city's support, a strategic approach to funding, and rigorous financial planning, Topple is positioned to be a financially viable and successful enterprise within the burgeoning environment of The Grove at Town Center. Our belief in the project's viability is bolstered by the comprehensive market analysis and the experience of our consultants, indicating that our revenue goals are not only attainable but likely to be surpassed as Topple establishes itself as a key destination in Snellville.



Funding Requirements

To successfully launch and operate Topple at The Grove at Town Center, we have identified specific funding requirements to cover the essential startup and operational costs. Our current focus is on securing the necessary capital to meet these requirements.

Total Funding Needed:

- **Initial Investment Estimate:** The total projected initial investment for establishing Topple is approximately \$4.7 million. This includes costs associated with construction, outfitting the venue with necessary equipment, initial staffing, marketing, and other pertinent startup expenses.

Funding Sought from Lenders:

Amount Required: We seek lenders to finance at least \$4.2 million. This funding is crucial for covering the majority of the initial investment costs.

Purpose of Funds: The acquired funds will be allocated towards:

- **Construction and Venue Setup:** Building out the space to meet the specific needs of our entertainment and dining facilities.
- **Technology and Equipment:** Investing in state-of-the-art gaming equipment, POS systems, and other technology essential for operations.
- **Initial Operating Capital:** Covering initial operational costs, including staffing, inventory (food and beverages), and marketing efforts to launch the business.
- **Reserve Funds:** Allocating a portion for reserve funds to ensure smooth operations during the initial phase post-launch.

City Support and Tenant Allowance:

- **Expectation of City Investment:** We anticipate a significant investment from the city as a tenant allowance, given their commitment to the success of businesses within The Grove. This support will supplement the funds acquired through lenders.



Repayment and Revenue Projections:

- With the projected annual revenue of \$4.5 million, growing to \$6-7 million in the coming years, we are confident in our ability to meet the repayment obligations of the loan. Our financial models, including the detailed ProForma, demonstrate the feasibility of managing loan repayments while maintaining operational profitability.

Seeking Partnerships with Financial Institutions:

- We are open to discussions with banks, financial institutions, and private lenders interested in investing in a dynamic and promising venture like Topple. Our business plan, backed by extensive market research and expert consultations, presents a compelling opportunity for potential lenders.

In summary, securing the required funding of \$4.2 million from lenders is pivotal in realizing Topple. This funding will enable us to create a premier entertainment and dining destination in Snellville, with a strong foundation for growth and success in the thriving environment of The Grove at Town Center.



Appendix

- 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](#)

