

Strategic Launch Blueprint



The 'Cheers Lounge' Concept

The Financial Ambition

A high-end, chef-driven bar concept targeting young professionals. We are targeting a March 2026 breakeven through aggressive margin management and specific volume targets.

Year 1 EBITDA Target

\$371,000

Model Revenue Target

\$107 Million

*Based on 1,330 weekly covers

Total Cash Requirement

\$825,000

\$86,500 CAPEX + \$738,500 Runway Buffer

Validating the \$180 AOV

The Stress Test of Product-Market Fit

Customer Profile Card

Professional 25-55.
Values Ambiance.
Refuses Compromise.

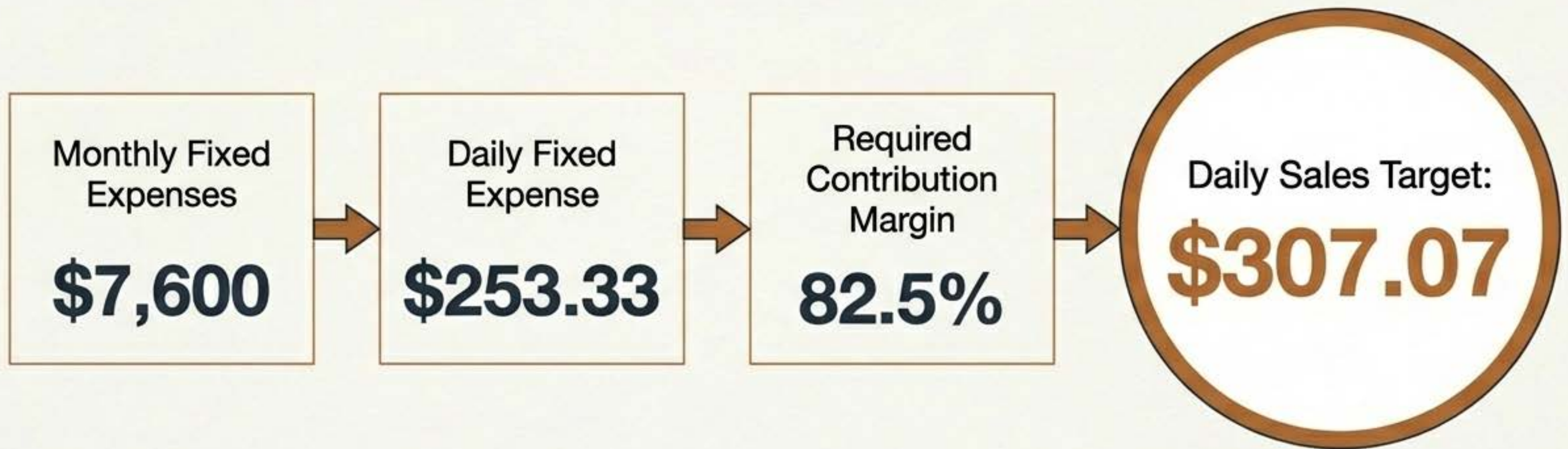


Warning Box

Risk Mitigation: If the demographic balks at \$180, pivot strategy to Volume immediately. Monitor for 5% price elasticity shifts.

The Survival Number

Breakeven Analysis & Fixed Costs

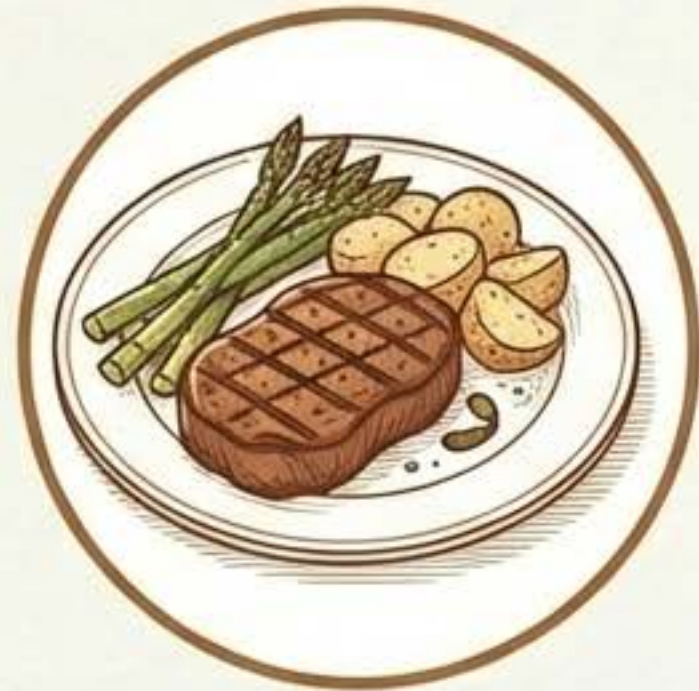


Operational Imperative: Efficient onboarding (<14 days) is critical to hitting this daily target immediately.

Margin Protection via Sales Mix

Strategic Optimization of High-Margin Offerings

The Acquisition Tool



\$50 Check = ~\$20 Contribution

VS

The Profit Engine



\$50 Check = ~\$41.25 Contribution

Beverage Advantage:
~450% Markup Component.

COGS Strategy: Target 120% of cost base. Mix must favor high-margin drinks.

Operational Reality Check: Staffing

Capacity

24 Covers

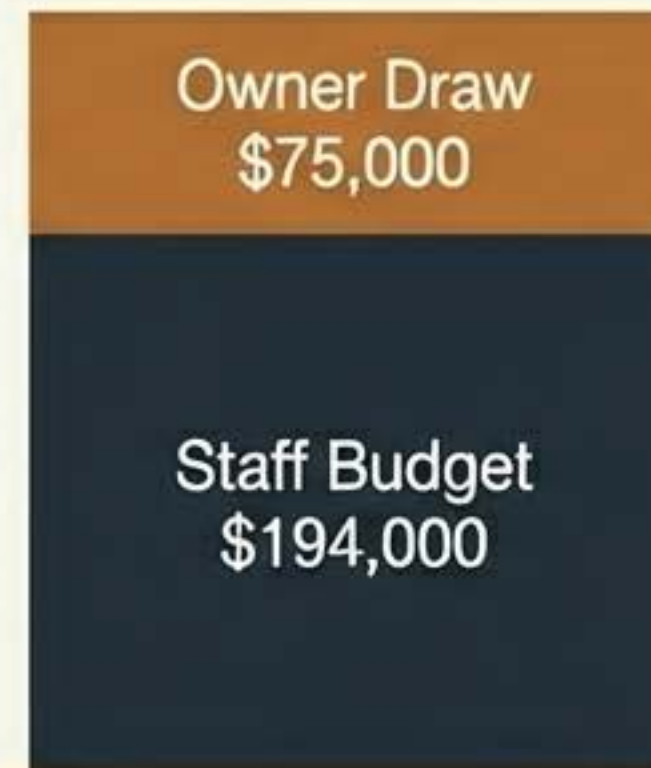
Per Staff Member/Week



High Service Density Risk.
If ticket times > 20 mins, quality drops.

Cost

Total Wage Budget: \$269,000



Average \$3,592 per head for 54 staff.
Unsustainable for retention.

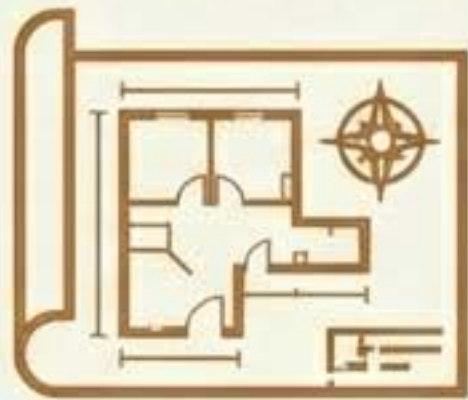
Capital Allocation: Runway vs. Build-out

\$825,000 Total Cash Need



- Pre-opening Payroll
- Rent Deposits
- Fixed Rent (\$5k/mo) until March 2026

Roadmap Phase 1: Foundation



Step 1: Lease & Concept Lock

Rent: \$5,000/mo.
Start Date: 01/01/2026.
Action: Verify Zoning & Alcohol Compliance.

Step 2: Model Validation

Target: \$107M Revenue (Year 1).
Volume Check: 1,330 Weekly Covers.
Implied Check: \$1,547/year per cover.

Roadmap Phase 2: Capital & Procurement

Funding Structure

Goal: Secure \$86.5k CAPEX +
\$825k Operational Cushion.
Separate hard costs from runway.

Procurement (Long-Lead Assets)



Espresso Machine: \$15,000



Refrigeration Units: \$12,000



Renovation Budget: \$30,000



Lead Time Alert: Order by end of
2025 (10-week lead time).


Roadmap Phase 3: Regulatory Gatekeepers



Jan 1
Submit Liquor & Health Permits

Rent Burn: \$5,000/month

March
Target Approval / Soft Launch

 **Risk:** Delays prevent alcohol sales (Primary Revenue Driver). Permits must be cleared before March.

Roadmap Phase 4: Human Capital

Total Headcount: 55 FTEs

Cafe Manager - \$55,000

Head Barista - \$40,000

Support Staff Pool - Remaining Budget

\$269,000
Annual Payroll

 **Churn Warning: Onboarding must be <14 days to retain talent.**

Roadmap Phase 5: Inventory & Launch



\$2,000 stock for
soft launch.



\$150/mo. Integration
Integration Check
(Split checks/Inventory).



Breakeven by
March 2026.

Soft Launch Objective: Optimize speed and flow.

Risk Assessment & Mitigation

Price Sensitivity	Staffing Quality	Talent Retention
<p>Risk:</p> <ul style="list-style-type: none">● \$180 AOV is high. <p>Mitigation:</p> <ul style="list-style-type: none">● Pivot to volume if price shifts 5% cause drop.	<p>Risk:</p> <ul style="list-style-type: none">● 24 covers/staff ratio. <p>Mitigation:</p> <ul style="list-style-type: none">● Hyper-efficient scheduling. Ticket times < 20 mins.	<p>Risk:</p> <ul style="list-style-type: none">● Low average wage (\$4,891/FTE). <p>Mitigation:</p> <ul style="list-style-type: none">● Rapid onboarding (<10 days). Push beverage margins.

The Path to \$371k EBITDA

Critical Actions

1. **Secure the Buffer: \$825,000** Cash on Hand.
2. **Push the Margin: Beverage Focus (450% Markup).**
3. **Watch the Clock: Ticket times < 20 mins.**
4. **Drive Volume: Hit 190 Daily Covers.**

Success requires disciplined execution of sales mix to control COGS (120% of cost base).

Launch Timeline: Jan - March 2026

