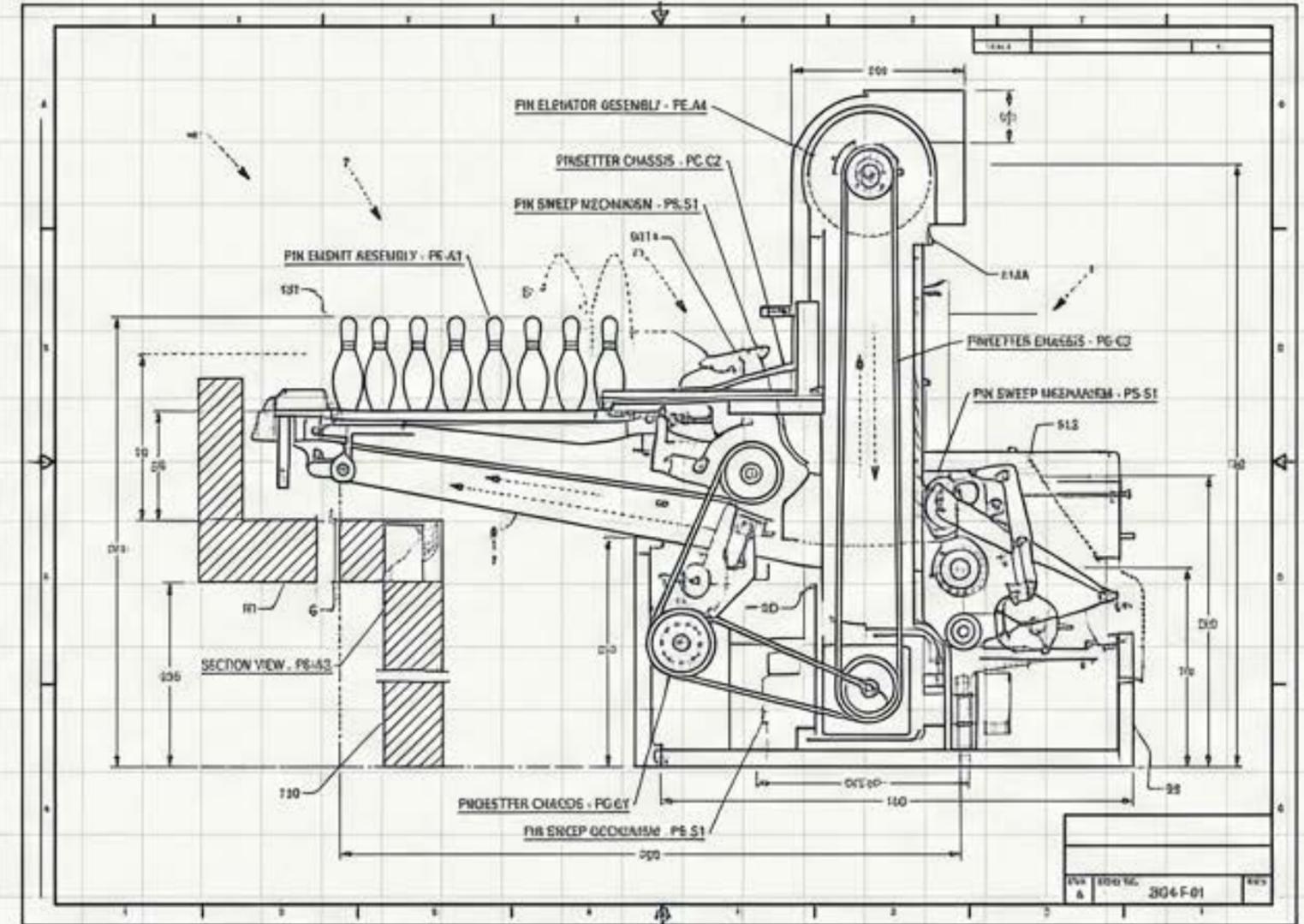


# THE ECONOMICS OF ROLLING: A FINANCIAL ROADMAP FOR BOUTIQUE BOWLING

CAPITAL REQUIREMENTS, OPERATIONAL RUNWAY, AND  
THE PATH TO PROFITABILITY (TARGET: FEB 2027)



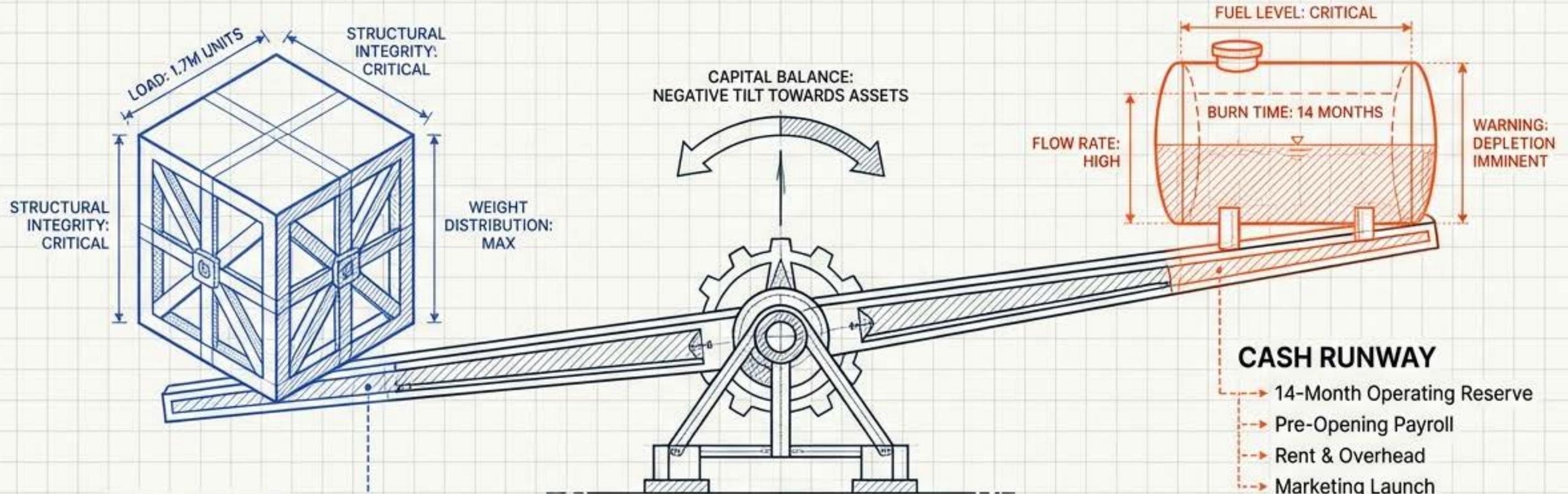
Confidential Strategy Deck

PROJECT: BOUTIQUE LANES

EST. TOTAL EXPOSURE: \$2.6M+

STATUS: PRE-LAUNCH ANALYSIS

# The Startup Equation: Balancing Heavy Assets with a Long Runway



## HARD ASSET ACQUISITION

- Lanes & Equipment
- Facility Buildout
- F&B Infrastructure
- Decor & Experience
- Tech Stack

**Total: ~\$1.7M**

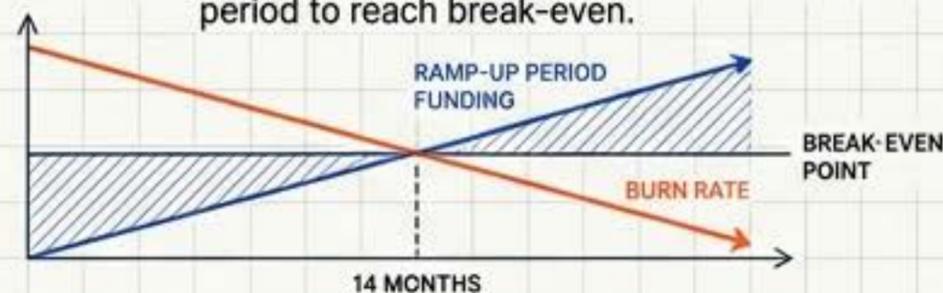
## CASH RUNWAY

- 14-Month Operating Reserve
- Pre-Opening Payroll
- Rent & Overhead
- Marketing Launch

**Total: ~\$943k**

## KEY INSIGHT

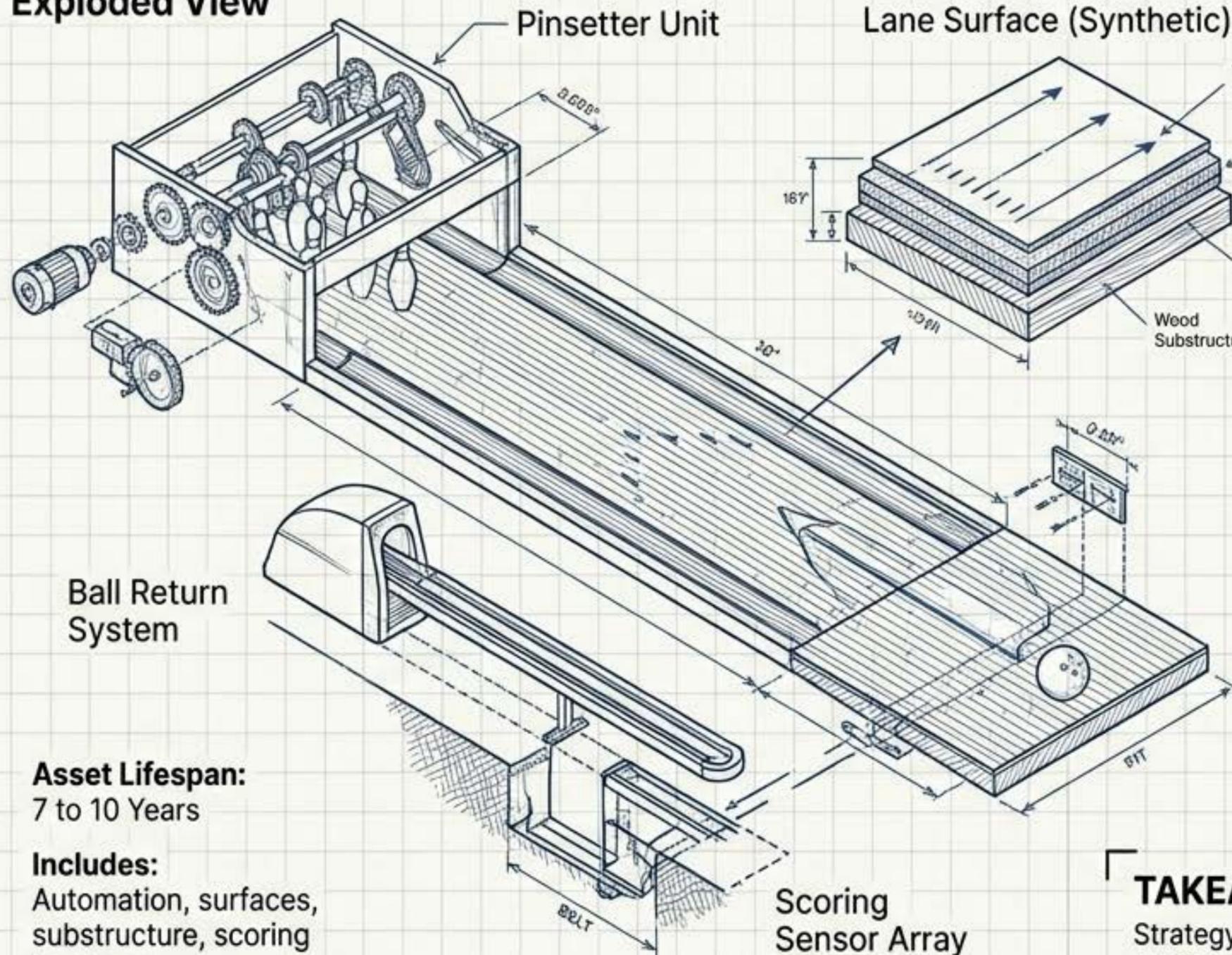
Launch requires a total capital injection exceeding \$2.6M. Success depends not just on the buildout, but on funding a 14-month ramp-up period to reach break-even.



PROJECT:	STARTUP LAUNCH
DRAWING NO.:	A-101
DATE: 2024-05-21	SCALE: NTS

# The Primary Asset: Lane Equipment & Core Mechanics

## Exploded View



**\$750,000**

Largest Single Hard Cost

### STRATEGIC DECISION: BUY VS. LEASE



#### Buying (Ownership)

Ties up \$750k liquidity immediately.

Asset sits on Balance Sheet.



#### Leasing (OpEx)

Preserves cash flow for inventory.

Increases monthly fixed costs.

### TAKEAWAY NOTE:

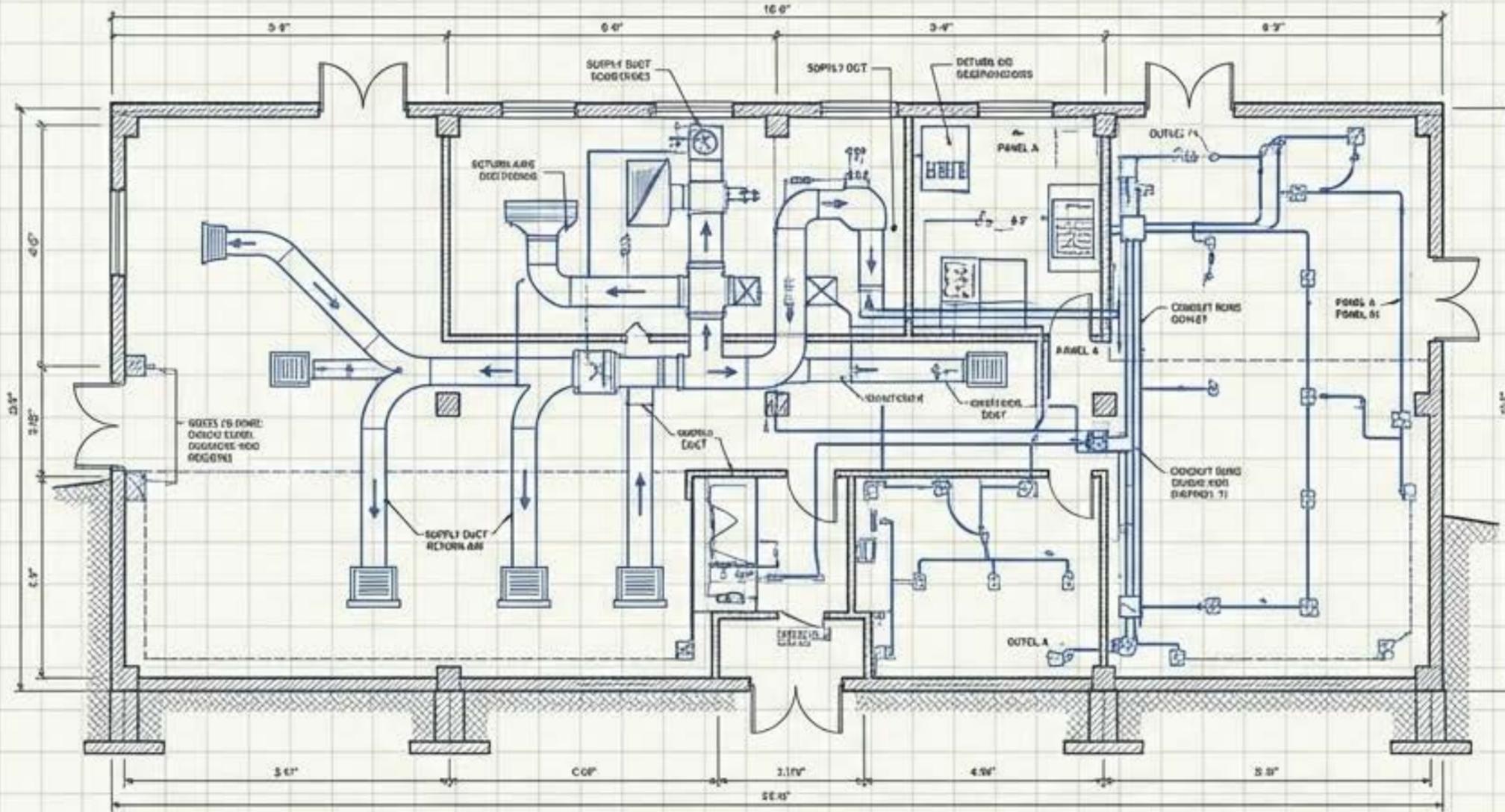
Strategy: Negotiate service contracts upfront. Equipment quality dictates future maintenance expenses.

**Asset Lifespan:**  
7 to 10 Years

**Includes:**  
Automation, surfaces, substructure, scoring hardware.

PROJECT:		STARTUP LAUNCH
DRAWING NO.:		A-102
BATE: 2024-05-21	SCALE:	NTS

# The Shell: Facility Conversion & Infrastructure



## \$500,000

Foundational Spend. Must occur prior to equipment installation.



**HVAC:** Specialized ventilation and heavy power load requirements.



**Utilities:** Trenching and capacity upgrades for commercial kitchen.



**Structure:** Reinforcement based on existing shell condition.

### Mitigation:

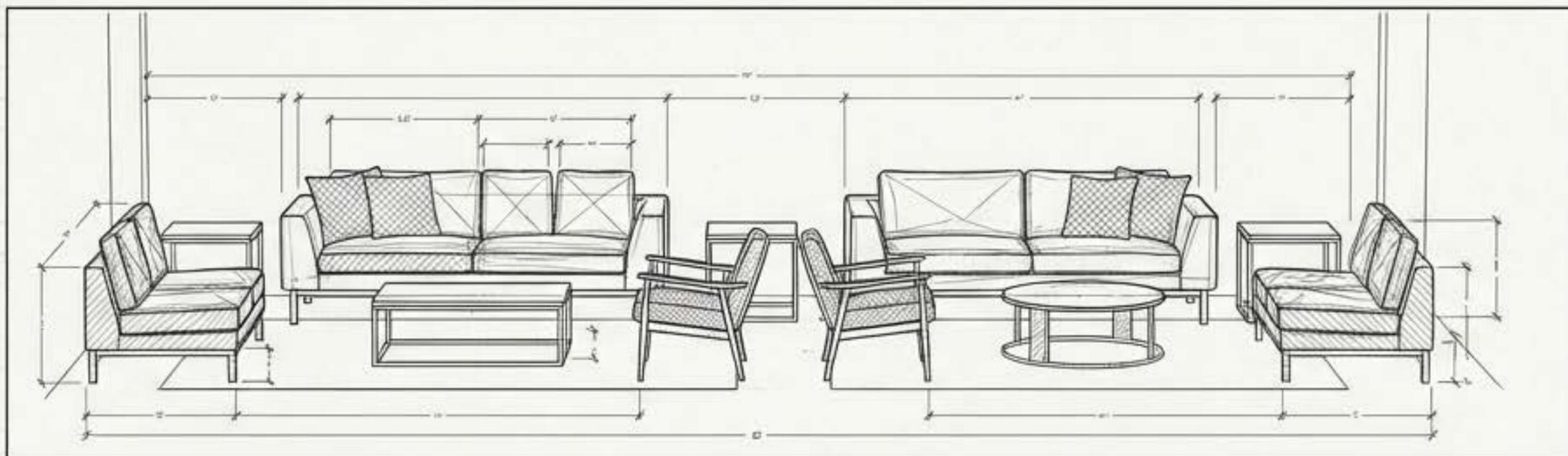
Aggressively negotiate Tenant Improvement (TI) allowances.

### Critical Path:

If construction delays push past Q3 2026, fixed rent obligations will stress the working capital buffer.

PROJECT: STARTUP LAUNCH	
DRAWING NO.:	A-103
BATE: 2024-06-21	SCALE: NTS

# The Experience Layer: Decor as a Revenue Enabler



Total Investment:

**\$230,000**

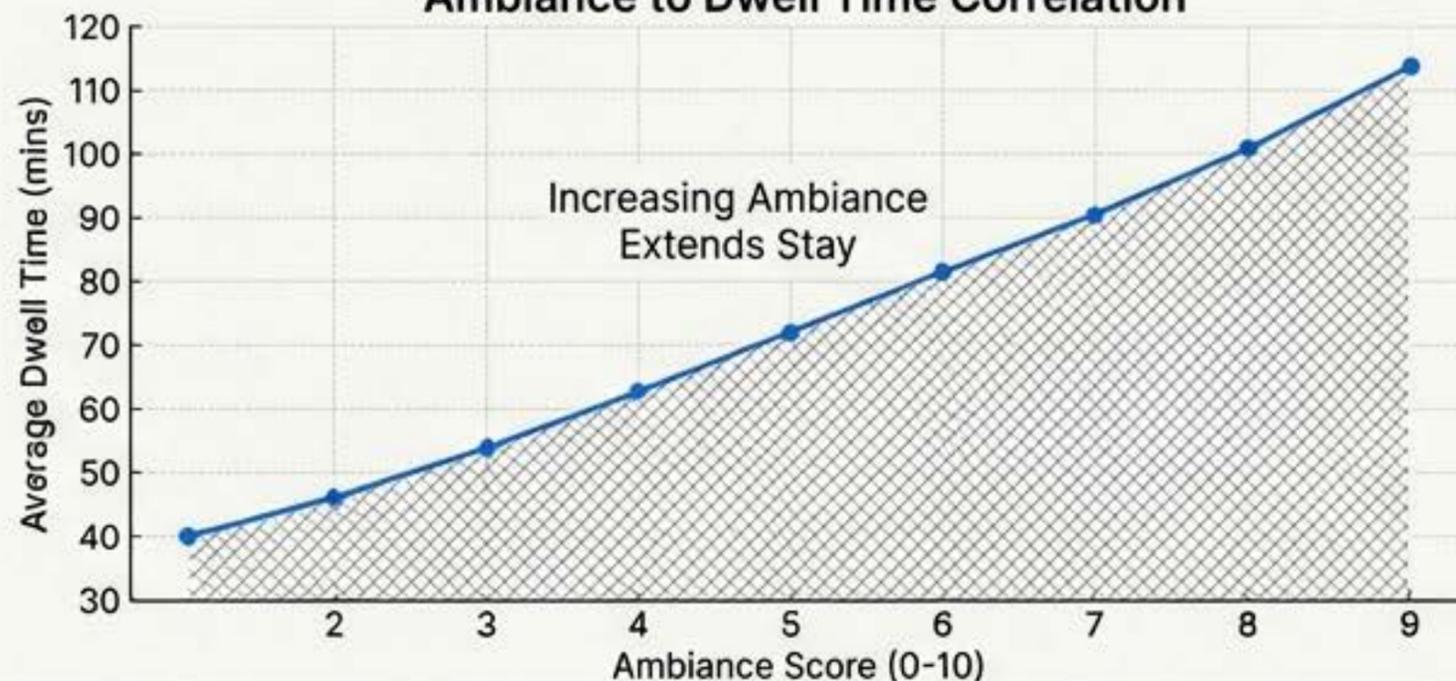
Furniture:

\$80,000 (Tables, Seating)

Design & Custom Decor:

\$150,000

Ambiance to Dwell Time Correlation



## The Logic:

Ambiance is a mechanical lever for revenue. Higher dwell time = increased F&B spend.

## Strategy Note:

**Phased Spending:** Secure core seating immediately. Phase in high-end decorative lighting and custom pieces later to preserve cash flow.

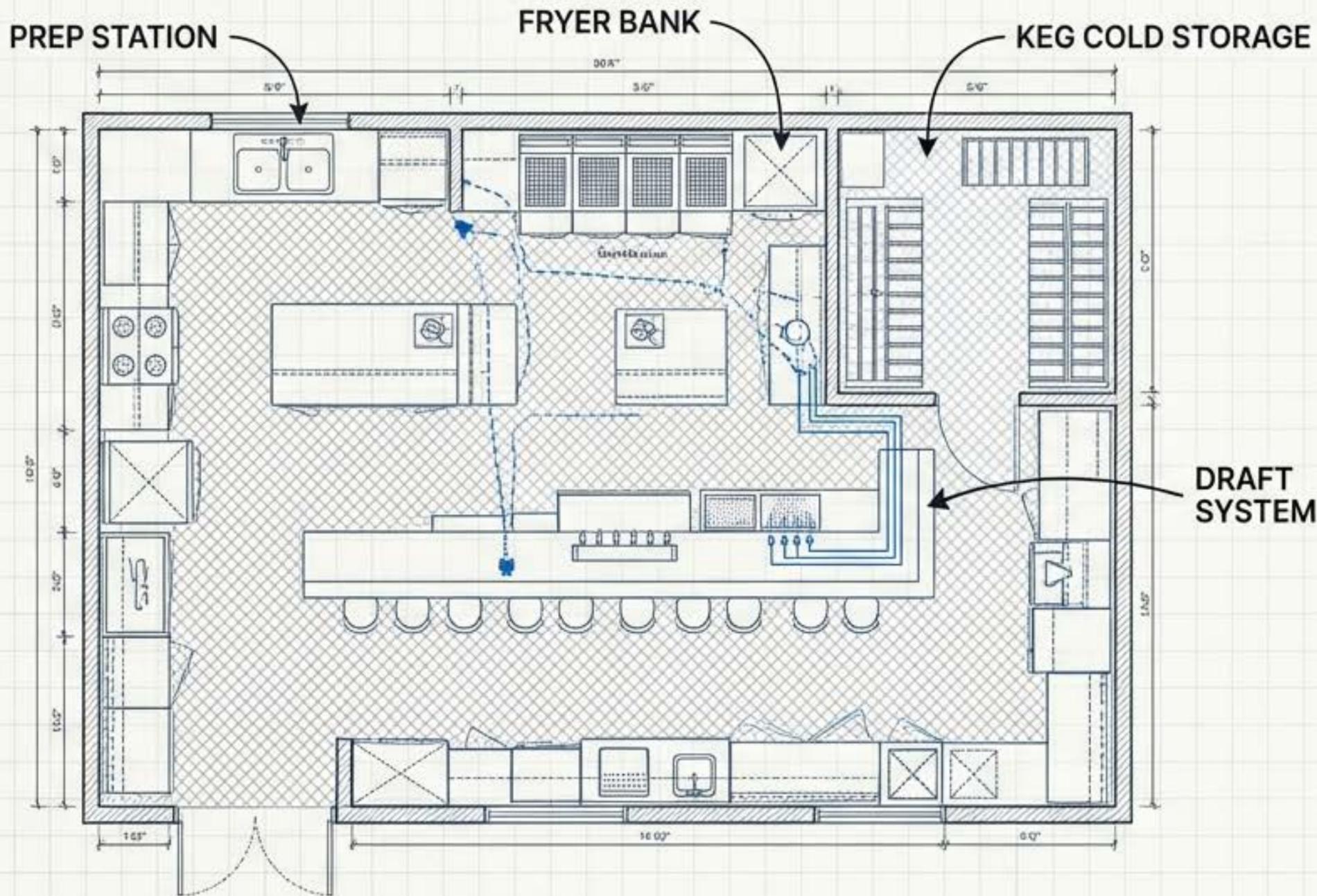
PRGJECT: STARTUP LAUNCH

DRAWING NO: A-104

DATE: 2024-07-12

SCALE: NTS

# Fueling Revenue: Kitchen & Bar Infrastructure



Total Investment:

**\$150,000**

Kitchen: \$100,000 Bar: \$50,000

**TARGET: 40%**  
**of Total Revenue**

## Procurement Tactics List

- Buy New: Refrigeration (Efficiency & Warranty)
- Buy Used: Prep tables, sinks, non-critical cooking gear

## Integration Note:

Electrical load must match the \$500k facility buildout specs to avoid costly rework.

HEADLINE:

PROJECT:

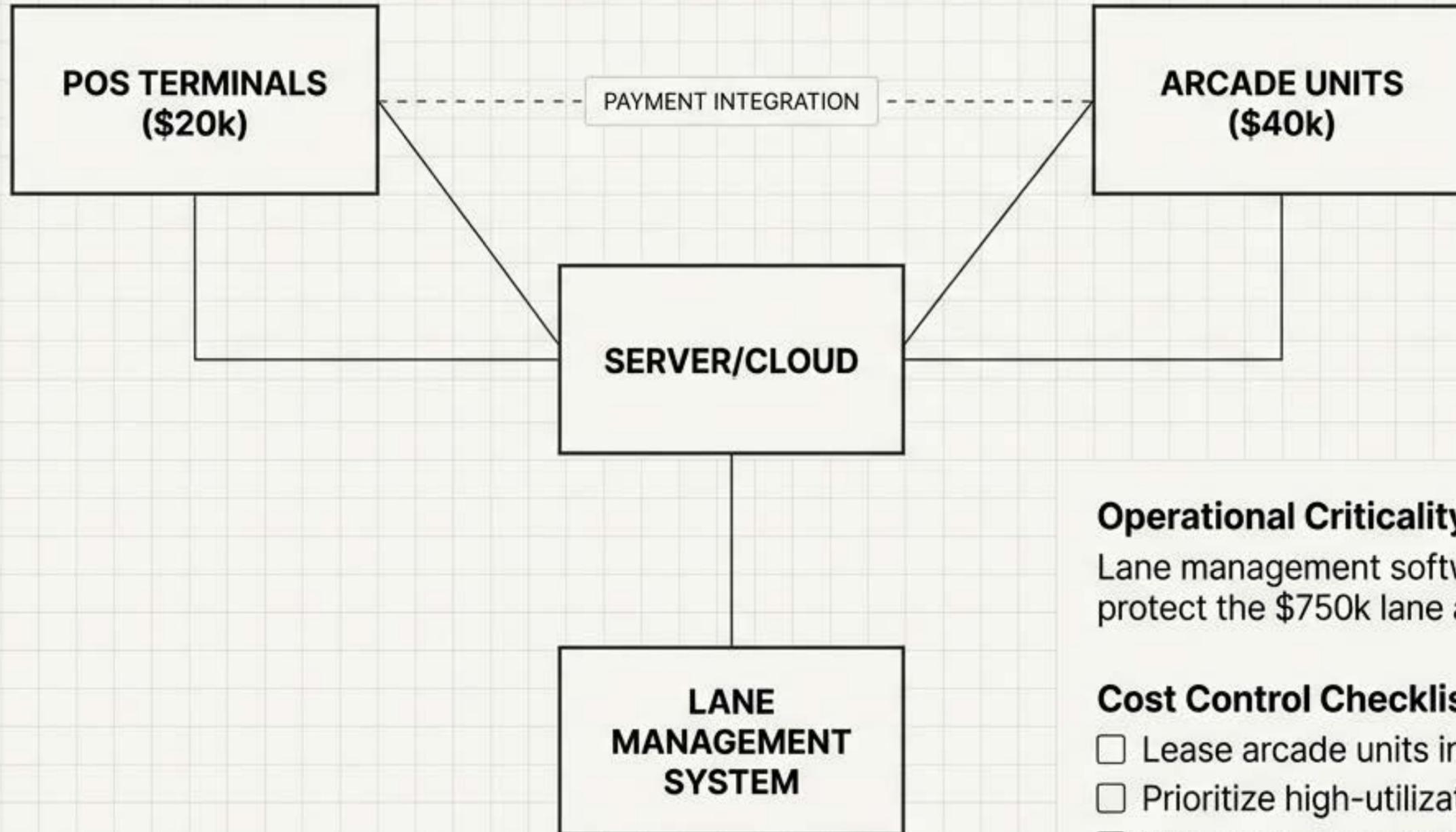
STARTUP LAUNCH

DRAWING NO.:  
A-105

DATE:  
2024-07-26

SCALE:  
NTS

# The Nervous System: Tech Stack & Arcade



**Total Investment:**  
**\$60,000**

**Breakdown:**  
POS/Tech: \$20,000  
Arcade: \$40,000

## Operational Criticality:

Lane management software is required to track utilization and protect the \$750k lane asset.

## Cost Control Checklist:

- Lease arcade units initially.
- Prioritize high-utilization games over novelty.
- Use cloud-based POS to reduce upfront hardware fees.

# The Burn Rate: Pre-Opening Payroll & Overhead



## Personnel Breakdown

- **General Manager:** \$80k/yr (annualized)
- **Lane Attendants (x3):** \$35k/yr (annualized)

### ✂ DO NOT HIRE TOO EARLY.

- Sequence hiring based on *construction milestones*, not calendar dates.
- Lane attendants should not start until training materials are finalized.
- Cost of Delay: ~\$70k burned per month.

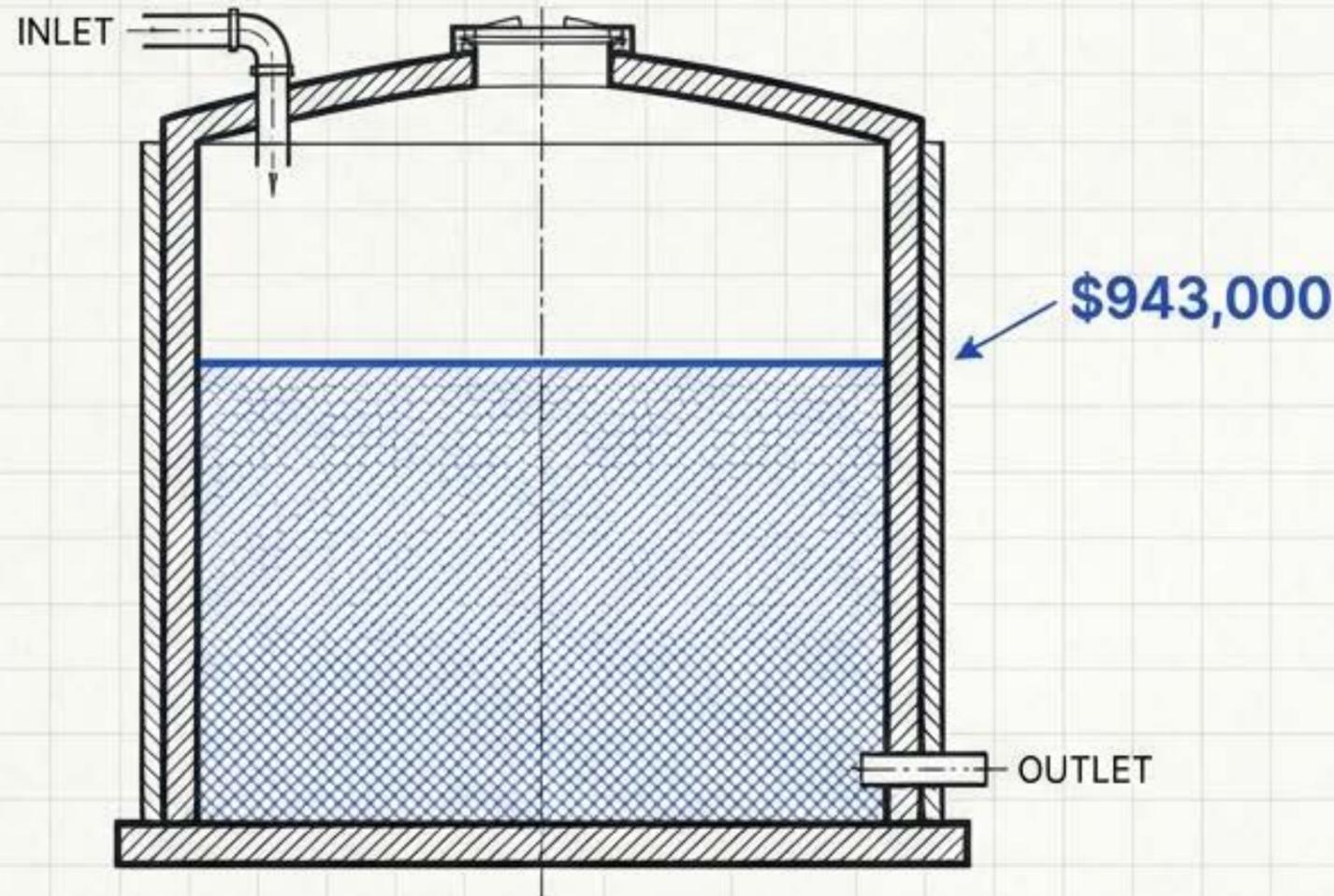
PROJECT: STARTUP LAUNCH

DRAWING NO:  
**A-108**

DATE: 2024-07-31

SCALE: NTS

# The Survival Kit: 14-Month Working Capital Buffer



## RISK FACTOR:

If ramp-up slips by 3 months -> Additional **\$60,000** required (Rent Only).

Does not include extended payroll.

**Total Reserve Required: \$943,000**

**Purpose:** Cover operating deficits (\$80k/mo fixed overhead) + variable costs until Break-Even.

PROJECT: STARTUP LAUNCH

DRAWING NO: A-109

DATE: 2024-08-01

SCALE: NTS

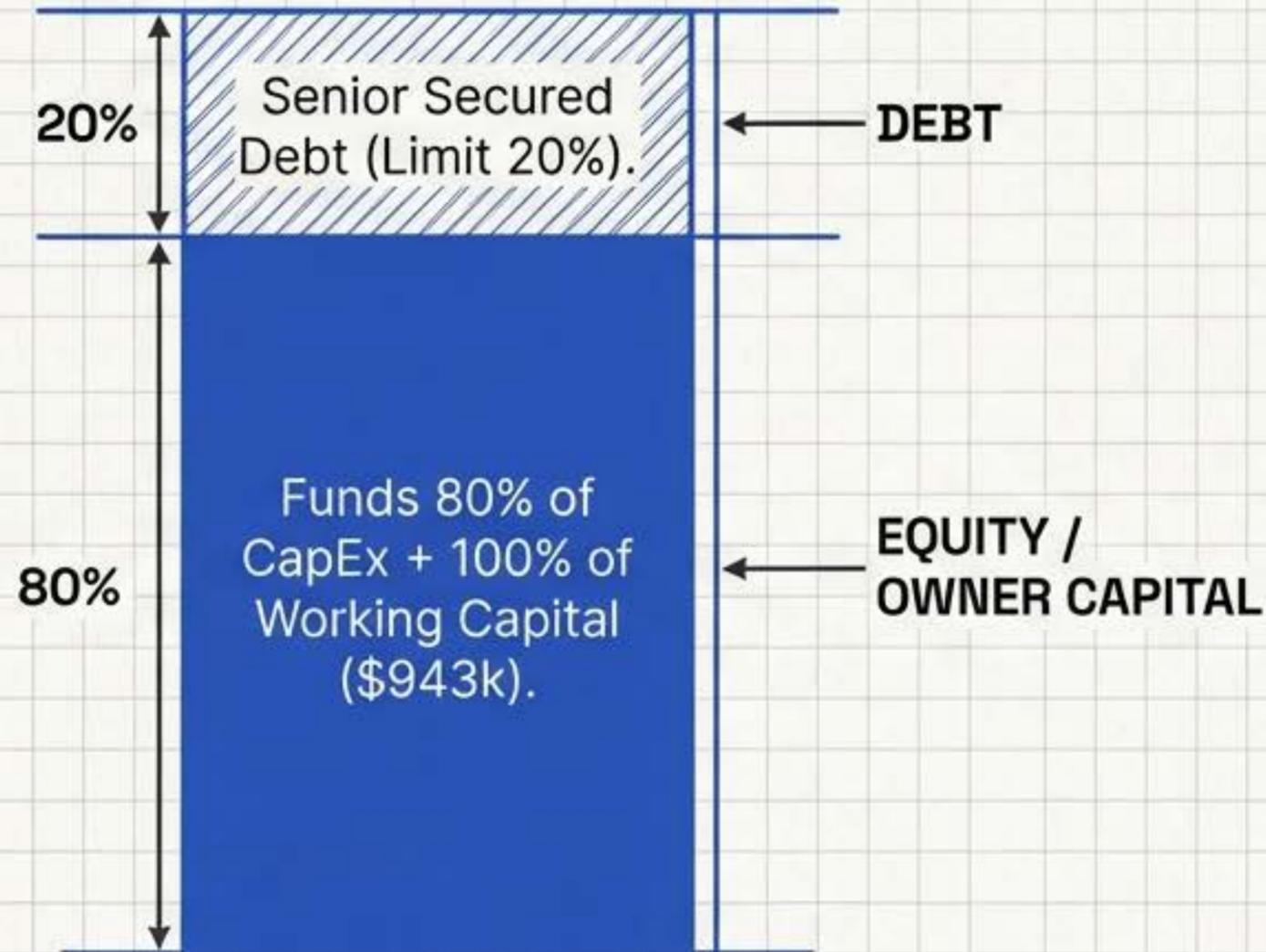
# THE TIMELINE: PATH TO PROFITABILITY (FEB 2027)



 Forecast assumes gradual ramp of corporate event clients.

PROJECT:	STARTUP LAUNCH	
DRAWING NO:	A-110	
DATE:	2024-08-02	SCALE: NTS

# Capital Strategy: Funding the Machine



## TECHNICAL DATA

**Initial IRR: -0.01% (Negative)**

**Reason:** Heavy Asset Base (\$1.7M).

**Implication:** Debt service would erode cash flow immediately. Patient capital is required.

STRATEGY STATEMENT

Structure debt only after proving positive cash flow.

PROJECT: STARTUP LAUNCH

DRAWING NO: A-111

DATE: 2024-08-03

SCALE: NTS

# KEY TAKEAWAYS & FINANCIAL CHECKLIST

## PUNCH LIST

**Total Hard Costs:**  
~\$1.7M

**Required Cash Buffer:**  
\$943,000 (14-Month Runway)

**Total Startup Exposure:**  
~\$2.6M+

- 1. **Phasing:** Delay non-critical decor and staffing to **preserve cash**.
- 2. **Rent:** Negotiate TI allowances to offset the **\$500k buildout**.
- 3. **Ramp:** F&B must hit **40% revenue share** to cover the **\$80k/mo fixed burn**.

Success lies in managing the **timing** of the spend  
and **preserving the runway** to **Feb 2027**.

PROJECT: STARTUP LAUNCH

DRAWING NO: A-112

DATE: 2024-08-03 SCALE: NTS