

# Drive-In Movie Theatre: Investment Analysis & Operational Roadmap

## Capital Requirements, Unit Economics, and Scaling Profitability (2026–2030)



# Executive Summary: The Opportunity at a Glance



**Jan → May  
2026**

**Inter**  
Launch Window  
(Build to Live)



**\$755,000**

**Inter**  
Upfront CAPEX  
Required



**\$318,000**

**Inter**  
Min. Liquidity Buffer  
(May 2026)



**\$903k  
EBITDA**

**Inter**  
Projected Year 5  
Performance



**Strat.  
Alert**

**Inter**  
Dependency on  
High-Margin  
Concessions

# REIMAGINING THE DRIVE-IN: EXPERIENCE OVER UTILITY

We are not selling a movie ticket; we are selling a safe, private, premium night out.



## THE TECH

\$250k Digital Projection System combined with direct-to-vehicle FM stereo sound. No clunky external speakers.



## THE ATMOSPHERE

Private viewing sanctuary. Curated themed nights blending nostalgia with modern privacy.



## THE TASTE

Gourmet concessions and partnerships with local food trucks. Premium food & beverage focus.

# Market Sizing & The Pricing Stress Test

## Throughput Forecast



## Price Benchmarks vs. Market Norms



Ticket Benchmark  
per Vehicle  
(Requires Verification)

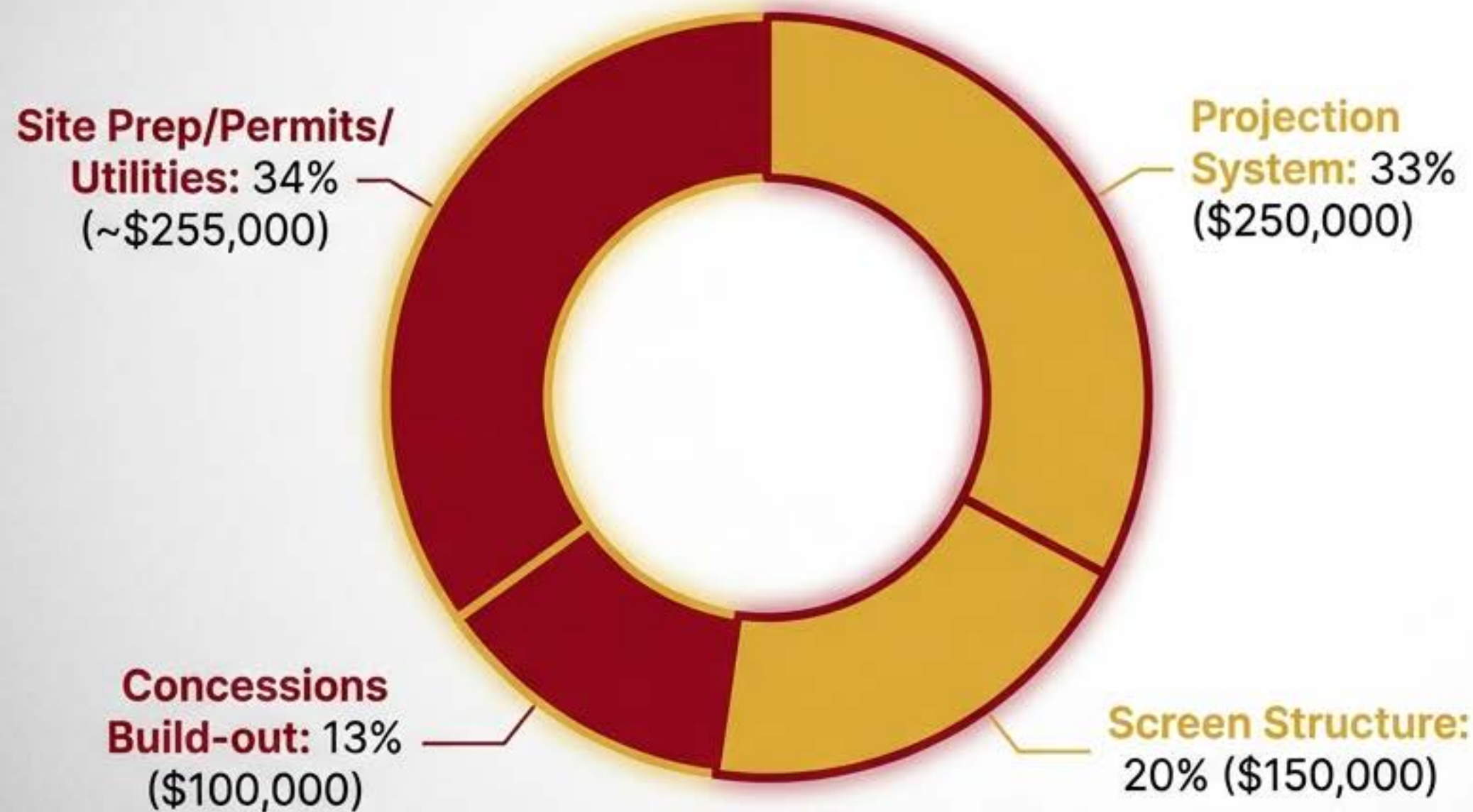


Avg. Concession  
Spend per Event

**Critical Validation:** The Serviceable Obtainable Market (SOM) must be deep enough to support these premium price points. These figures represent the upper bound of the model.

# Capital Expenditure (CAPEX) Roadmap

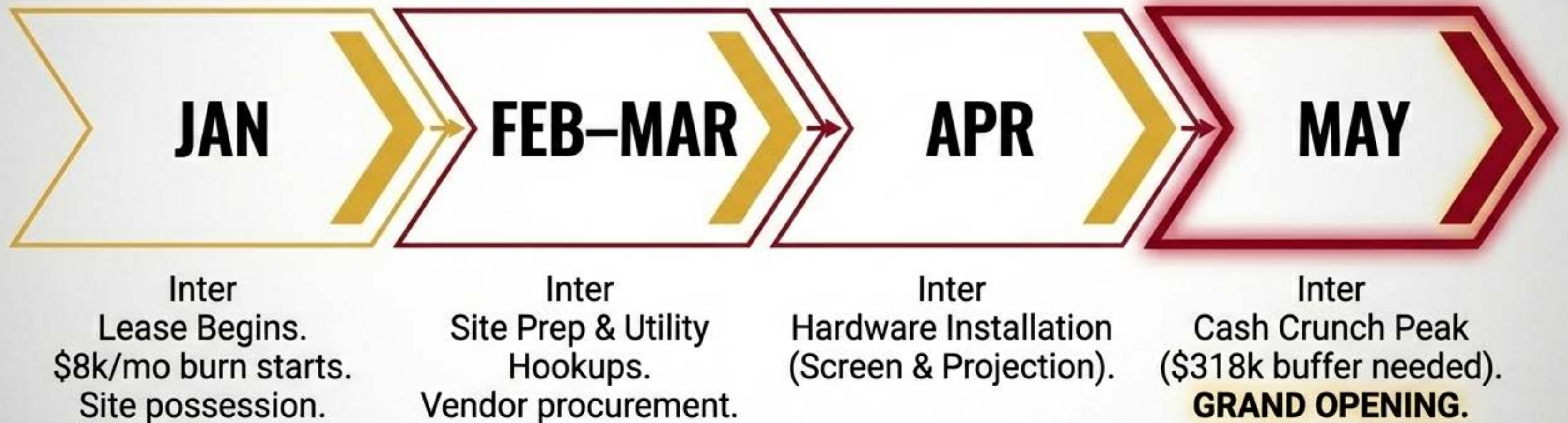
## \$755,000 Deployment Breakdown



### Strategic Note:

Vendor contracts must be secured immediately to lock in pricing and installation windows for the May deadline.

# THE CRITICAL PATH: LAUNCH TIMELINE (JAN–MAY 2026)



Inter

**Risk Warning:** Any construction slippage past May forfeits the high-volume summer season revenue.

# FIXED OPERATING BURDEN & BURN RATE

Annual Fixed Base Cost: \$515,600

LABOUR (THE MAJOR COST)

**\$316,000**

75 Full-Time Equivalents (FTEs)  
Includes GM @ \$75k



**Insight:** High staffing level is the primary risk lever.

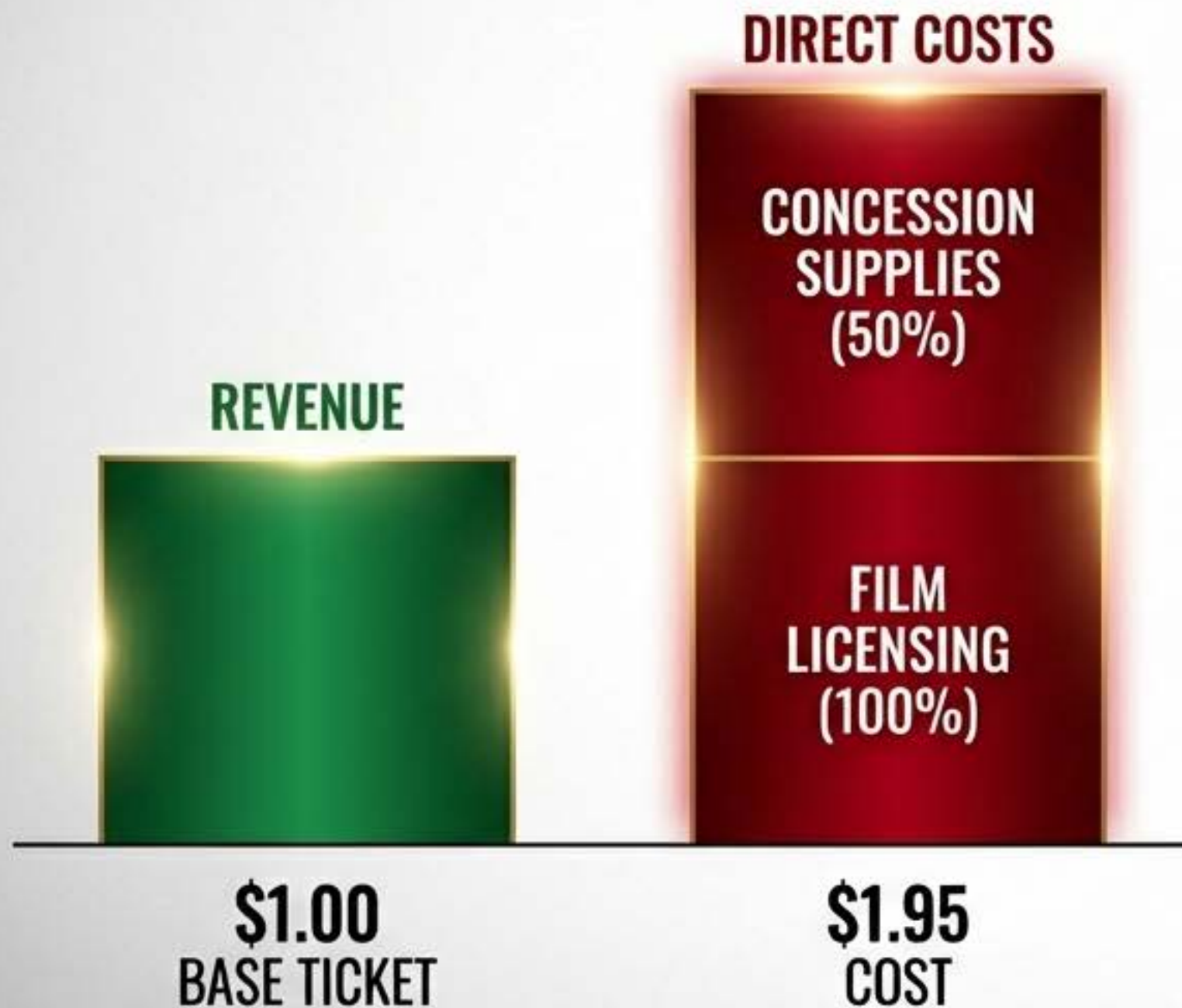
NON-LABOUR

**\$199,600**

Land Lease (\$8k/mo)  
Utilities (\$30k/yr)  
Insurance & Overhead

We begin every year with a half-million dollar obligation before the first ticket is sold.

# THE PROFITABILITY CHALLENGE: VARIABLE COST ANALYSIS



## THE HARD TRUTH:

The base business model guarantees a loss on ticket sales alone.

- Film Licensing: 100% of ticket revenue.
- Concession Supplies: +50% of revenue.
- Total Variable Costs: 195%.

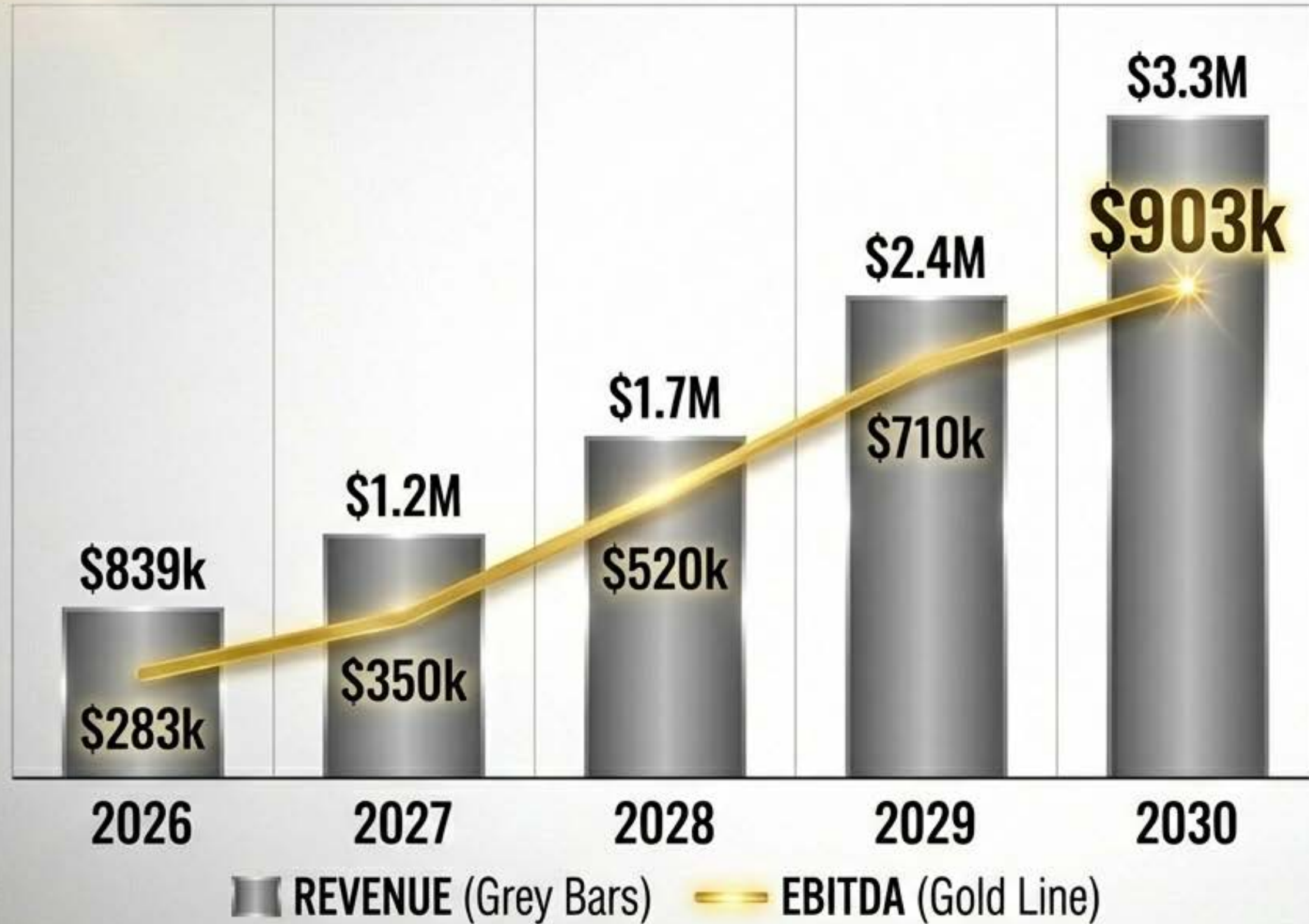
Profitability is mathematically impossible without a shift in revenue mix.

# Strategic Pivot: Ancillary Revenue is the Business



**“We do not sell movies. We use movies to sell high-margin food, beverage, and sponsorship inventory.”**

# FINANCIAL PERFORMANCE OUTLOOK (2026–2030)



## Target Metrics:

**ROE:** 257% (5-Year)

**Payback Period:**  
37 Months

**Throughput:** 25,000  
Annual Vehicles  
by Year 5

# Liquidity Requirements & The Funding Gap

## Monthly Cash Flow Forecast (Year 1)



**The Ask: Funding must cover the \$755k CAPEX + the \$318k operational buffer.**

# Risk Assessment & Mitigation Matrix

## Financial Risk

**IRR is low (3%) & Payback is slow (37 months).**

**\*Mitigation:\***

Negotiate deferred payment terms on screen structure; aggressive pre-sales.

## Operational Risk

**195% Variable Costs.**

**\*Mitigation:\***

Renegotiate film licensing fees below 100%; focus heavily on non-licensed revenue (parking/food).

## External Risk

**Weather events stopping revenue.**

**\*Mitigation:\***

Pre-booked contingency space downtown; "Rain Check" insurance model.

# Strategic Recommendations: Immediate Actions

**1**

## Validate Pricing

Immediate stress-test of the \$3,500 ticket vs. local market tolerance.

**2**

## Optimise Labour

Review the 75 FTE headcount; this appears excessive for Year 1 and threatens cash flow.

**3**

## Licence Negotiation

Attempt to negotiate licensing fees below 100% or cap them.

**4**

## Capital Structure

Decide on Debt vs. Equity mix immediately to cover the May 2026 shortfall.

# Conclusion & Next Steps

A high-potential, high-margin concept requiring strict financial discipline and immediate CAPEX deployment.



Approve  
CAPEX plan  
(\$755,000).



Secure funding  
sources for  
cash buffer  
(\$318,000).



Initiate vendor  
procurement  
for Jan 2026  
start.

# Appendix: Supporting Financial Data

## Table 1

### CAPEX Breakdown

Projection: \$250k

Screen: \$150k

Concessions: \$100k

Site Prep: \$255k

**Total: \$755,000**

## Table 2

### Year 1 P&L Snapshot

Revenue: \$839k

Variable Costs: \$1.6m

Fixed Costs: \$515k

**EBITDA: \$283k**

## Table 3

### Staffing

Total FTEs: 75

GM Salary: \$75k

Total Labour: \$316,000