

**Gross
Contribution
(835%)**

Inter Tight Escape Room Financial Strategy & Operational Optimisation

Bridging the gap between Gross Contribution and Net EBITDA.

**Target
EBITDA
(35%)**

The Unit Economics Paradox: Why High Margins Don't Guarantee Survival

Success hinges on controlling variable costs and hitting strict utilisation targets. The illusion of high margins is eroded by fixed overheads that do not scale down when rooms are empty.

835%

GROSS CONTRIBUTION MARGIN PER AVAILABLE SLOT

THE REALITY:
Monthly fixed operating
costs total \$8,700.



35% EBITDA
(2030 Goal)

Inter Tight: Unused Capacity is the Primary Driver of Margin Erosion

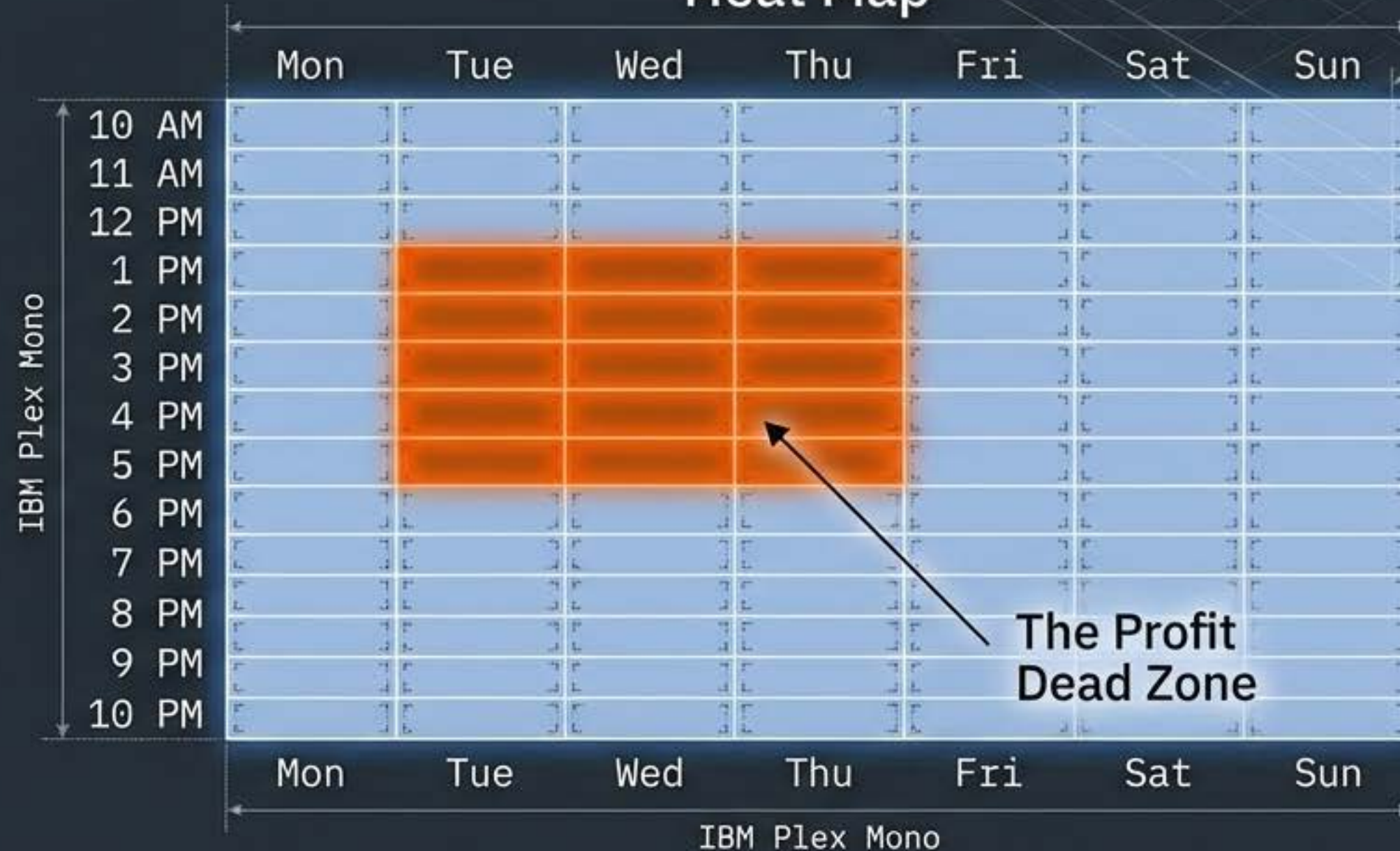
Variable Expense
per Player:
~£0

Fixed Overhead
Scenario:
\$25,000/month

Impact: Empty slots
increase fixed cost
burden per player.

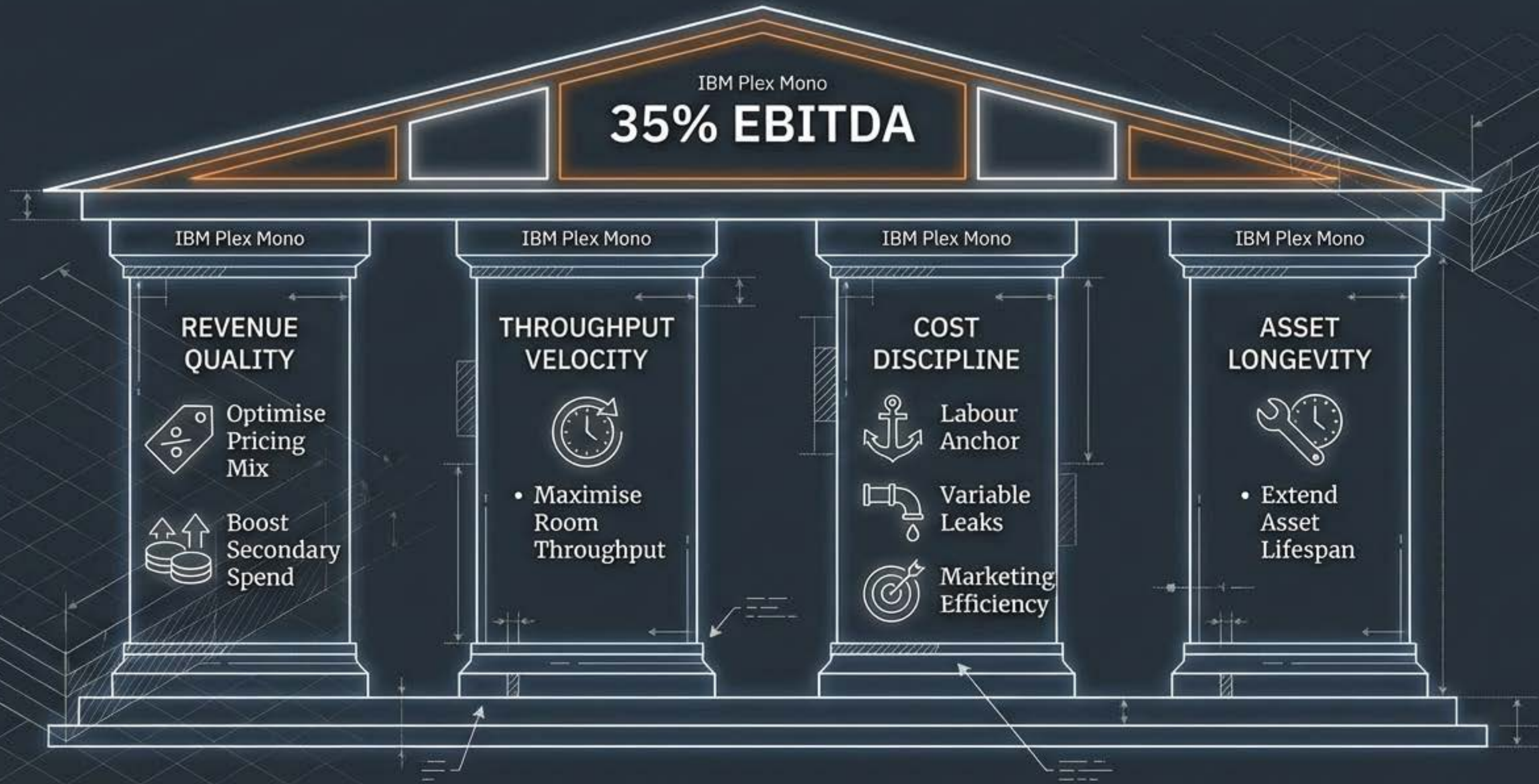


Heat Map



Insight: Maximising utilisation is the fastest lever to lower the payback period.

Inter Tight: Seven Levers to Correct the P&L Trajectory



Stop Chasing Low-Value Volume. Shift Mix to Private Events.



Shift **20%** GA Traffic
→ **Private Events** =
\$25,000 Top-Line Lift

Strategy: Target corporate team-building.
Bundle GA into private tiers.

Secondary Spend: The Cleanest Path to Gross Profit

Photo Packages
(Zero Variable Cost)

Snacks/Beverages
(High Margin)

**+\$8,000
Profit**

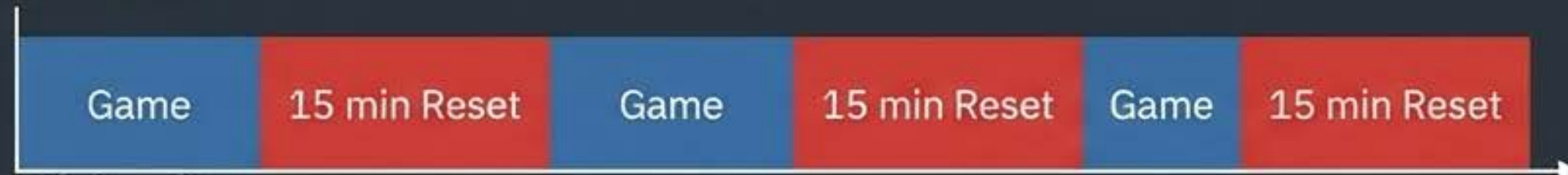
Target: 50% lift on
secondary income.

Why? Minimal COGS
means this flows
directly to the
bottom line.

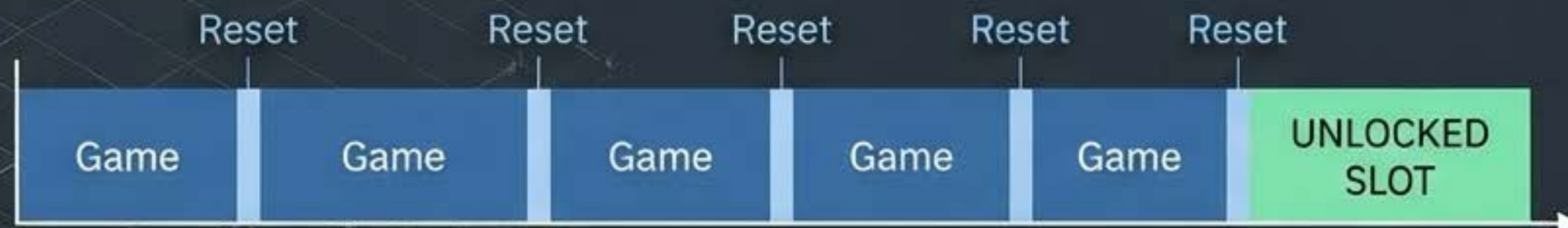
Action plan: Incentivise Game Masters to pitch
upgrades **before** the experience starts.

Time is Inventory: Creating Revenue Through Faster Resets

Current



Optimised



Strategy: Standardise cleanup protocols. Implement digital verification checklists. Target 90% adherence.

\$3,000/month
Revenue Potential

The Labour Anchor: Staff for Demand, Not Capacity



- Current Labour Cost: **48%** of revenue
- Projected Liability: **\$247,500** annual budget
- The Target: Keep labour **STRICTLY <40%** of revenue

Hire **15 FTE** as part-time Game Masters.
Align scheduling to hourly demand curves.

Marketing Efficiency: Funding Bookings, Not Awareness

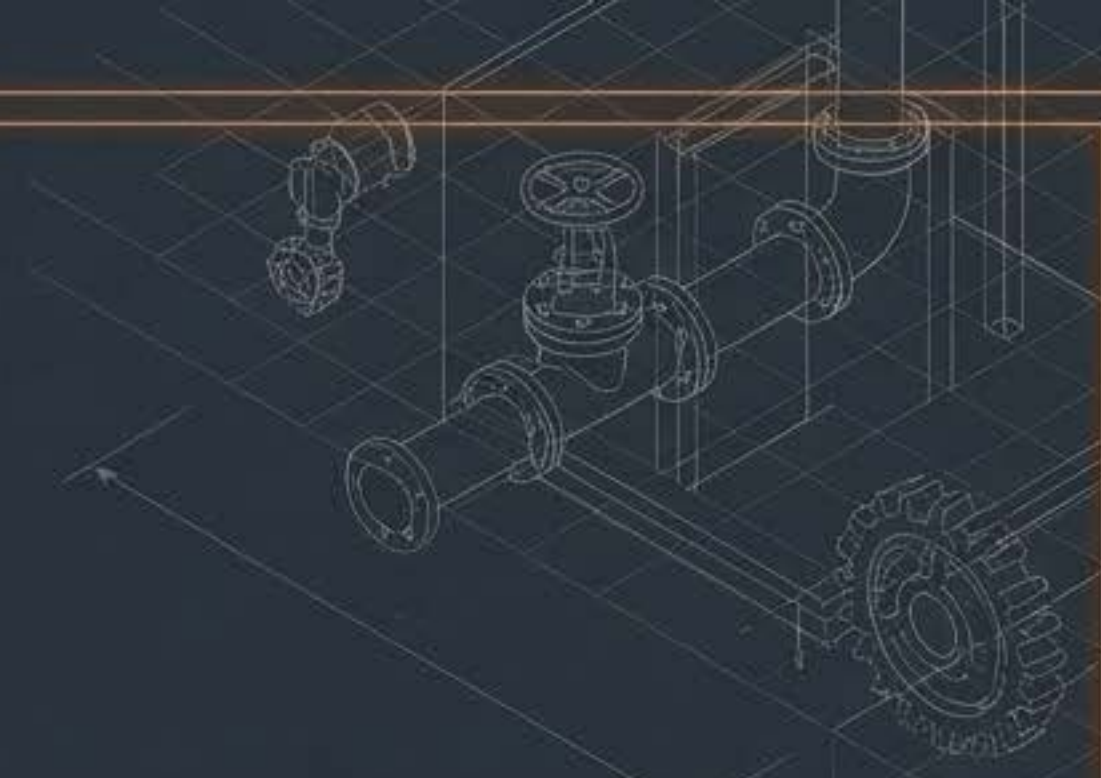


**Savings: \$5,135
by 2026**

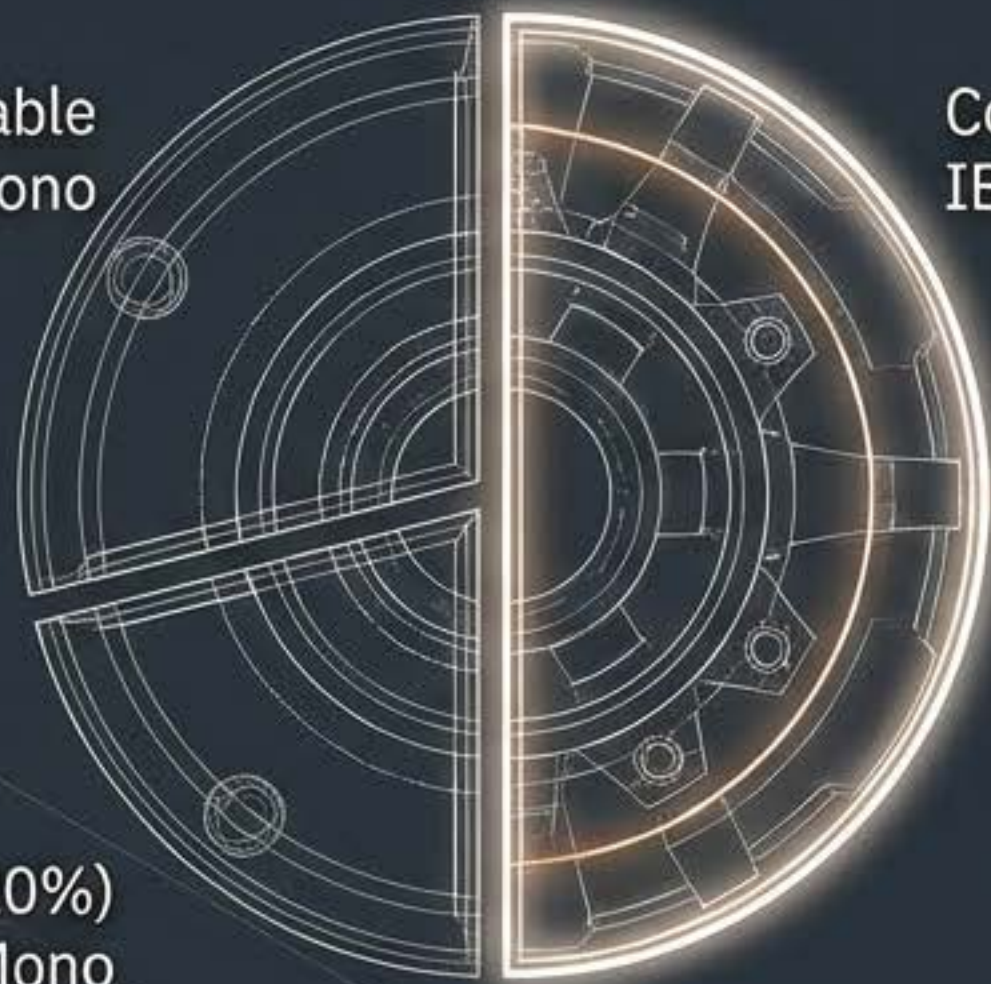
Stop paying for impressions.
Start paying for bookings.

- ➔ Shift focus to corporate bookings.
- ➔ Cut high-CPA channels immediately.

Plugging the Variable Profit Leaks



Other Variable
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Consumables (50%)
IBM Plex Mono

Target: 10% Reduction
= \$2,500 Annual Savings

AR Licenses (20%)
IBM Plex Mono

Consumables and licenses are silent killers of the 835% Contribution Margin.
Bulk sourcing and volume discounts are required immediately.

Extending Asset Lifespan to Rescue IRR



CAPEX Investment:
\$110,000
(High-Tech Props)



Strategy: Quarterly preventative maintenance.



Result: Defer replacement outlay to achieve viable profitability.

The 2030 Vision: A Transformed Financial Profile

CURRENT TRAJECTORY

EBITDA: 7-10% ↘

Labour: 48% ↑

Focus: General Admission
IBM Plex Mono

IRR: 0.02% —
Merriweather

OPTIMISED STRATEGY

↑ EBITDA: 35%

↓ Labour: <40%

Focus: High-Yield Private Events
IBM Plex Mono

🎯 IRR: **Viable Profitability**
Merriweather

By pulling these 7 levers, we convert an operationally fragile model into a high-margin asset.

Operational Priorities Checklist

- REVENUE:** Migrate 20% of GA volume to Corporate/Private events.
IBM Plex Mono
- EFFICIENCY:** Reduce reset times by 15 mins; standardise digital checklists.
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- LABOUR:** Cap Game Master labour at 40% of revenue; review 45 FTE.
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- COST:** Audit Consumables vendors to cut spend by 10%.
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- CAPITAL:** Implement quarterly maintenance to delay \$110k CAPEX.
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- MARKETING:** Audit CPA weekly; cut spend to 70% of revenue.
IBM Plex Mono

Key actions to secure the transformed financial profile and ensure operational resilience.

The Discipline of Operation



“Success hinges not on the creativity of the room, but on the discipline of the operation.”

ACTION: Review the 45 FTE projection immediately.