



## **Business Overview**

**SERV 421 | Winter 2018 | 03.11.18 | Assignment 6**  
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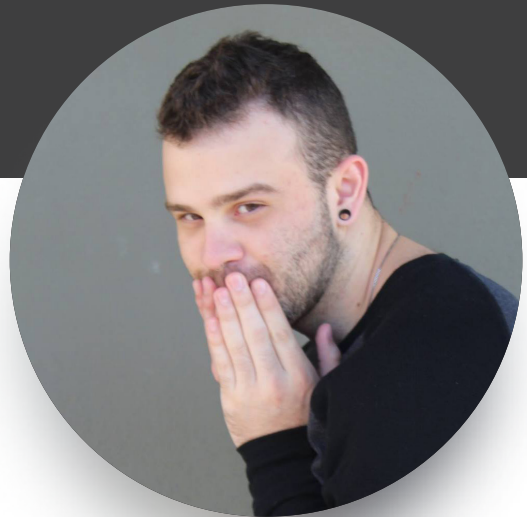


Lucid Room  
**Our Team**



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## Business Idea



### What is Lucid Room?

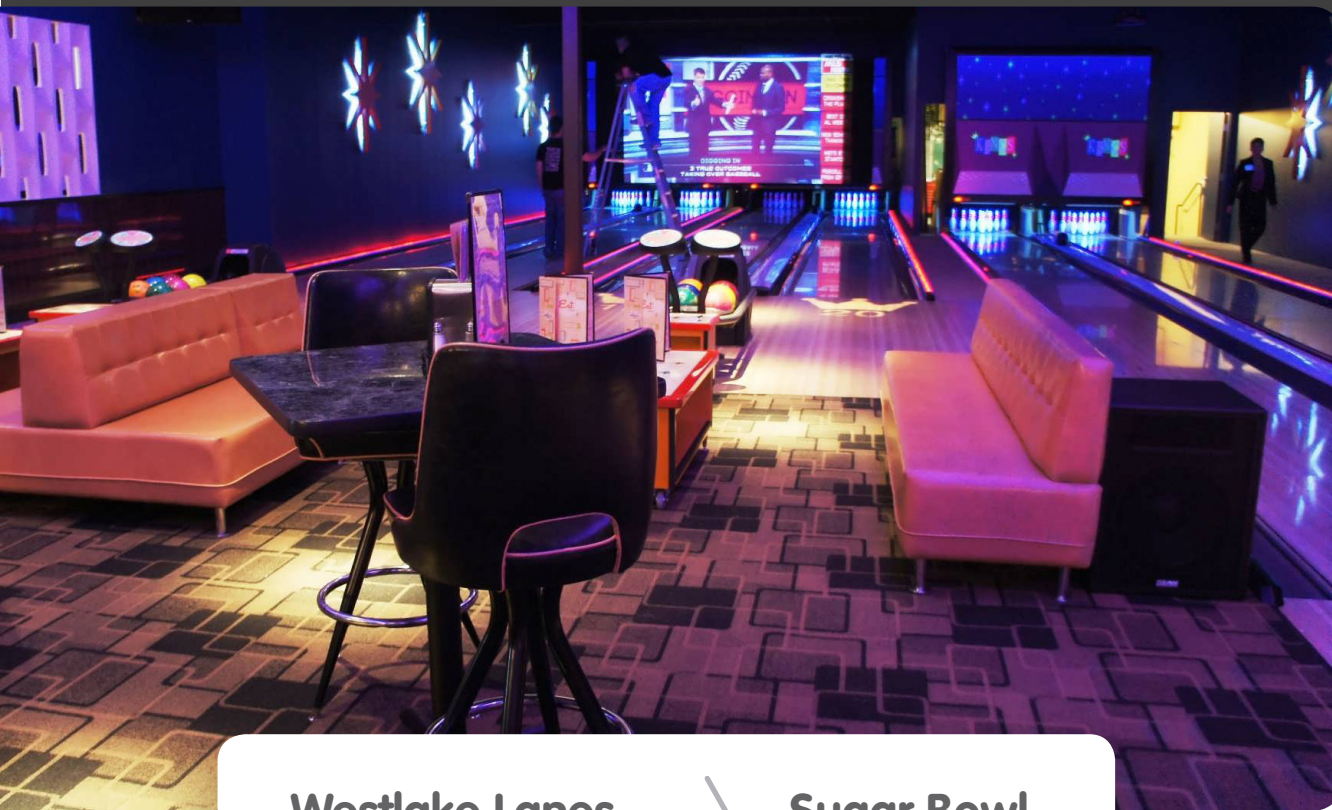
Do you ever catch yourself downtown looking for something to do, and all you can think of is going to a bar or restaurant that is like every other bar or restaurant in town? Well we want to break that.

**Lucid Room** is an adaptive space that welcomes people wanting new experiences, people looking to connect with others, and people seeking entertaining experiences for all ages. We plan to welcome them by allowing them to play cutting edge games, eat interesting foods, and taste enthralling drinks together. At the heart of Lucid Room lies the goal of constantly updating our offerings to keep our customers coming back for something new. We will continually invest in new and current technologies that allow us to craft endless amounts of fun.

We think fun and discovery are things everyone should have access to. We hope you do too.



# Context Our Parent Company



**Westlake Lanes**



**Sugar Bowl**

Lucid Room is owned by Westlake Lanes, located in Raleigh, NC. The business was seeing a couple of problems with their business model that they hadn't updated in a while. The problems are as follows: declining popularity of 'league' teams, aging population of regulars, marginal revenue from limited food and drink menu, continually rising healthcare and utility costs, increasing forms of competitive family entertainment, and less free 'family' time due to both parents working and kids being over scheduled.

In an attempt to try to revitalize the business manager, Shelby Givens, came up with the idea of Sugar Bowl. This was a remodel of the outdated bowling alley that would aim to make it a lively and plush bowling lounge and nightclub. It would feature an expanded food and drink menu, try partnering with dating apps and local bands, have reconfigurable spaces, and aim to create an urban lounge feel that would bring in young professionals.

Lucid Room is an extension of the Sugar Bowl concept It aims to bring the same offering as bowling in space constrained locations such as downtown areas.

## Context

# Our Audience

While the Sugar Bowl concept was trying to attract the young professional customer segment to the business, we saw an opportunity in the Lucid Room concept to attract a more diverse set of people. We have approached market segmentation by splitting our potential customer base based on their needs as opposed to a demographic approach. The following segments are based on our initial trend analysis.



### Connection Seekers

#### Value Proposition

We will provide an adaptive space that allows customers to meet and mingle with new customers that share similar interests via events and activities.

#### Selling Points

- Dating opportunity
- New people available to meet
- Professional networking
- Family meeting area



### Experience Seekers

#### Value Proposition

We will offer customers fresh and new experiences by continuously updating our entertainment options.

#### Selling Points

- A rotation of new games
- Opportunity to find new experiences
- An alternative to typical downtown nightlife
- New food and drink experiences



**Family  
Oriented**

### Value Proposition

We will give our customers a family friendly space that provides entertainment for all ages.

### Selling Points

- Kid friendly spaces and content
- Safe environments
- Kids menu
- Lower prices

## Context Our Industry

The industry that Lucid Room is operating is a hybrid of the competitive family entertainment industry and the bar food and beverage industry.

### Entertainment Industry

Entertainment is any activity which provides a diversion or permits people to amuse themselves in their leisure time, and may also provide fun, enjoyment, and laughter. People may create their own entertainment, such as when they spontaneously invent a game; participate actively in an activity they find entertaining, such as when they play sport as a hobby; or consume an entertainment product passively, such as when they attend a performance.

### Food & Beverage Industry

The Food & Beverage industry specializes in the conceptualization, making, and delivery of food and drinks. Most food and beverage employees work in restaurants and bars, such as at hotels, resorts, and casinos.

Definitions taken from Wikipedia.com

# Context Our Competitors

In order to assess the industry we looked at competition in three separate levels; Entertainment companies in downtown Savannah (our initial city), game entertainment options in Savannah as a whole, and game entertainment in the greater US.

## Georgia



**Battle & Brew** is a bar in Atlanta that offers video games and trivia.



**Game-X**, in Atlanta, offers AR and arcade games to it's customers.

## Oregon



**AFK Tavern** is a bar in Everett that lets customers play on different gaming systems and play tabletop games.



**Guardian Games**, located in Portland, offers various different PC, console, AR and tabletop games.

## National



**Dave & Buster's** is one of the largest national chains that offers a restaurant and arcade service.

## California

**AFKgg Gamer Lounge** is located in San Jose and offers a mixture of different PC and console games to it's customers.



## New York



**Vivid VR** is Buffalo's first VR gaming lounge that offers various different services like VR gaming, private rentals, and off-site events.



## Experience Competitors in Savannah



We also looked at some of our more direct thematic competition that is located in Savannah to see how we can differentiate the Lucid Room offering. There are quite a few businesses that offer more active entertainment services such as the trampoline park Get Air, the Fun Zone, the escape room service Escape Room, and the bowling alley Frames & Games. However, these businesses don't have the technological component of places like The Chromatic Dragon, which somewhat hinders their ability to change and evolve their offering.

## Entertainment Competitors in Downtown



In our research of Savannah we looked at some of the competitors in the downtown area that were close in proximity to where Lucid Room will be. These competitors have a form of entertainment that they combine with food, drinks, or both. While most of these businesses offer music as the main form of entertainment, almost all of the businesses we looked at in downtown Savannah only offer passive entertainment as the main component. There were few exceptions, like the Chromatic Dragon.



Context

# Chromatic Dragon Interview

We needed to understand some of the offerings that Savannah hosted in greater detail. On January 25th, 2018 we conducted a 40 minute interview with the General Floor Manager of the Chromatic Dragon. We asked general question about events they held, who their clientele are, demographics of their customers, what sells the most, and if there are periods of time when they have more business than usual. From this information, we were able to better tailor Lucid Room's offering.





## Main Findings

1

Tabletop games allow the ability to meet new people with similar interests

2

Family oriented space with games that are able to keep children occupied in a safe environment

3

The clientele were typically SCAD students (mainly on weekends) and families or out of town customers

4

The average customer at the Chromatic Dragon is 20 to 30 years old

5

The space as a whole caters mainly toward games and gamers

6

The Chromatic Dragon sells both themed food and drinks to aim their value proposition toward a game oriented customer segment

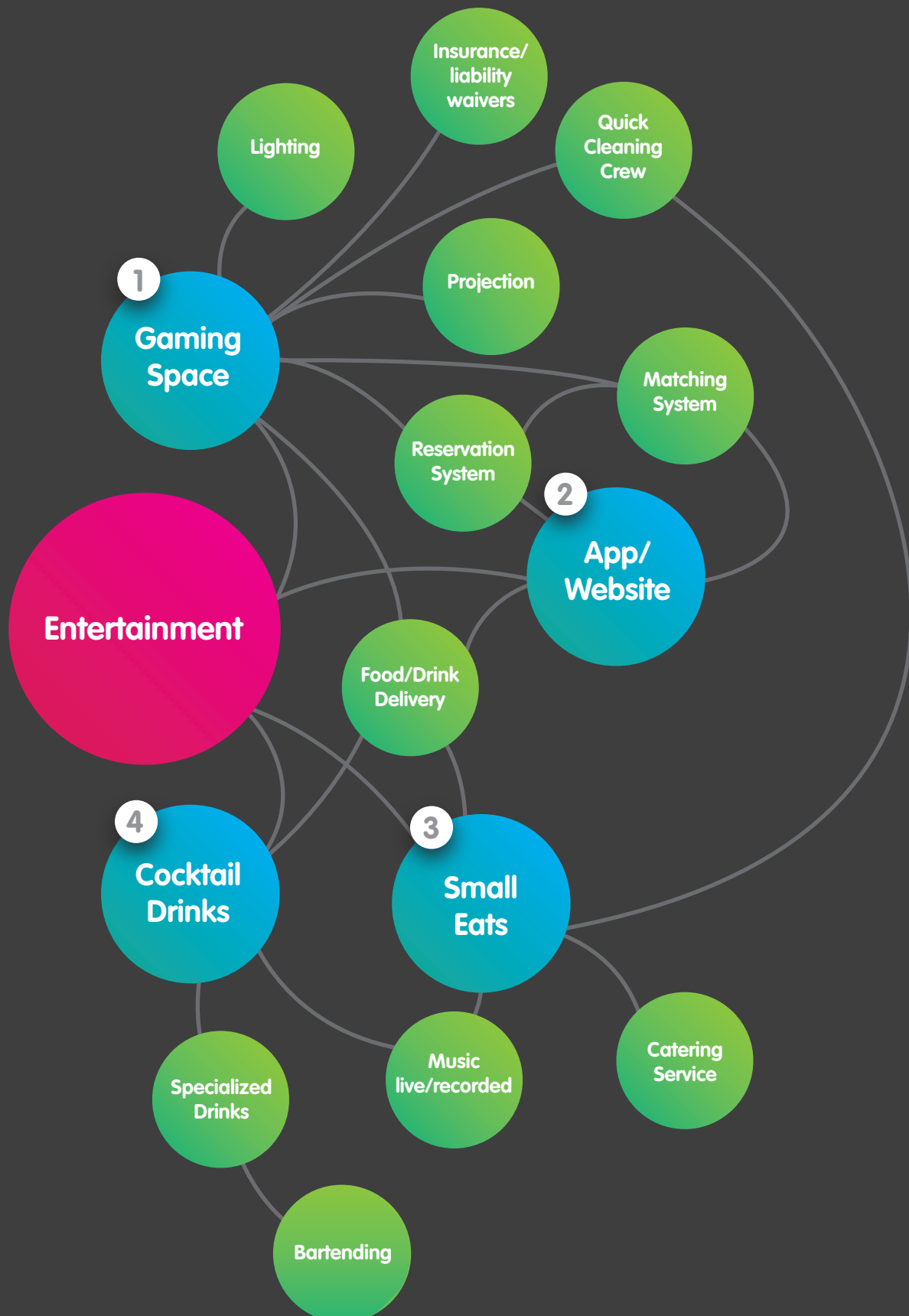
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The Chromatic Dragon sells an experience that is wrapped up in their various food, drinks, and games

8

The business prefers parties of five or more to play tabletop games rather than video games because of the console limitations

# Structure Of The Service Service Package



## Structure of the service

1

The "Gaming Space" is one of the four service enablers. Since gaming is one of our most important values it lets the customer enjoy the entertainment offering. In addition, the space is where most people will spend their time, while enjoying drinks and snacks.

2

The second enabler of the service is the "App/Website". It gives the customer access to make a reservation, order food and drinks, choose games, sign the liability waiver, and give feedback on their experience of Lucid Room.

3

"Small Eats" is another enabler of the service, provided by Lucid Room. Customer are able to order smaller dishes while they are enjoying the unique gaming experience. Furthermore, it would be one of main sources of revenue for the business.

4

The fourth enabler of the service are the "Cocktail Drinks". Drinks are key for a successful entertainment offering. In combination with snacks and the gaming experience, drinks are another major source of revenue. Customers are able to enjoy unique and exciting drinks at the bar or in the gaming space.

## Structure Of The Service

# Food Suppliers

Savannah has rich offering of unique restaurants and bars. Especially in the downtown area many quality establishments fulfill tourist's, citizen's, and student expectations. Lucid Room can take advantage of the current offerings in Savannah and create valuable partnerships. With Lulu's Chocolate Bar, Treylor Park/ Hitch, and Coastal Empire as suppliers, we cover quality food and quality drinks for our service offering.

**LUCID**room



Lulu's Chocolate Bar

**LUCID**room



Treylor Park/ Hitch

**LUCID**room



Coastal Empire



### Lulu's Chocolate Bar

Lulu's Chocolate Bar provides housemade sweets and special cocktails. Different kind of deserts will add to the quality and experience of the customer. With Lulu's Chocolate Bar Lucid Room would have a great partner to satisfy it's customers.



### TreyLor Park/ Hitch

TreyLor Park and Hitch are unique spaces that offer a fun and unique food/cocktail/beer menu during day and night. It is also located in Savannah downtown and with partnering up, it would bring some southern flair to the Lucid Room environment.



### Coastal Empire

Coastal Beer Co. is a craft brewery founded in 2010. It sells three different beers:

- Savannah Brown Ale
- Tybee Island Blonde
- Pale Ale

## Structure Of The Service

# Game Suppliers

There are many innovative companies around the globe which provide exciting gaming experiences. Lucid Room decided to partner up with up to three companies who provide projection games. LUMOplay, TouchMagix, and Beam are all businesses who are falling under the rigorous criteria of having quality games.

**LUCID**room



LUMOplay

**LUCID**room



TouchMagix

**LUCID**room



Beam



## Game Equipment



Computer



Software

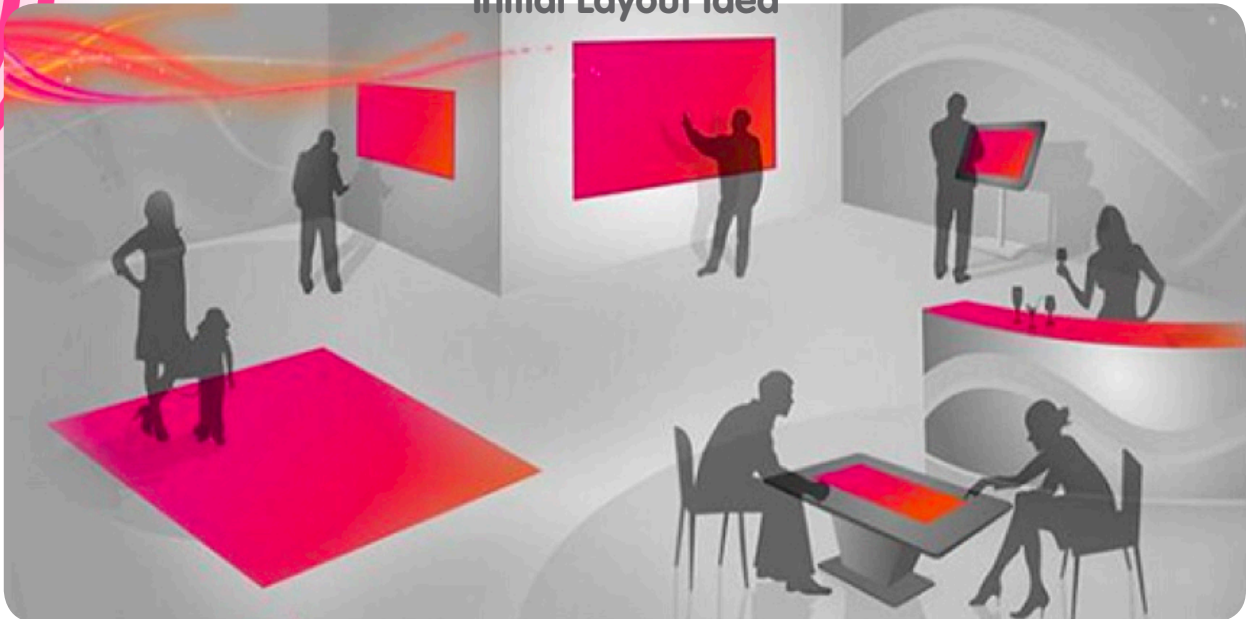


Sensor



Projector

## Initial Layout Idea



## Game Samples



"Break it"



"Champions"



"Chasing Sheep"



"Feed My Pet"



# Delivery Of The Offering

## User Encounters Map

Because of the complexity of our service, and more specifically because users can just come in for food or a drink, we will explain the different processes of our service through the encounter of a typical customer that has been to Lucid Room before.

### Processes

1

#### Checks in to Lucid Room

- Welcome script and procedures
- ID check
- Time/Space management
- Reservation management

2

#### Gets a drink at the bar and waits

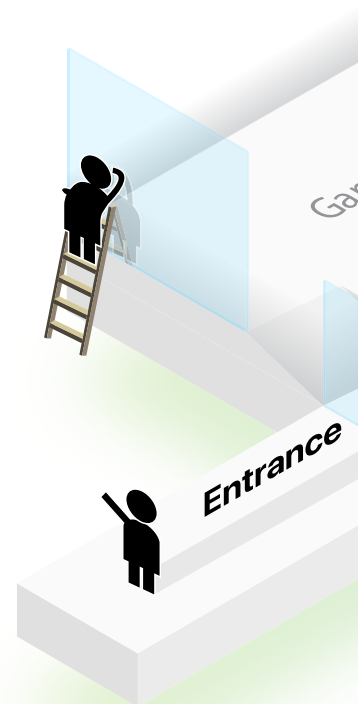
- Beverage preparation
- Drink order management
- Profile matching
- Drink delivery at bar (Waiters will deliver drinks to gaming areas)

A

- Time management
- Ordering system
- Profile building
- Food delivery

B

- Food preparation
- Order management
- Delivery system (Waiters)





Lucid Room Ideal Space  
1st Floor

## Processes

3

### Plays games with his friends

- Helping customers
- Switching games
- Combining parties to play large scale games
- Cleaning crew

4

### Periodically eats and drinks

- Order system
- Profile building
- Food and drink delivery
- Cleaning crew

C

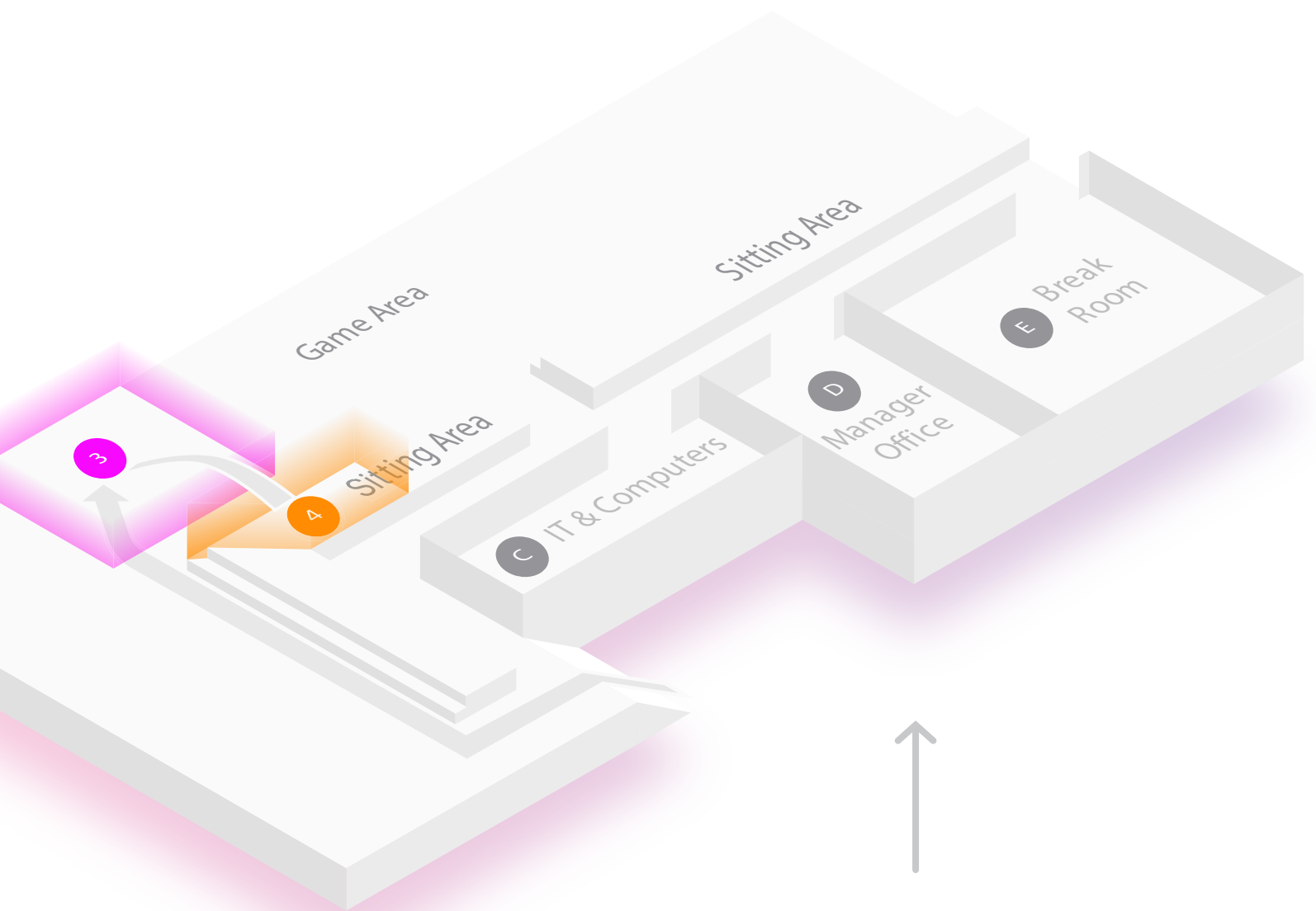
- Maintaining and repairing equipment
- System control
- General tech support

D

- Accounting
- Processes Management
- Scheduling

E

- Clocking in



↑  
**Lucid Room Ideal Space  
2nd Floor**

## Drivers of Value



**Customer  
Relationships**



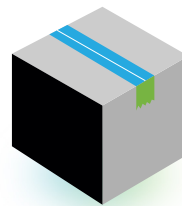
**Key  
Resources**



**Key  
Activities**



**Partners**



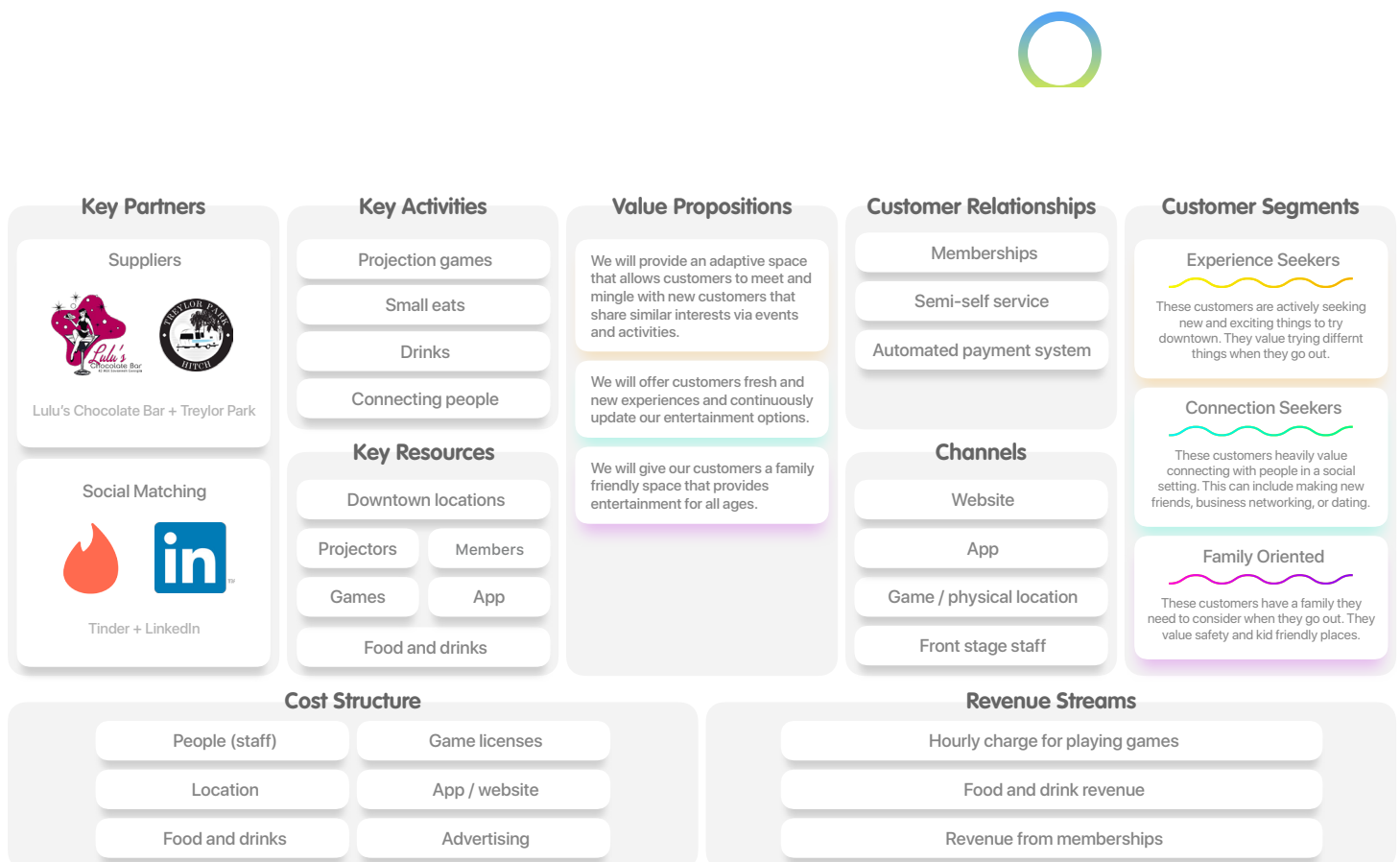
**Suppliers**

# Business Model Overview

Lucid Room is designed to deliver exciting and engaging interactions for customers with the intention of delighting their expectations. In order to accomplish our objectives as a service providers, we must define our offering, assets and processes that build interest and appreciation.

The business model canvas is a strategic visualization tool that helps visualize the main values, structure, processes , actors and a financial overview.

Any category can be a driver of value but it is the strategy of each business that defines the assets that actually are more valuable in their case.



Business Model

# Customer Relationships



An organization must select the kind of relationship it will have with its customer segment in order to create financial success and sustainability.

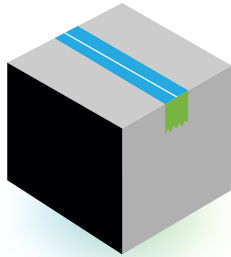
## Self Service

The service is going to provide a personal self driving experience through the ordering, game selection and reservation process. Our customers will feel comfortable by avoiding unnecessary interactions with the personnel, a trained collective prepared to be ready to assist and serve customers. Thanks to a personalized and unique application platform, users are going to customize their experiences seamlessly.

## Membership

Lucid really cares about their customers and our goal is to construct strong relationship with them. To achieve this desired outcome we offer a membership connection to our customers. Through the app we communicate them our promotions and track them during the entire service.

## Business Model Suppliers



A party that supplies goods or services. A supplier may be distinguished from a contractor or subcontractor, who commonly adds specialized input to deliverables.

### Lulu's Bar

Lulu's bar is a dessert business that has a great reputation in Savannah. Because of their offering - schedule, uniqueness of their product and quality of overall experience - their customer segments are really close to Lucid's Room target audience. By incorporating their well-known products, we are going to obtain some of their attributes in our image and a portion of their customers.

### Treylor Park

Treylor Park is the initial store of two, with a growing audience it has a diverse set of drinks and food that combines classic southern style and new American cuisine together in a fun new way, leaving customers with a desire to come back for their qualitative food and drinks.

### Games Providers

Lucid Room needs to insure qualitative and diverse entertainment for their customers. In order to accomplish its objectives, the business is going to partner with a large and well-known gaming business to offer engaging and fun experiences. This partner is going to be a key asset of the business for delivering qualitative experiences.



# Business Model Key Activities



Activities that are key to producing the company's value proposition. An entrepreneur must start by listing the key activities relevant to his/her business. These activities are the most important processes that need to occur for the business model to be effective. Key activities will coincide with revenue streams.

## Small eats

The meals offered in the service are going to be categorized as small eats. This aspect provides an image of speed that customers take into consideration. Furthermore, the quality of the food is a key differentiating aspect with game entertainment competitors, as a consequence of the partnership with well-known catering services.

## Connecting users

Beyond our core services, Lucid is offering a service that potentially brings a high volume of customers, connecting customers based on their profiles and preferences. In an era of social media connections, there is a need and want to have physical relationships with others. Lucid Room is attempting to offer a particular service to effectively accomplish those needs and desires.

## Unique cocktails

Some trends predict that there is going to be a niche towards uniqueness and personal experiences. Lucid Room is trying to obtain a interesting image in its bar through customized and unique cocktail beverage that would immerse the customers into a special experience.

## Business Model

# Key Resources



These are the assets of the organization fundamental to how it provides value to its customers. Resources can be categorized as human, financial, physical and intellectual.

### Downtown Savannah

Lucid Room's location is an essential asset of the service; it has a major impact in the targeted groups, especially for connection and experience seekers. Downtown Savannah is a hot spot for tourists, SCAD students and young adults that coordinate with the values of our business. Lately it has been perceived as a focal point of entertainment and experiences.

### App

One of the most important assets of the business, our app. It is an essential part to deliver our services because it is the principal touchpoint to order, customize preferences, reserve, pay, feedback, choose games and receive special promotions. Besides being a key asset, the application is a differentiating attribute to distinguish Lucid Room from our competition.

### Projection Games

Lucid Room's core is offering interactive entertainment and it is achieving it through a singular and innovative manner; projection games. These type of games, beyond being a key differentiator of our service, attracts customers because of its physical interaction and new experiences.

# Business Model Partners



To create efficient, streamlined operations and reduce risks associated with any business model, an organization forms partnerships with its high-quality suppliers. Key partnerships are the network of suppliers and partners who complement each other in helping the company create its value proposition.

## Tinder

Lucid Room is planning to achieve a considerable good reputation for their connection-matching services. Partnering with a popular dating app to become their physical local location for their potential events, it opens a wide range of opportunities to build brand image and value for customers.

## Linkedin

Besides dating atmospheres, Lucid Room is designing their connecting services to match people with same interests to build friendships and work networks. Partnering with a global website platform that provides professional profiles of their users could potentially bring a competitive beneficial image and values.

# Corporate Strategy

A corporate strategy entails a clearly defined, long-term vision that organizations set, seeking to create corporate value and motivate the workforce to implement the proper actions to achieve customer satisfaction.

In addition, corporate strategy is a continuous process that requires a constant effort to engage investors in trusting the company with their money, thereby increasing the company's equity.



**Vision**  
**Values**  
**Communication**  
**People**  
**Mission**  
**Processes**



## **Vision**

Our vision is to create exciting and diverse interactive entertainment offerings in limited downtown areas across the country.

## **Mission**

Help people make a connection over new and shared experiences.

## Values

### Why: The Philosophy that defines what we do

A space that adapts to changing customer expectations for interactive and entertaining experiences.

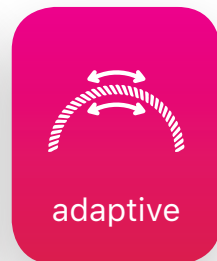
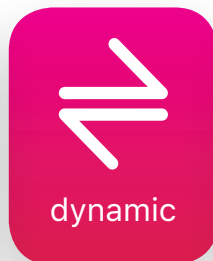
### Who: Our tribe

People who are willing to change the entertainment market in downtown areas.

### What: Our Approach

Creating a new approach on diversified gaming in minimal space (downtown areas).

### Attributes defining characteristics



### Proof: reasons to believe

- Advanced technology
- Brings people together
- Nothing like that exists in downtown areas
- Reasonable pricing (technology)
- Rotation of new games

## Communication

### Promotion: How we communicate

Lucid Room will be a new place where people go for the downtown area. With different kind of communication tools we will inform new people about our business.

### Target group

Lucid Room will have defined target segments that is going to intend a relationship build up with them.

Family  
oriented

Experience  
seekers

Connection  
seekers

### Promotion incentives

- **Referral Program:** a delightful and engaging explanation of our Lucid Room and detail specification of our offering: defining the who what and when.
- **Promotion to subscription:** a strategic campaign with the desired objectives of obtaining a palpable increase of customers subscription to the application platform.
- **Encounter promotion:** through offering deal promotion to subscribers Lucid will pretend to achieve stronger relationships with customers. Forcing subscribers interact more often with the physical service becoming loyal.

### Promotion location

- Tourist center
- City market
- Around schools
- Travel websites
- Savannah general
- Social Media
- Caterer's business's



### Promotion schedule

- **Opening:** Lucid room is developing a strong promotion strategy for the pre-launch stage. The objective is to achieve a big first opening making a special and enlarged promotion effort.
- 
- **Holidays:** promoting and offering special rates and events for specific celebration dates. The goal is to take advantage of popular mobilizations to increase sales and customers.

MLK's  
day

Valentine's  
day

Saint  
Patrick's

Labor  
day

- **Important moments:** understand the life of our customers to provide effective promotions to empower potential encounters: SCAD mi schedule, Art March, Sand Arts Festival, Marine Exposition, Side Walk Arts,...

### Promotion Channels

In order to make the promotion effective Lucid is going to provide different marketing elements to communicate with their target groups.

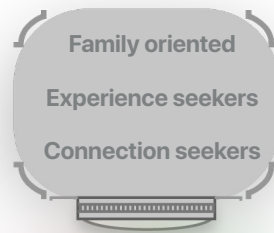
- **Fliers:** major impact in public zones and tourist locations. It is going to be exploited during the entire process.
- **Social Media:** a key element specially to attack potential customers living outside of Savannah.
- **Digital Boards:** a relatively cheap material that has good effectiveness ratios for local citizens and tourists.
- **Radio:** in order to attract families, and locals that are connected to local information channels.
- **Truck Campaign:** a mobile marketing material that allows the information to be shared and distributed in larger areas to be seen by more people.
- **ARG:** a singular and differentiated campaign that will be used during the pre-launch stage to really attract experience seekers.
- **TV:** a marketing material that is going to be used during the pre-launch stage to support the objective of developing a strong starting point.



# People

## Stake holders

Lucid Room relies on the people who are involved from the frontstage staff to the back-end managing director. Having the right people is essential for a successful business but also for a great customer experience.



Hostess

Floor  
Manager

Game  
Suppliers

Barkeeper

Cook

Beverage  
Suppliers

Buster

Waiter

Technician

Food  
Suppliers

Frontstage

Marketing  
Director

Backstage

Outsourced  
Providers

### Restaurant Service

- Hostess
- Floor Manager
- Buster
- Food supplier

### Bar Service

- Bartender
- Floor Manager
- Waiter
- Beverage supplier

### Game Service

- Technician
- Floor Manager
- Waiter
- Game supplier

## Processes

Lucid Room's offering is based on a defined structure of operations, which are performed by our personnel and other assets. Some of our staff perform multiple tasks during the delivery of the service, those are explained in the next model:

<u>People</u>	<u>Processes</u>
<b>Hostess</b>	Time and Space management Reservation management Id check up
<b>App</b>	Order taking Payment system
<b>Cook</b>	Food preparation Order management
<b>Bartender</b>	Beverage preparation
<b>Waiter</b>	Order delivery
<b>Buster</b>	Cleaning services
<b>IT staff</b>	Technology maintenance
<b>Marketing Manager</b>	Subscription management Promotion management Relationship support
<b>Floor Manager</b>	Coordinating staff Accounting

# Financial Overview

## Financial Documents

Following are Lucid Room's financial sheets; the Income Statement, the Balance Sheet, and the Cash Flow Statement. These are all available in the appendix at the end of the book. While they are quite overwhelming and can be a little difficult to understand, we've picked out some of the most important numbers. We've also taken the financial climate the company would be in when we decided to expand to other cities around the US.

### Lucid Room

#### Income Statement

#### Revenue

	Dec 2018	Dec 2019
Sales Revenue	\$1,858,065	\$2,870,975
Less Sales Returns & Allowances	\$5,560	\$5,560
Revenue from Gaming	\$146,849	\$220,273
Interest Revenue	\$0	\$0
Other Revenue	\$0	\$0
<b>Total Revenues</b>	<b>\$2,009,724</b>	<b>\$3,096,808</b>

#### Expenses

	Dec 2018	Dec 2019
Advertising	\$34,811	\$29,364
Bad Debt	\$0	\$0
Cost Of Goods Sold	\$65,000	\$63,000
Depreciation	\$57,000	\$57,000
Furniture And Equipment	\$20,000	\$8,000
Insurance	\$13,000	\$13,000
Taxes And Permits	\$3,100	\$2,600
Maintenance And Repairs	\$17,000	\$5,000
Office Supplies	\$11,000	\$6,000
Payroll Taxes	\$29,000	\$29,000
Rent	\$65,000	\$65,000

Research And Development	\$0	\$0
Salaries And Wages	\$55,000	\$55,000
Software	\$4,000	\$0
Travel	\$2,000	\$9,000
Utilities	\$34,840	\$34,840
Web Hosting And Domains	\$650	\$250
Other	\$17,460	\$0
<b>Total Expenses</b>	<b>\$428,861</b>	<b>\$377,054</b>

#### Income

	Dec 2018	Dec 2019
Net Income Before Taxes	\$1,580,863	\$2,719,754
Income Tax Expense	\$14,936	\$9,920
<b>Income From Continuing Operations</b>	<b>\$1,565,927</b>	<b>\$2,709,834</b>

#### Below The Line Items

Income From Discontinued Operations	\$0	\$0
Effect Of Accounting Changes	\$0	\$0
Extraordinary Items	\$0	\$0
<b>Net Profit</b>	<b>\$1,566,677</b>	<b>\$2,709,834</b>



## Balance Sheet

### Assets

	Dec 2018	Dec 2019
<b>CURRENT ASSETS</b>		
Cash	\$850,000	\$743,473
Investments	\$189,000	\$19,500
Inventories	\$50,500	\$50,500
Accounts Receivable	\$29,215	\$29,215
Pre-paid Expenses	\$68,000	\$57,000
Other	\$0	\$0
<b>Total</b>	<b>\$1,149,715</b>	<b>\$842,745</b>
<b>FIXED ASSETS</b>		
Property and Equipment	\$31,000	\$69,000
Leasehold Improvements	\$24,300	\$0
Equity and Other Investments	\$56,000	\$56,000
Less Accumulated Depreciation	\$0	\$0
<b>Total</b>	<b>\$111,300</b>	<b>\$111,300</b>
<b>OTHER ASSETS</b>		
Charity	\$0	\$0
<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Assets</b>	<b>\$1,261,015</b>	<b>\$967,688</b>

### Liabilities

<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$126,100	\$126,100
Accrued Wages	\$41,440	\$41,440
Accrued Compensation	\$0	\$0
Income Taxes Payable	\$2,600	\$2,600
Unearned Revenue	\$0	\$0
Other	\$0	\$0
<b>Total</b>	<b>\$170,140</b>	<b>\$170,140</b>
<b>OWNER EQUITY</b>		
Investment Capital	\$0	\$0
Accumulated Retained Earnings	\$0	\$0
<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Liabilities</b>	<b>\$170,140</b>	<b>\$170,140</b>



Cash On Hand

	Startup	January	February	March	April	May	June
Beginning Of Month	\$450,000	\$245,408	\$300,154	\$370,243	\$413,159	\$431,668	\$446,537

Cash Receipts

Food Sale	\$0	\$134,000	\$141,000	\$117,654	\$100,000	\$95,000	\$111,980
Hour Charge For Games	\$0	\$13,000	\$22,000	\$13,000	\$9,500	\$7,800	\$10,500
App Sign up	\$750	\$500	\$500	\$250	\$250	\$450	\$450
Total	\$750	\$147,500	\$163,500	\$130,904	\$109,750	\$103,250	\$122,930
Total Cash Available (Before Cash out)	\$450,750	\$392,908	\$463,654	\$501,147	\$522,909	\$534,918	\$569,467

Cash Receipts

Game Purchases	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Gross Wages	\$44,602	\$44,602	\$44,602	\$44,602	\$44,602	\$44,602	\$45,454
Payroll Expenses	\$2,391	\$2,391	\$2,391	\$2,391	\$2,391	\$2,391	\$2,437
Cleaning Services	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Catering	\$10,000	\$13,465	\$14,019	\$10,187	\$9,857	\$8,989	\$10,651
Alcohol Cost	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Furniture	\$20,000	\$0	\$0	\$0	\$0	\$0	\$0
Interior Remodeling	\$24,300	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$11,000	\$0	\$0	\$0	\$0	\$0	\$0
Advertising	\$5,447	\$2,447	\$2,447	\$2,447	\$2,447	\$2,447	\$2,447
Web Server	\$650	\$0	\$0	\$0	\$0	\$0	\$0
Application	\$57,000	\$0	\$0	\$0	\$0	\$0	\$0
Application Maintenance	\$3,572	\$3,572	\$3,572	\$3,572	\$3,572	\$3,572	\$3,572
Rent	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Insurance	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Taxes	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Credit Interest	\$7,000	\$6,897	\$7,000	\$5,409	\$8,991	\$7,000	\$10,941
Utilities	\$2,680	\$2,680	\$2,680	\$2,680	\$2,680	\$2,680	\$2,680
Accounting & Legal	\$1,945	\$500	\$500	\$500	\$500	\$500	\$500
Total	\$205,342	\$92,754	\$93,411	\$87,988	\$91,240	\$88,381	\$94,882

Cash Paid Out (Non P&L)

Loan Principal Payment	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Capital Purchase	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Startup Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserve And/Or Escrow	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Owners' Withdrawl	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$205,342	\$92,754	\$93,411	\$87,988	\$91,240	\$88,381	\$94,882
Cash Position (End Of Month)	\$245,408	\$300,154	\$370,243	\$413,159	\$431,668	\$446,537	\$474,586

# Cash Flow Statement

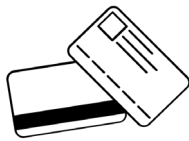
July	August	September	October	November	December	2019	Total
\$474,586	\$486,998	\$500,263	\$557,474	\$57,474	\$621,514	\$245,408	\$450,000
\$99,860	\$100,010	\$103,098	\$127,000	\$152,000	\$186,901	\$1,468,503	\$1,468,503
\$4,260	\$6,100	\$8,798	\$11,876	\$14,390	\$19,975	\$141,199	\$141,199
\$300	\$300	\$450	\$450	\$500	\$500	\$4,900	\$5,650
\$104,420	\$106,410	\$112,346	\$139,326	\$166,890	\$207,376	\$1,614,602	\$1,615,352
\$579,006	\$593,408	\$612,609	\$656,392	\$724,364	\$828,890	\$1,869,010	\$2,065,352
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000	\$19,500
\$45,454	\$45,454	\$45,454	\$45,454	\$45,454	\$45,454	\$541,185	\$585,787
\$2,437	\$2,437	\$2,437	\$2,437	\$2,437	\$2,437	\$29,014	\$31,405
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$13,000
\$9,987	\$10,040	\$10,289	\$12,758	\$14,689	\$19,864	\$144,795	\$154,795
\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$96,000	\$104,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$24,300
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11,000
\$2,447	\$2,447	\$2,447	\$2,447	\$2,447	\$2,447	\$29,364	\$34,811
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$650
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$57,000
\$3,572	\$3,572	\$3,572	\$3,572	\$3,572	\$3,572	\$42,864	\$46,436
\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000	\$65,000
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$13,000
\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,600
\$8,731	\$9,816	\$11,964	\$12,871	\$14,871	\$15,871	\$127,362	\$91,000
\$2,680	\$2,680	\$2,680	\$2,680	\$2,680	\$2,680	\$32,160	\$34,840
\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$7,945
\$92,008	\$93,146	\$95,543	\$98,919	\$102,850	\$109,025	\$1,147,144	\$1,309,124
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$92,008	\$93,146	\$95,543	\$98,919	\$102,850	\$109,025	\$1,147,144	\$1,309,124
\$486,998	\$500,263	\$517,066	\$557,474	\$621,514	\$719,866	\$712,866	\$756,228

# Highlighted Price Points

## Cost structure

The first year of Lucid Room will cost

**\$1,172,945.00**



Credit interest for lucid room sits at **3.62%** in Savannah, which is a monthly payment starting from **\$12,000** and slowly decreasing.



Flat fee of **\$11,000** for the equipment in the initial location



Cost for food for the first year is near **\$144,795**, average cost of food per year for a small scale restaurant and that is upwards of **\$150,000.00**



Introduction of AR/VR would be a risky decision, it is an expensive setting with questionable profit ratios.



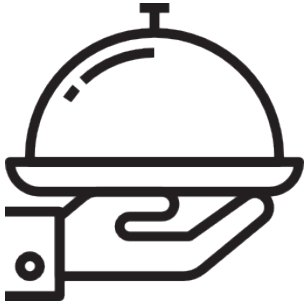
Flight expenses, **\$2,000**, for technical conferences for. Year two is increased to **\$9,000** to start discovering strategies to expand



The savings of not including full kitchen is **\$24,300.00** - average cost of full new resaurant kitchen is approximately **\$50,000.00**.



## Sales Figures



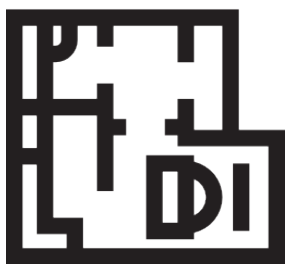
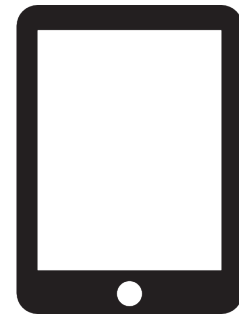
**\$1,468,053.00**

Food Sale for year one

Revenue from memberships equals

**\$5,650.00**

if the cost for a membership is \$3



We plan to charge per hour for Lucid Room. If we charge \$15.00 for the first hour and \$10.00 for additional hours, in a year we will make

**\$141,199.00**

# Financial Overview Business Expansions

## Atlanta | Expansion 1



In profits made during year one of  
the Atlanta expansion

**\$800,000**

Includes periods where income was less than the  
normal amount previously collected from the data  
of the previous 3 years



The Atlanta expansion will cost

**\$1,502,064.00**

Includes the cost of the loan

Additional staff would be brought in. IT  
staff, management, and development  
would add costs of about

**\$124,000**

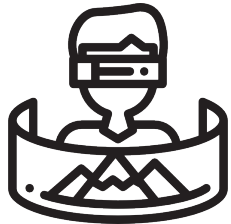


## Washington D.C. | Expansion 2



Installation costs of a half kitchen, full bar, and lounge area including the initial space designed for gaming would total

**\$67,000**



If AR and VR were installed across all 3 Lucid Room locations, it would cost and approximated

**\$2,500,000.00**

Cost of AR and VR are speculated at around \$15,000



Factoring in interest, a 5 year load on \$1,200,000.00 would end up costing Lucid room around

**\$1,386,585.00**

Includes the cost of the loan

# Strategies For Our Segments

Working towards the future of our target customer, we focus in on the best features possible to create an environment that is enticing and will keep customers coming back.



## Connection Seekers

### Intended Strategies For Expansion

- Create an environment that is welcoming and accommodating for all customers.
- Expand further into themed events that are geared toward coupling and meeting.
- Interchangeable drink and food options for event and theme nights.
- Promotional options on theme nights, events, and those who are premium application members.



## Experience Seekers

### Intended Strategies For Expansion

- Bring in the latest technology that can be used within the space.
- Offer exclusive experiences through events.
- Promotional sales for premium members on early game access and discounted hourly fees charged.



## Family Oriented

### Intended Strategies For Expansion

- Create an environment that is welcoming and accommodating for all customers.
- Offer games and experiences for younger customer market segments.
- Bring in larger formatted games for larger groups to play.
- Promotional offers on food and services for premium application members.

# Market Strategy Expansion Trends

## Food & Drink

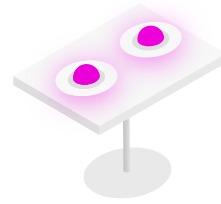
Following the trends into the food and drink industry, new and exotic food options have taken foodies by storm and people are now seeking out new food options.



Experimental Drinks



Exotic Food



Interactive Dining



## Future Development

Development of the restaurant in terms of the food and drink revolves around the customer and what they are looking for when it comes to a new experience. Lucid Room will have experimental foods and exotic drinks that customers can look forward to coming back to, and trying something new every time.



Experimental Drinks

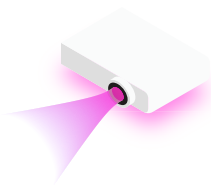


Exotic Food

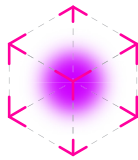
# Market Strategy Expansion Trends

## Game Development

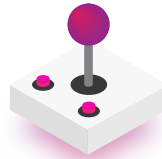
Following the newest trending games that are in the market. Implementation for the restaurant is followed up by IT staff and management bringing in new concepts and ideas.



Projection System



Augmented Reality



Console System

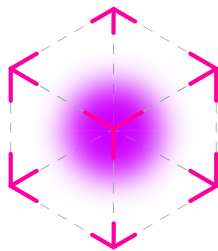


Virtual Reality



## Future Development

The future of gaming is leaning toward augmented reality as the starting point for the new form of gaming. As Lucid Room expands onward, growing in years, full integration of augmented reality into the service would be part of it. Within five years of the company being open, it would then expand into virtual reality and be implemented into the initial restaurant as well as the expansion locations.



Augmented Reality



Virtual Reality

# Market Strategy Scenarios

## Good scenario

### Factors:

- Good tourism season
- SCAD continues to accept more students and grow
- Cost of new gaming technologies and development goes down
- Continue to have little to no competition
- Suppliers prices stay the same
- High demand for a similar service in other areas of the region/country
- Brand recognition organically grows from word of mouth

### How to adapt:

- Open up additional locations to account for the increase in potential customers
- Invest in new technologies when the price comes down to keep customers interested
- Use the lack of competition to build strong relationships with customers
- Spend less on marketing in familiar markets and more on expansion of the company

## Bad scenario

### Factors:

- Tourism and SCAD growth plateaus or declines
- Customer interests with projection gaming starts to die off before the price of AR and other technologies goes down
- New competition enters the landscape
- Suppliers start charging extra
- Rent increases
- Lawsuit incursions
- Changing alcohol legislation

### How to adapt:

- Capture more sustainable market segments or move to an area that has more tourist activity
- Try to partner with a tech company that is developing an AR platform and use Lucid Room as a testing ground for their new technology
- Increase marketing expenses and alter the marketing strategy to speak more toward the differentiating features of our service
- Change suppliers
- Find more efficient and cost effective forms of marketing or change locations if rent becomes too expensive
- Come to a settlement then spend more on legal costs to bolster the liability waiver

# Lucid Room Performance track

Lucid Room objective is to achieve a elevate level of satisfaction and performance. In order to accomplish the goals, it is important to study the company activity to make accurate and positive decisions, though valuable data.

## Tracked services

In order to achieve some strategic outcomes established it is important to track different that are being offered to understand the effect of their performance in the overall business.



Games



Restaurant



Bar



Meeting

## Key assets

Each service is influenced by a collection of assets that can define the performance of the business in different categories.



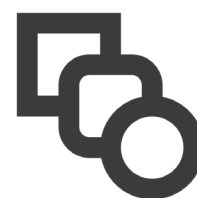
Financial



Processes



Market



Transformation





## Financial

### Increase of sales

**what?**

Total amount of money that we generated

**how?**

App payment system.

**how long?**

A study compared monthly

### Increase of profit

**what?**

Total amount of benefit after paying costs.

**how?**

App payment system total & cost structure.

**how long?**

A study compared monthly

### Efficient consumption

**what?**

Total amount of sales in time and customers.

**how?**

App payment & app timing.

**how long?**

A study compared after 3 months.

### Consumption of more profitable offering

**what?**

Total amount of income in total volume of sales.

**how?**

App payment & cost structure

**how long?**

A study compared after 3 months.



## Processes

### Quality of processes

**what?**

Total amount of complains received

**how?**

App ordering system & complain button

**how long?**

A study compared after 2 months

### Complain response

**what?**

Satisfaction rate after complain

**how?**

App rating system & app profile data

**how long?**

A study compared after 2 months

### App User Experience

**what?**

Satisfaction rate and help assistance.

**how?**

App profile

**how long?**

A study compared monthly

### Work Efficiency

**what?**

Amount of processes, time & people involved

**how?**

Inner system management

**how long?**

A study compared every 2 months.

## Bar

### Quality of Bartender

**what?**

Satisfaction rate & amount of complains

**how?**

App rating system & complain button

**how long?**

A study compared weekly



## Restaurant



### Quality of meal assistance

#### what?

Satisfaction rate  
and complain  
button

#### how?

App ordering  
system & complain  
button

#### how long?

A study compared  
weekly

### Quality of order management

#### what?

Amount of order  
complains

#### how?

App ordering  
system & app  
complain

#### how long?

A study compared  
weekly

## Gaming



### Quality of assistance

#### what?

Satisfaction rate  
and assistance help  
button

#### how?

Satisfaction rate &  
assistance button

#### how long?

A study compared  
monthly

### Quality of game changing

#### what?

Satisfaction rate  
and time of process

#### how?

Satisfaction rate  
& inner computer  
timing

#### how long?

A study compared  
monthly

## Meeting



### Quality of matching assistance

#### what?

Satisfaction rate  
and duration of  
meeting

#### how?

Satisfaction rate &  
profile data

#### how long?

A study compared 3  
months



## Market

### More customers

**what?**

Total amount of customers

**how?**

App profile

**how long?**

A study compared monthly

### Increase image

**what?**

Satisfaction rate of customers

**how?**

App rating system

**how long?**

A study compared monthly

### Increase engagement

**what?**

Amount of customers coming back

**how?**

App profile and app payment system

**how long?**

A study compared monthly

### Wider customer segmentation

**what?**

Amount of customer of each segment

**how?**

App profile

**how long?**

A study compared after 3 months

### More members of subscription

**what?**

Amount of members

**how?**

App profile

**how long?**

A study compared monthly

## Restaurant



### Upgrad quality of meal

#### what?

Satisfaction rate  
and ordering  
counting

#### how?

App ordering &  
rating systems

#### how long?

A study compared  
weekly

## Gaming



### Increase customer relationships

#### what?

Amount of  
combination parties

#### how?

App ordering &  
payment systems

#### how long?

A study compared  
every 3 months

### Improve quality of games

#### what?

Satisfaction rate  
and game usage

#### how?

Satisfaction rate  
& inner computer  
data

#### how long?

A study compared  
monthly

## Bar



### Quality of cocktail

#### what?

Satisfaction rate &  
consumption rate

#### how?

Rating system &  
ordering

#### how long?

A study compared  
mothly



## Transformation

### Implement feedback ideas

**what?**

Customer insights  
& ideas

**how?**

Rating & feedback  
system

**how long?**

A study compared  
every 3 months

### Improve quality of new implementation

**what?**

Satisfaction rate  
of customers and  
usage

**how?**

App rating system  
and ordering  
system

**how long?**

A study compared  
monthly



## Conclusion

# Lucid Room

Lucid Room is an ambitious undertaking. We aim to provide endless fun to those who seek it. We aim to help people, no matter what their age, connect over a shared experience that immerses them in a whole new world. No matter what technology we use or where we are, our goal as a company will stay the same. We hope you're as excited for Lucid Room to become a real service as much as we are.

Best,  
The team at Lucid Room



# Appendix

# Appendix

## Research

### Primary Research

## Organic Interviews

For interviews, we took a more organic approach to be able to 'chase' interesting threads in the conversation. We started with a jumping off question and ended with asking for feedback on our business idea.

**A** What do you do for fun in downtown?



**Z** What do you think about a business in downtown Savannah which offers projection based games and alcoholic and non alcoholic cocktails.

PEOPLE

12

AVG. AGE

25 years old

LOCATION

Downtown Sav.

“

*After a time I find I run out of options of entertainment.*

*I would like to meet new people downtown.*

*Bars and clubs are just at the weekends fun and good for socializing*

*There are not many alternatives to normal bars*

”

### Primary Research

## Organic Interviews

For interviews, we took a more organic approach to be able to 'chase' interesting threads in the conversation. We started with a jumping off question and ended with asking for feedback on our business idea.

**A** What do you do for fun in downtown?



**Z** What do you think about a business in downtown Savannah which offers projection based games and alcoholic and non alcoholic cocktails.

1

They seem interested in unique experiences, not hotspots, cocktails and social bonds.

2

Big interest in cocktails but 8/11 said that they wouldn't be interested in any non alcohol cocktail.

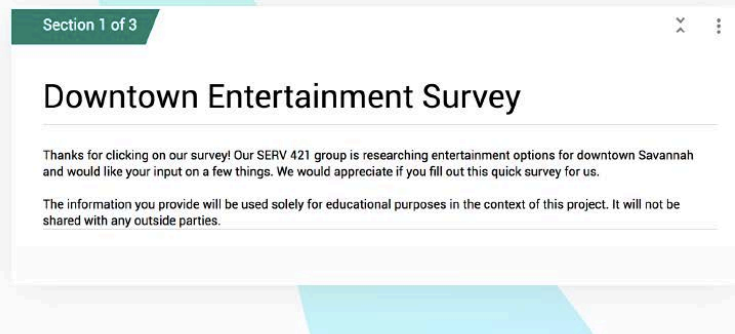
3

There is a mix between deal and quality seekers.

4

Family parent said it has a lot of potential to have fun for families.

# Primary Research Google Survey



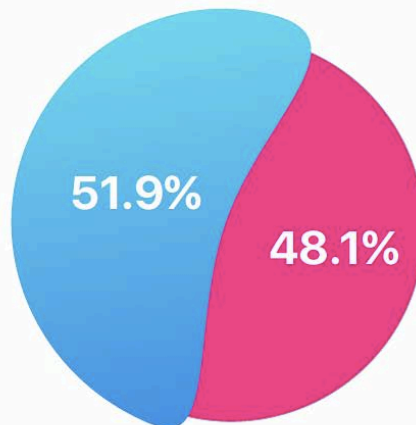
## 27 Responses

In our survey, we mainly asked participants to answer a couple questions regarding **going downtown** and **bowling**

## Downtown Socializing

**85.2%** Were willing to meet new people downtown

Said it wasn't difficult to meet new people downtown

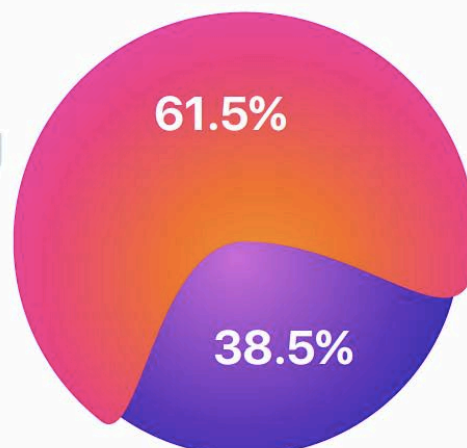


Said it was difficult to meet new people downtown

Said their alternative was not in the downtown Savannah area

## Alternatives to Bowling

A majority of the respondents listed some sort of **active** component when asked about alternatives to bowling.



Said their alternative was located in downtown Savannah

# Survey Of Savannah

## Hybrid License

\$250 license that allow businesses to transition into bars at 10:00 PM

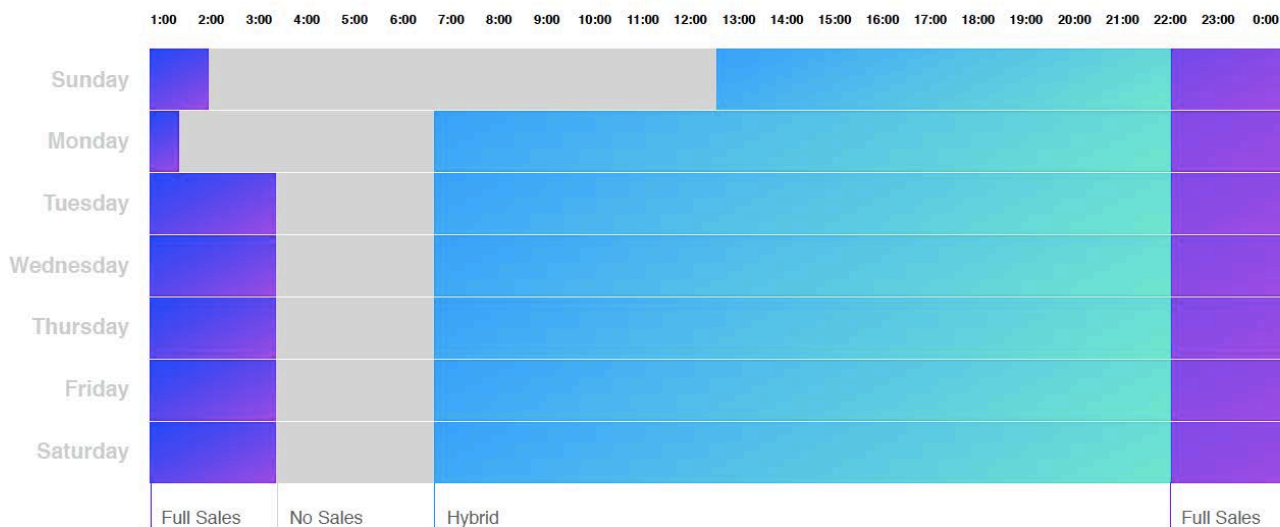


# Savannah Alcohol Laws

DRINKING AGE  
21 years old

SERVING AGE  
18 years old

HYBRID TRANSITION  
10:00 PM



# Appendix

## Scripts

### 1 Young Adults + Hostess



“It is important to us that we know who our customers are. We will treat them like our friends and maintain a fun and relaxed attitude.”

### 2 Family + Hostess



“We have different kind of customers. One type is very special to us. The kids are the ones who bring back the adults to play.”

### 1 Young Adults + Hostess

Hello, welcome to Lucid Room. My name is Jane and I will get you ready for your game.



Hey, Thank you very much.



Could you please tell me your reservation?



Yes, it is Kauhi Hookano.



Great, I saw you are in company with Valentin and you already signed the waivers online.

Let me talk about some key rules and guideline of the facility and then you are ready to go.



Awesome, thank you.



### 2 Family + Hostess

Hello little guys, how are you? Welcome to Lucid Room. Are you excited?



Heyy, yes we are!



To parent: Welcome to Lucid room, could you please give me your booking name?



It is family Casas Carres for 3pm and 4 people.



Perfect, I saw you still need to sign the waiver. Here is a tablet which will guide you through it.

After you are done, feel free to speak to your kids about the most important rules and facility guidelines



Yes, we will adress it.

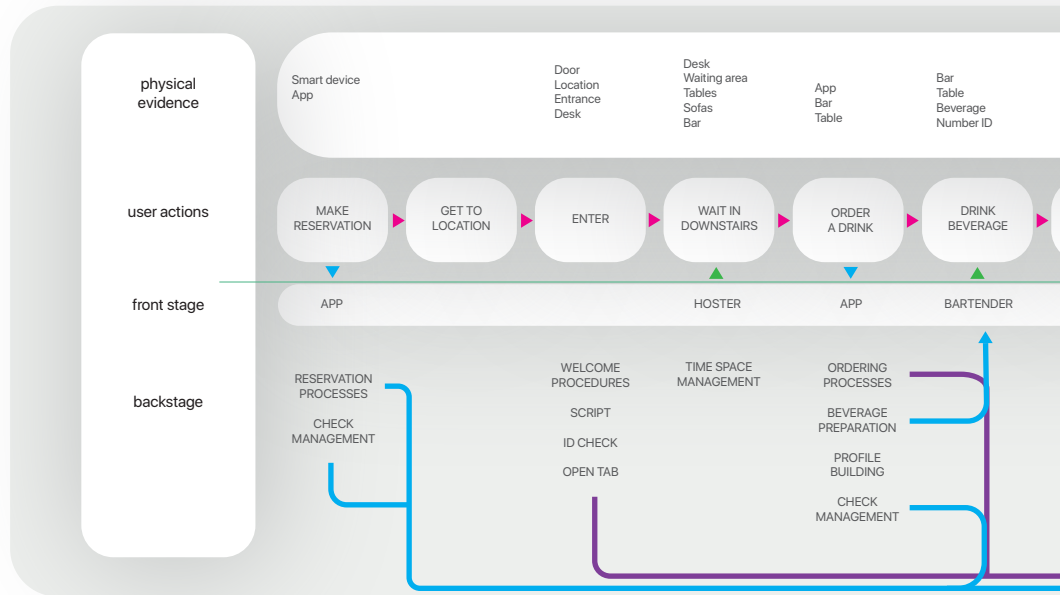




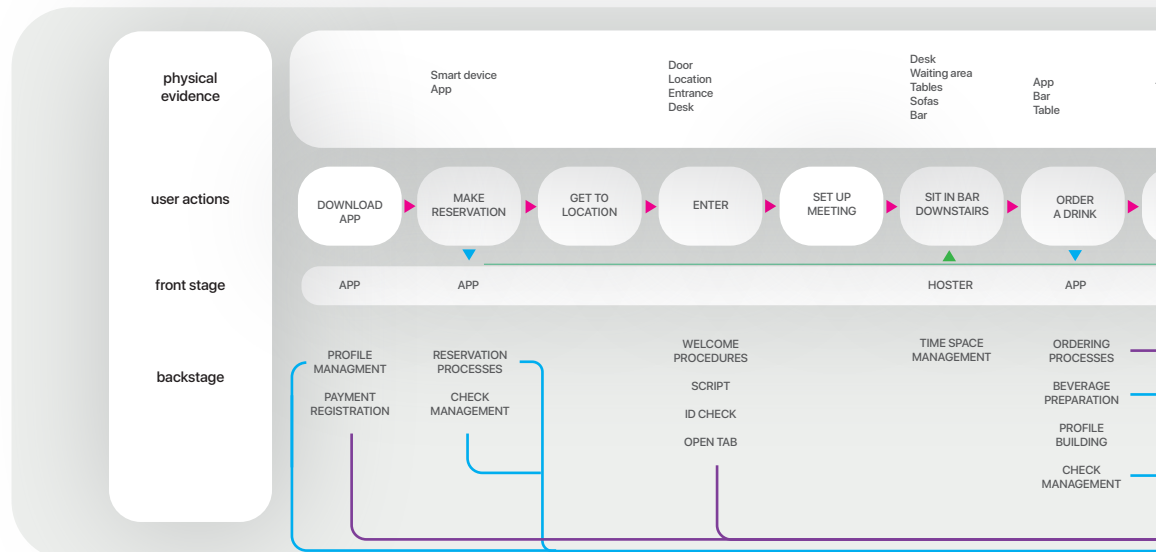
# Appendix

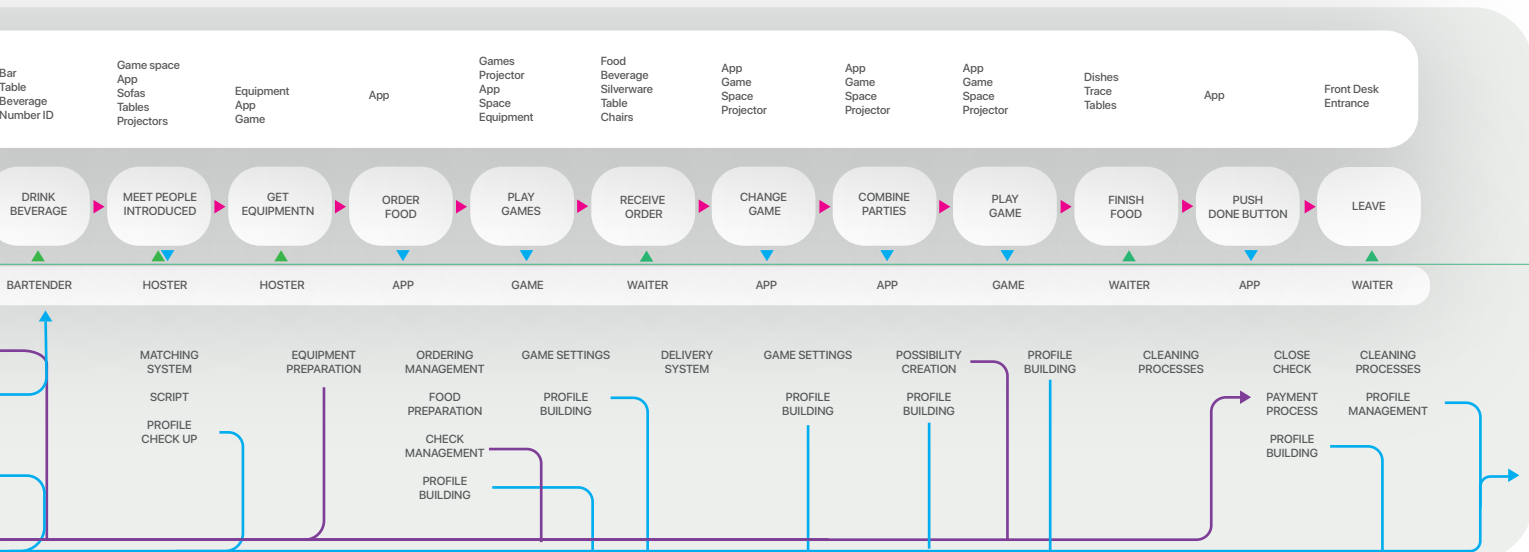
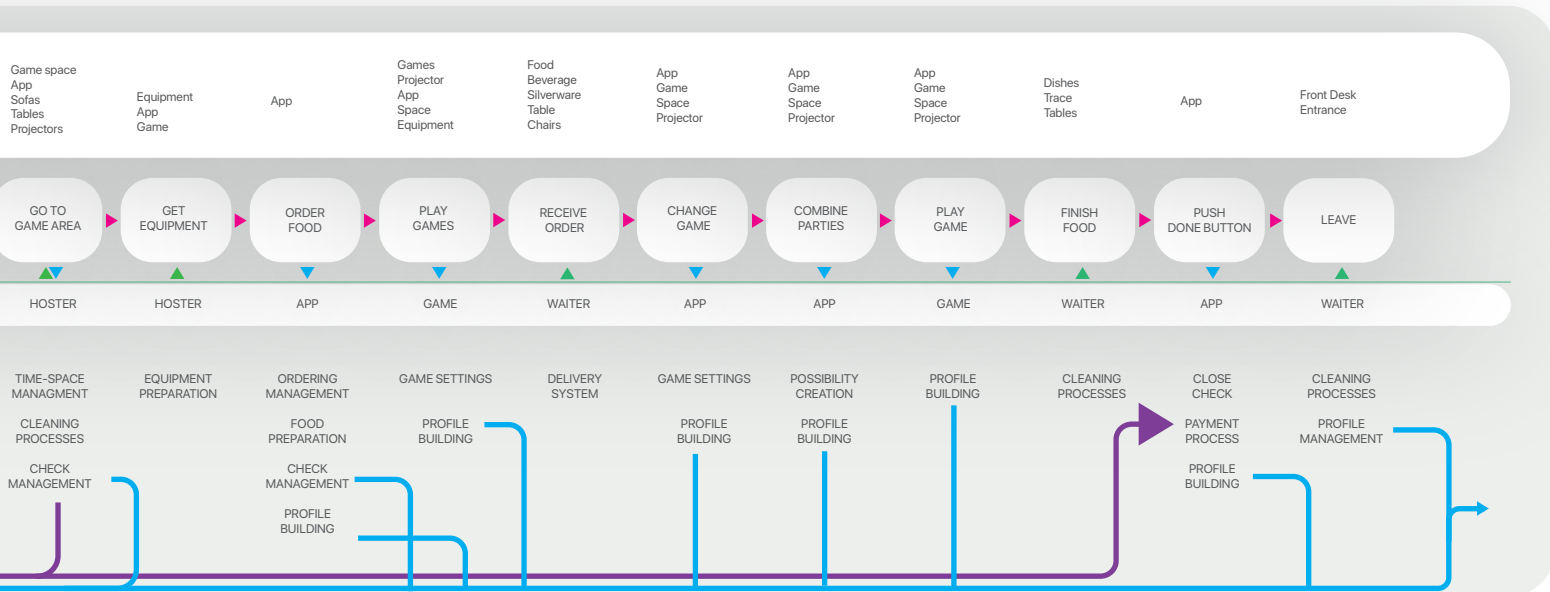
## Blueprints

Loyal customer



New customer:  
meeting and





# Appendix

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