



RollingVideoGames.com
Proposed Business Plan
January 2020

Contact:
OPPORTUNITY OWNER WILL INSERT INFORMATION HERE

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EXECUTIVE SUMMARY

The video gaming market has become one of the most successful industries in the world, especially in CLIENT ENTER DATA HERE. With so many new gamers and emerging technologies, it is an exciting time for the industry. Combined video game revenues are in excess of \$138 billion and the market is still trending upward.

In the past, video games were primarily for children and teenagers but with new trends that has changed. The age group spans from young children to adults in their 40's. With this tremendous growth have come tremendous opportunities. These opportunities are beyond just selling video games and consoles. One such opportunity is mobile gaming. Mobile gaming is a new concept that is gaining popularity within many events such as birthday parties, trade shows, civil functions and many other types of meetings. Birthday parties alone produce over \$10 billion dollars in annual revenues.

Rolling Video Games is an innovative business opportunity that is affordable, easy to start and provides a very profitable revenue stream in a short period of time. Rolling Video Games differentiates itself from other business opportunities by providing easy implementation and offers something most business opportunities do not; there is not an opportunity or marketing fee. Most opportunity companies require rather large maintenance and/or marketing fees. Our model is different. We want our "Opportunity Owners" to retain as much revenue as possible. The CLIENT ENTER DATA HERE market does not currently have a mobile game offering so now is a prime time to enter the market. We are not a franchise; we provide opportunity and with most mobile and stationary party franchise costs averaging \$100,000-\$400,000, our pricing is a significant bargain.

Rolling Video Games provides a conservative business model that is easily financed by banks and gives its owners a profitable and scalable business. The return on investment is very impressive and the trailer provides a hard asset that gives the owner an immediate value for their business.

Our current economic climate in the U.S. is booming and prospective business owners are looking for a company that can provide a revenue stream to support their business. Rolling Video Games provides that solution by giving its owners an independent self-employment option with excellent revenue potential.

CURRENT SITUATION

The business model is actually quite simple. New owners purchase the fully equipped mobile gaming trailer as a ready-to-go business package. Just add a truck capable of towing the trailer and owners can start booking events.

There are numerous events where the mobile gaming trailer can be used. An example of some of these events includes:

- Birthday Parties.
- Church Functions.
- Trade Shows.
- School Events.
- College Events.
- Bachelor Parties.
- Sporting Events.
- Concerts.
- Employment Recruitment Events.
- Product Launch Events.
- Fundraisers.

MARKET GROWTH AND MARKET SHARE

WHY INVEST IN MOBILE GAMING?

On average, most new owners will host 4-8 parties per week the first three months with the average party producing \$300 - \$400 each. Based on this average, most units are profitable almost immediately. The average monthly payment on the gaming trailer, assuming a loan of 75% of the cost of the trailer, will range between \$1,000 and \$2,000 per month depending on the interest. Once the operating unit has ramped up, the monthly average is 30 parties per month which would produce approximately revenue \$9,000 per month. It is easy to see that most owners' first year revenue approaches the total start-up costs of the business. That is something very few businesses can offer. To start a business in a \$10 billion plus annual revenue market for our price is truly advantageous.

Other benefits to owning a Rolling Video Games opportunity include:

- No Opportunity fees, no sharing your profits and no one controls your business but *you*.
- After you purchase your mobile theater, there are no more purchases or fees.
- No building to maintain — no health codes, leaky pipes or roofs.
- Be open and closed when you want — make your own hours.
- Great in all climates!
- Be in business in 30 days.
- No items to steal, no food to spoil, no inventory to count.
- No employees necessary.
- You are in a business that makes people happy.
- Inexpensive start up.
- Protected territories.
- Video games — the hottest industry in America.
- The most unique business opportunity anywhere.
- Easy to maintain.
- Tremendous earning potential.
- Mass appeal and commercial potential.
- Every time you go to work, you are the life of a party.
- Rolling Video Games staff are professionals that know the industry and have road-tested a customized, durable and properly licensed product that can change your life.

BUSINESS REQUIREMENTS

A truck or similar vehicle capable of hauling 6,000 pounds.

REVENUE POTENTIAL

The **CLIENT ENTER DATA HERE** market is currently one of the highest demographic areas for rented parties. RVG offers much more than competitive franchise offerings and that is why we are looking to launch in the **CLIENT ENTER DATA HERE** market.

OFFERING DESCRIPTION

RVG mobile gaming units are fully equipped trailers that provide everything a business owner needs to provide a mobile gaming party. Features include:

- Insulated trailer 32'x 8.5' V-nose with carpeted walls, non-slip water-resistant floor, two 13,500 BTU heat/air units, 50-amp electrical package, electric brakes, 5200 axles with easy lube hubs, screwless exterior, black interior, cabinets, and interior track lighting.
- Custom installed and wired with game systems, TVs, sound system, and carpet walls.
- Ready to operate with generator.
- Embroidered RVG polo shirts.
- Full advertising graphics wrap by 3M® on the trailer with your phone number.
- Technical assistance and detailed training.
- Setup with turn-key business features: event referrals, personal web domain and website, credit card merchant account, scheduling, billing, collecting, automatic emails to clients, payment alerts, and automatic deposits from customers from online payments.
- We assist with every aspect of your operation.
- Marketing training and support.
- Four Xbox One stations, four PlayStation 4 stations and 24 wireless controllers allowing 16 gamers to play at once.
- State of the art visuals and sound -- four 55" 4K LED widescreen TVs with four sound bars and under the seat sub-woofers.
- GameStop gift card to get your game library started.

OPTIONS INCLUDE:

- An Additional Fifth TV mounted in the interior “nose” section of the trailer.
- Awning with Exterior TVs: Two extra 55” 4K LED TVs and weather-tight locking doors.
- Lighting Package: LED light bars mounted under the trailer give a custom underglow that lights up the street. Interior LEDs light up the floor from under the seats.
- Nintendo Switch with one Blue/Red Joy-con (extra remotes available).
- 3D Rolling Video Games interior wall sign.
- Virtual Reality (VR) Package: Includes PlayStation VR headset and VR camera.
- HDMI 4-Port seamless switch quad mult-viewer: enables you to run 4 screens on one TV from different consoles.
- Full color matching 3M® wrap for your truck/vehicle.
- Door Magnet: Don’t want to wrap your truck? Door magnets are easy!

BELOW ARE PHOTOS OF OUR FULLY EQUIPPED TRAILER:



Exterior With Wrapped Truck



Exterior With Lighting Package



Interior



Interior With Lighting Package



Trailer With Awning Package

CURRENT COMPANY POSITION

Target Market Needs

There is a large target market for RVG that spans many age groups. The demand is clear and the affordability is well within the range of competitors and competitive offerings. The effectiveness of the offering is proven by referrals from patrons who have attended previous RVG parties. All this combined with local partnerships create an ideal market for business owners looking to start a successful opportunity.

Market Demand Drivers



Through an analysis of the current market needs, the following factors have been identified as demand drivers for RVG:

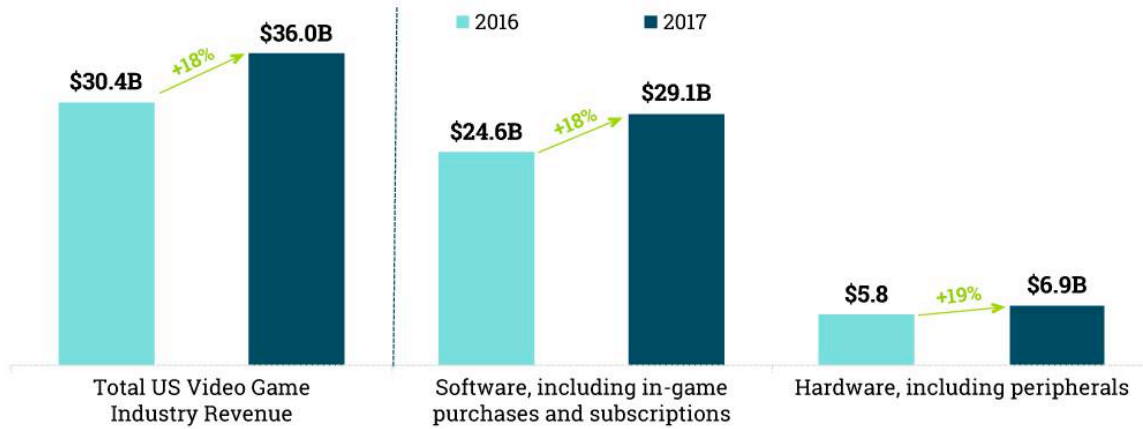
- **Affordability** – The average cost of a child’s birthday party is \$300-\$400. With an average party cost of \$150 per hour, RVG Opportunity Owners have a very affordable option they can market. Management will meet this demand driver with predictable affordability and ease of development. Birthday parties are just one option for comparison. Tradeshow events, such as rock wall climbing, are expensive and provide less entertainment value for the dollar.
- **Effectiveness**– To be effective, RVG parties should do two things. To entertain and provide repeat business by word of mouth. RVG parties are exciting and enticing. Future Owners will see that the ramp-up period will produce repeat business for years to come.
- **Marketing** – The fact that RVG has the ability to put a state-of-the-art mobile gaming facility in virtually any location provides an almost unlimited marketing opportunity. Opportunity Owners will be trained to market in their local areas within defined demographic models.
- **Public Relations** – RVG Owners are very focused on their respective local communities. Word of mouth public relations is an important aspect of our business and our community focus will increase RVG owner’s name recognition.
- **Strategic Alliances** – Another driver of demand will be the development and cultivation of strong strategic alliances. Partnerships with places like Dairy Queen and/or Marcos Pizza will help provide food and party treats for events. In turn, owners can ask for reciprocal advertisement to help promote RVG. The continued growth of these partnerships will increase RVGs exposure, gain popularity, and help build a strong brand.
- **Market Opportunity** - There is a huge market opportunity. M2 Research estimates that there are currently 100 million men and 120 million women who play computer or video games, also called gamers. Currently 67% of U.S. households play games.

These statistics show that almost 2/3rd of the U.S. population enjoy gaming. The opportunity is varied and provides target prospecting to all age groups.

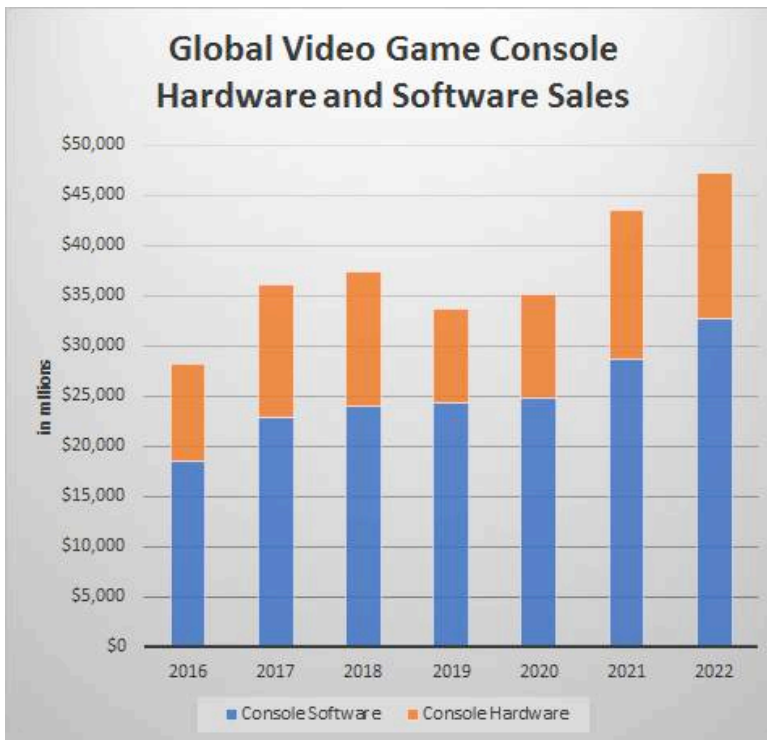
The current sales and Ownership of gaming units prove the demand is there. Below are worldwide gaming revenue totals.

U.S. dollars spent on the video game industry are as follows.

US Video Game Industry Revenues



Published on MarketingCharts.com in January 2018 | Data Source: Entertainment Software Association (ESA) / The NPD Group / App Annie
 Software revenues include physical and digital sales, which include in-game purchases and subscriptions.
 The figures also include paid downloads and in-game purchases for mobile and tablet devices through Apple's App Store and Google Play.



MARKET ENTRY

To understand the entry of RVG into the market, a fundamental analysis of competitive forces modeling is necessary.

Barriers to Entry:

- Absolute Cost Advantages - None
- Product Learning Curve – Minor Threat
- Economies of Scale – Minor Threat
- Capital Requirements – Minor Threat
- Brand Identity – Minor Threat
- Proprietary Products – None

Threat of Substitute Products:

- Switching Costs – None
- User Inclination to Substitutes – Minor Threat
- Price Performance – None

Bargaining Power of Buyers:

- Bargaining Leverage – None
- Buyer Volume – None
- Brand Identity – None
- Price Sensitivity – Minor Threat
- Buyer Concentration vs. Industry – None
- Substitutes Available – Minor Threat
- Buyers' Incentives – None

Bargaining Power of Suppliers:

- Supplier Concentration – Minor Threat
- Importance of Volume to Supplier – Moderate Threat
- Differentiation of Inputs – None

Rivalry:

- Exit Barriers – None
- Industry Concentration – Minor Threat

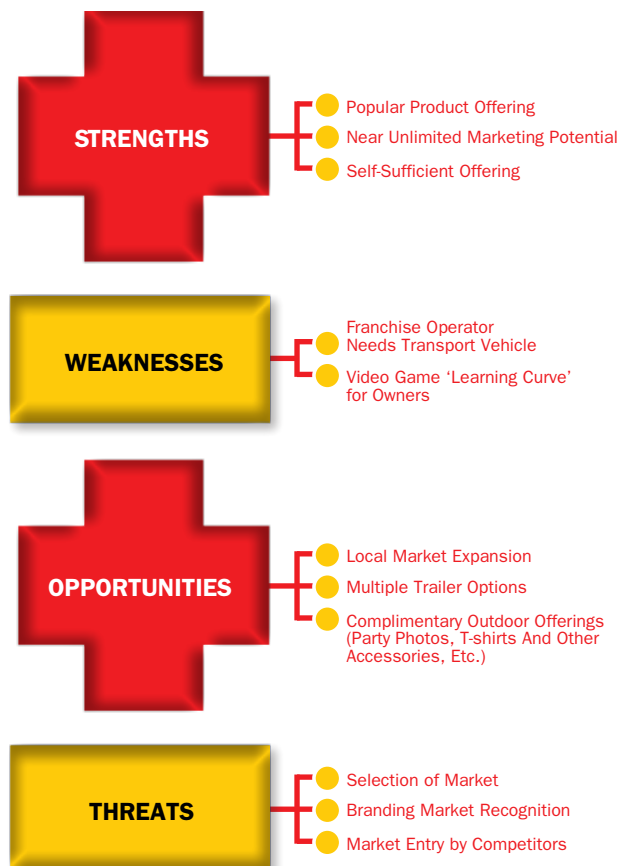
The key issues for RVG will be increasing party sales on a scale to ensure a robust development matrix, while increasing its number of events each week. RVG should not expect challenges from new competitors once its model is in place. The reason being, RVG sells a territory with the trailer purchase so once an opportunity is established then no other RVG will be allowed within that geographic area without consent from the established opportunity holder. As industry growth is almost guaranteed, once RVG has established a local name in the community for premier parties, there may be interest for others to introduce a competitive offering through another opportunity. Due to the sophistication and amenities RVG offers, the company does not feel that competitors will be able to exceed their offering and thus RVG opportunities will maintain market share in their respective markets.

BARRIERS TO MARKET ENTRY

RVG has gone to great lengths to not only develop this business model, but also to procure and cultivate the resources necessary to allow the model to succeed for business Owners looking to enter an opportunity endeavor. As it relates to a competitor’s ability to enter this market and become a successful market participant, it would be necessary for them to surpass the following market barriers in the same manner that RVG has (or will).

SWOT ANALYSIS

In evaluating both the advantages and the challenges present within RVG’s business model, the resulting balance of strengths, weaknesses, opportunities, and threats are noted in this SWOT Analysis chart.



Assimilating these lists into relevant, task-oriented analysis based on categorized criteria yields the following Strengths and Risks Matrix:

Criteria	Strength	Risk
<i>Market Presence</i>	<ul style="list-style-type: none"> • <i>RVG will be a leading mobile gaming provider</i> • <i>RVG has strategic alliances</i> 	<ul style="list-style-type: none"> • <i>Competitive offerings</i>
<i>Strategic Alliances</i>	<ul style="list-style-type: none"> • <i>Promotion from companies such as Dairy Queen</i> • <i>Relationships with the local population.</i> 	<ul style="list-style-type: none"> • <i>RVG must establish and protect its market share by building a network of local partners.</i>
<i>Capitalization</i>	<ul style="list-style-type: none"> • <i>The business model is in place and RVG is positioned to gain market share in new, targeted areas.</i> 	<ul style="list-style-type: none"> • <i>Minimal</i>
<i>Demand</i>	<ul style="list-style-type: none"> • <i>There is demand within many categories</i> • <i>RVG is fully prepared to tap into this segment in main areas within the U.S.</i> 	<ul style="list-style-type: none"> • <i>Competitive offerings</i>
<i>Growth</i>	<ul style="list-style-type: none"> • <i>RVG is uniquely positioned to take advantage of the target market opportunities.</i> 	<ul style="list-style-type: none"> • <i>None</i>
<i>Regulatory</i>	<ul style="list-style-type: none"> • <i>RVG owners will be required to maintain liability insurance.</i> 	<ul style="list-style-type: none"> • <i>None</i>
<i>Cost Structure</i>	<ul style="list-style-type: none"> • <i>RVG has priced its services at a very economical rate</i> • <i>Special offers are available for certain events.</i> 	<ul style="list-style-type: none"> • <i>There is the potential for other organizations to compete with RVG.</i>

COMPETITION

Competition

There are two main competitors for RVG:

- Mobile Gaming Competitors
- Other Party Rental Services

Mobile Gaming Competitors

There are competitive offerings that are like RVG, but most do not have the level of amenities that RVG offers.

G2U.com

GameTruckParty.com

Other Party Rental Services

The top party rental and/or facility rental include:

- Chuck E. Cheese
- Jumpzone

Chuck E. Cheese

Chuck E. Cheese has a fun offering that includes numerous video games. Being a national chain, this shows that there is a demand for video games at parties. Chuck E. Cheese charges for their games through a token sales program. Their birthday parties do include a certain number of tokens for each participant. After they have used their tokens, they must purchase more tokens to play games. With RVG, gaming time is unlimited for the allocated time frame. This is a major benefit with RVG. Parties are all inclusive.

Jumpzone

Unlike Chuck E. Cheese, Jump Zone is an all-inclusive party like RVG. Current Jumpzone locations are not easily accessible.

FINANCIAL PROJECTIONS

Financial Assumptions

INSERT "FINANCIAL ASSUMPTIONS" SHEET FROM THE PROVIDED EXCEL SPREADSHEET

Profit & Loss

INSERT "PROFIT AND LOSS" SHEET FROM THE PROVIDED EXCEL SPREADSHEET

Cash Flows

INSERT "CASH FLOWS" SHEET FROM THE PROVIDED EXCEL SPREADSHEET

Balance Sheet

INSERT "BALANCE SHEET" SHEET FROM THE PROVIDED EXCEL SPREADSHEET