



The Loot Box

Gaming & Education Center

Pitch Deck Presentation

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WELCOME NOTE

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Changing the world through gaming.

Gaming to Better the Community

Learn more about our plan and program created to positively impact Memphis and it's citizens.





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Company Overview

Opportunity

We want to develop a place for all generations where the love of gaming can redirect their focus and give them better futures. Taking people off of the streets and surrounding them with one of today's greatest pastimes.

Mission

To enrich our community through gaming, fostering collaboration, creativity, and inclusivity. Our gaming center will serve as a hub where individuals

Market Focus

The targeted customers include all races and genders. The age groups we expect to be interested in gaming, learning code, and game design will be from 5-40 years of age. We also expect to capture interest in employment from the ages of 16-40 years of age.

Financial

Generate revenue that can be used to rebuild communities. Provide resources to underprivileged youth and adults. Build up multiple centers alike across the country.



Business Description

The major problems that we are looking to resolve with the facility are:

- Creating a facility for citizens, especially youth to go to stay off the streets, and find healthy and positive ways to interact with others and put their gaming skills to use.
- Create jobs in an industry that is primarily dominant in the western parts of the USA. We want to bring that industry to the east and allow people to have an opportunity at a career they'd enjoy.

Video games has become one of America's greatest pastimes. From console games to mobiles games, and even pc gaming. Countless hours are spent on video games and often there is no reward or anything lucrative that comes as a result. This facility will allow those passionate gamers to turn that into an opportunity for networking, learning a new skill, and gaining employment in the field they would love to wake up and work in.

The greatest benefit of this facility will be the development and design course that will be offered at the highest membership, but considerably lower than the cost of a college tuition for the same information. A college tuition for a gaming degree is typically a 2-4-year degree which a cost ranging from \$20,000 to \$40,000. The course they will be taking at The Loot Box will be offered by accredited programs and professional with degrees in the field which will take 6 months to obtain a certification.



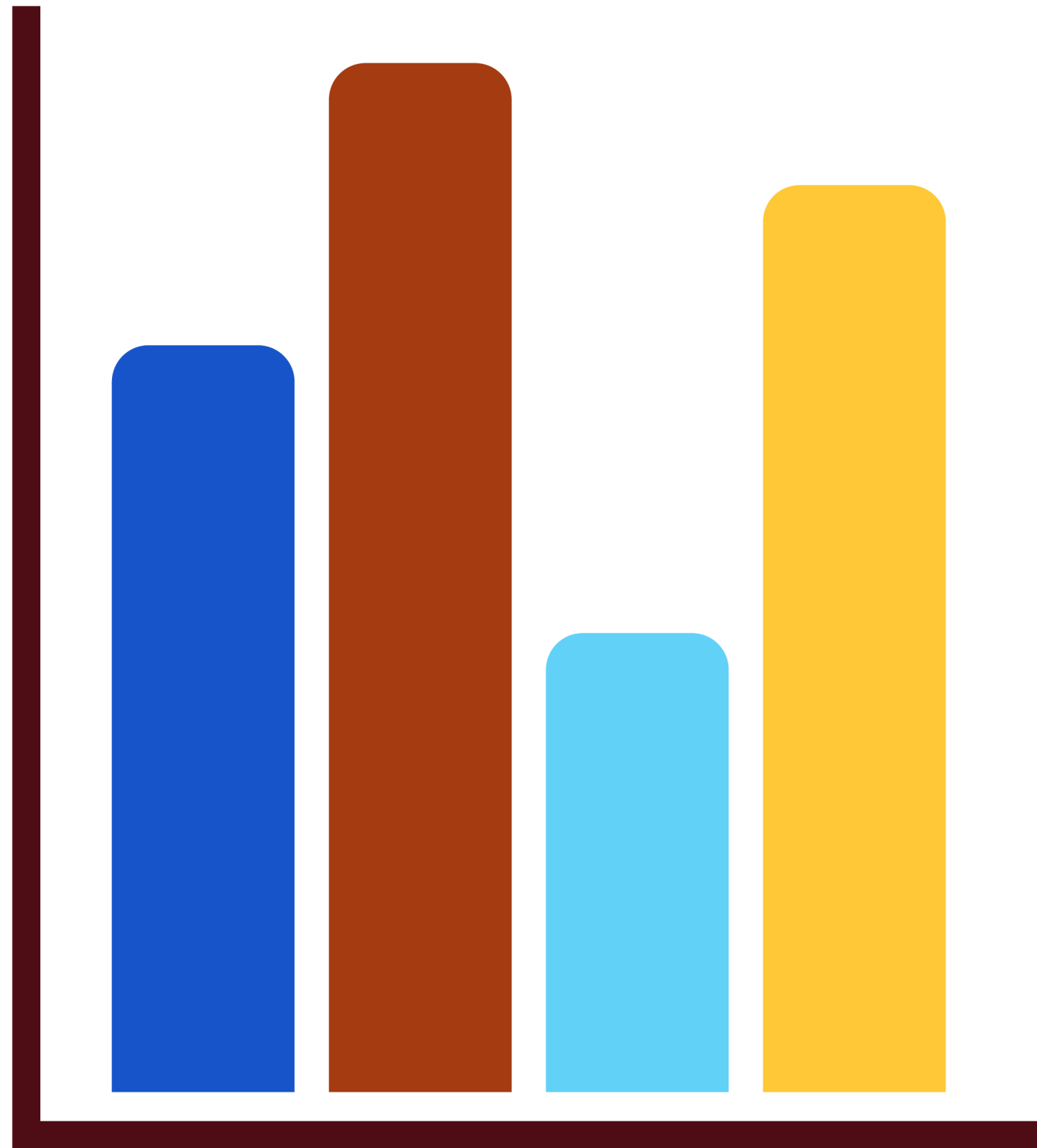
MARKET ANALYSIS

Industry type:

The intended business is a gaming facility, and there isn't a big market for this type of business yet. It falls under the gaming industry umbrella which generated an estimated \$347 billion. But we will have a smaller market for gaming, but we'll attract the learning youth market as well.

Market Segmentation:

The gaming segment is continuously growing. The interest in not only gaming but in having a career around gaming. The segments that a lot of our research will be based on are age groups; children ages 5-9, ages 10-14, ages 15-18. Older ages will be grouped from 19-27 and 28+. We will also evaluate the location of where the members live, how far most people are willing to travel, the ethnicity to determine who this appeals to the most.





SWOT ANALYSIS

STRENGTHS:

- Creating somewhere for youth to interact positively in the community
- Teaching gaming development skills at a low cost
- Developing or enhancing social skills among members
- Providing employment to citizens

WEAKNESSES:

- Price of Membership may be too high
- Not enough interest from public
- May be offering too much for one facility
- Location of facility in the city

OPPORTUNITIES:

- Older generations gain more interest in gaming
- Multiple facilities in various locations of the city
- Create new employment opportunities in the city
- Open gaming development business for people to work at with their certifications

THREATS:

- Facility Break-Ins
- Fights over games

**SWOT
ANALYSIS**



Operating Plan

Results and sales will be tracked with a common tool called Salesforce which can be tailored to our company's needs. Customer service agents can also use it for tickets or taking notes on calls and other customer interactions. We will also use the management tool Asana to manage projects, workflows, employee onboarding, and other company needs.

We will carefully monitor growth by taking note of which membership have the most and least registrations, when those registrations typically take place, noting the demographics of certain memberships, noting monthly, quarterly, and annual profits or losses, and determining the causes to build strategy to attract new members and interest.

There will be surveys conducted, where the customer can fill them out online, or have slips in the facility they can fill out and leave in a drop box to get member feedback about the technology, teachers, gaming experience, available games merchandise, other staff members, etc. The surveys will be a key tool in retaining members and attracting new membership by giving us a firsthand look at exactly what they want from the facility.



About Our Executive

TEAM

Our executive team currently consists of the founders of the Loot Box. One is not shown here who is Daedra Pygum; too young to make sound decisions, but will be listed as an owner for documentation purposes.

The execution team shown will be the individuals approving or declining most of the decisions and changes within the organization.



Ashley Davis-Pygum

Founder, Owner, Co-President

Authority to finalize, approve, and deny all decisions, authority to be present in all meetings, conference, etc.



Mardreiko Pygum

Founder, Owner, Co-President

Authority to finalize, approve, and deny all decisions, authority to be present in all meetings, conference, etc.



Derek Davis

Chief Advisor

Authority to offer suggestions for growth, advise on best practices, make management decisions in the facility



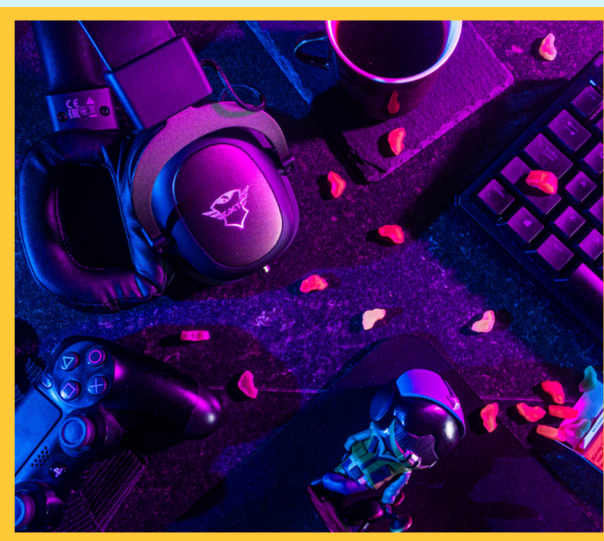
Gaming Experiences Available to Members

GAMING EXPERIENCE



MEMBERSHIP

Rare included Gaming XP, Access to streaming tools and services, podcast room. Legendary includes Rare items as well as Ruby Room. Exotic includes Legendary items as well as training courses. Membership plans for families up to 10 people, 2 adults, and 8 children.



GAMING XP

Members can come into the facility from 8am – 7pm and play games available at the gaming stations in the main lobby area. This is more a social setting where players can interact with each other, sharing tips and pointers, play single or multiplayer games, or just watch and have fun.



RUBY ROOM

Available in highest two membership options (Legendary and Epic) which player get exclusive access to tournaments and special games where they get the chance to win prizes, including merchandise, games, discount on certain items, and tokens to go towards the Vault.



STREAMING

Members will have access to one of 3 rooms that will be equipped with camera for security, a bolted down desktop computer, microphone, computer camera for streaming, sound-proof technology, and other gaming tools needed for streaming.



VAULT

A section in the merchandise area where members can use tokens, they receive from winning tournaments, acing a quiz, helping a fellow gamer, etc. to redeem prizes from the vault with their tokens. The prizes available will vary based on the vault level.



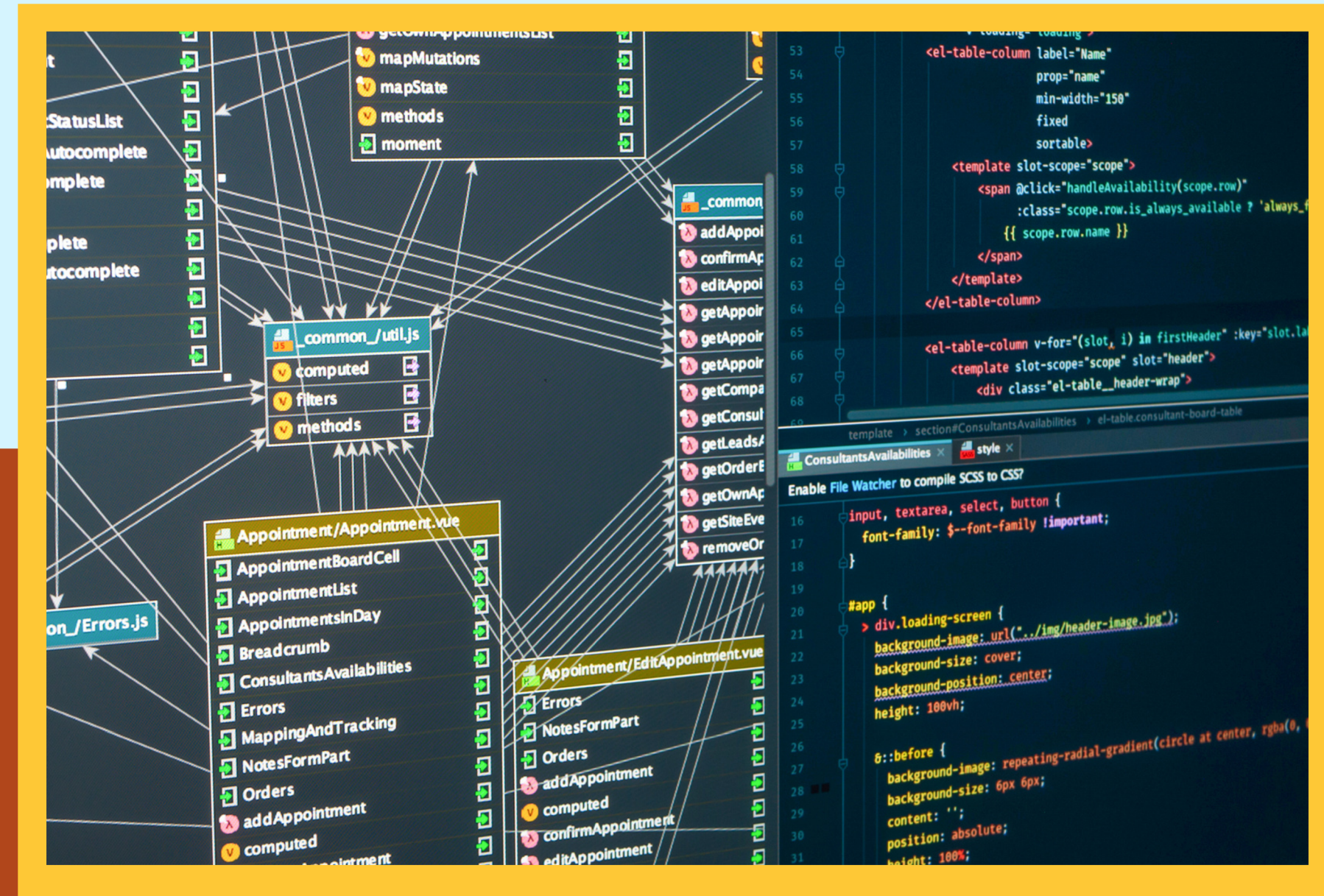
REVENUE MODEL

	COMMON	RARE	LEGENDARY	EXOTIC
PRICING:	\$75/mth (\$800/yr)	\$100/mth (\$1100/yr)	\$125/mth (\$1300/yr)	\$150/mth (\$1650/yr)
FEATURES:	Gaming XP Streaming/Podcast Room	Gaming XP Streaming/Podcast Room Ruby Room	Gaming XP Streaming/Podcast Room Ruby Room Development Courses	Gaming XP Streaming/Podcast Room Ruby Room Development Courses
ADDITIONAL SERVICES:	X	X	X	Exclusive discounts on merchandise and tournaments



Education & Game Development

There will be 9 courses offered. Four coding courses -- C++, C#, Javascript, HTML5. Five design/art courses -- Motion Capture, Character Animation, Level Assembly, Game Animation, and Game Production. The coding classes will be offered on Monday, Wednesday, and Friday, while the design courses are offered on Tuesday, Thursday, and Friday. Classes on any and all days will be held for 1 hour. The course times will be 10am, 12pm, 2pm, 4pm. This will give people a chance to come at a time that is more convenient for their schedules. Instructors should be trained in at least 2 of the sources. There will be 5 classrooms total. At any given time, there will only be 5 classes going on at the same time. No class will exceed 15 learners. We will make sure all staff refer to the people taking the course as learners and not students because the ages will most likely vary.





Key Employees and Organization

2 FOUNDERS

Co-presidents by having the final decision on all marketing tactics, purchases, employee hires, facility furniture needs, etc

1 CHIEF ADVISOR

contribute to decisions, make suggestions, and manage facility

1 CFO

With at least 10 years of proven experience to oversee and advise on financial reports, banking, spending, and budgets.

1 GENERAL MANAGER

Manage facility with at least 5-7 years of proven experience of a location that entertains 100+ people daily. Understanding of customer service, management, technology, and gaming.

1 MARKETING MANAGER

Thorough knowledge of marketing strategies, at least 5-7 years in a marketing overseeing role, and also knowledgeable about the gaming industry; currently Ashley Davis-Pygum

1 HR MANAGER

Managing employee interactions, employee behaviors and patterns, create and revise policies for workplace expectations, ability to evaluate situations ethically.

4 INSTRUCTORS

Well versed in at least one of the other courses being taught in the facility so that they can fill in when necessary or take on more courses if ever needed.

1 CX SERVICE AGENT

Experience in customer in some way, training will be provided for all customer service roles.

4 SHERPAS – GAMING AIDS

Customer service experience, a thorough knowledge of tons of video games, genres, developers, consoles, etc. They will be assisting members with multiple things.



Marketing & Sales Plan

Gaming Education for a Better Community

Take your gaming experience to the next level.

Learn the gaming design and development industry in a quarter of the time and a fraction of the price of attending a university.



www.mommymoves.org/the-loot-box

Marketing Strategy

- Digital (website, social media, website surveys, SEO, email marketing, blogging)
- Media (newspaper, magazine, television, radio, podcasts)
- Direct mail
- Joint advertising with other companies
- Word of Mouth
- Print (flyers, posters)

Sales Strategy

Sales approaches will include making the membership available to purchase online, over the phone, and live at the facility. For startups, prospective members can get a 25% discount for the first 3 months of their membership. Incentives could fluctuate based on membership prices, and potential interest. Promotions will be marketed on social media platforms and the company's website.



Technology Plan

Education:

- 11 per classroom (5 classrooms) = 55
- 2 customer service computers
- 2 Ink Jet printers

Televisions:

- 3 for Leisure viewing
- 3 for gaming purposes
- 1 for watching security cameras

Gameplay/Streaming Experience:

- 10 computers for PC gaming experience
- 10 Xbox Consoles with monitors
- 10 PlayStation Consoles with monitors
- Speakers, monitor, mouse, and keyboard
- 1 computer for the podcast room

3 Square Registers - For accepting payments

LED Lamps & Lights – All rooms

8 Vending Machines - 4 with snacks, 4 with beverages

Podcast Room Additional

- Microphone
- Webcam

Internet

- Xfinity Routers (4-5)
- Xfi Pods for greater internet reach
- Multiple accounts for more stable connections
- Ethernet chords

Security (Xfinity)

- Cameras = 1 in each classroom, 2 in podcast room, 1 in merch room, multiple in open gaming space, multiple outside facility



FINANCIAL PLAN

www.mommymoves.org/the-loot-box

STARTUP

Estimated range of projected startup costs to get the facility and staff ready for service.

\$73,545

-

\$83,545

MONTHLY OPERATING EXPENSES

Estimated range of monthly expenses for services, repairs, salaries, etc..

\$84,520

-

\$92,520

INAUGURAL REVENUE

Projected total of revenue for the first year of business based on median membership registrations and some purchases of merchandise.

\$1,174,000

PROJECTED PROFIT

Projected total of profit made in the first year of business.

\$63,760

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\$159,750