



## Break-Even & Profitability Timeline for DOKO Battlefield



### Initial Investment:

As outlined in your business plan, total capital required = **\$49.8 million**

This covers:

- Land acquisition
- Construction
- Interior & landscaping
- Tech & equipment
- Marketing, licenses, and contingency



### Estimated Timeline Breakdown:

Stage	Milestone	Timeframe
Planning & Final Funding	Complete fundraising, finalize architecture/design	Month 1–6
Construction Phase	Build-out of facility	Month 7–18
Tech + Interior Integration	Tech systems, wearables, testing	Month 16–20
Soft Launch & Marketing	Preview events, influencer nights	Month 20–21
<b>Grand Opening</b>	Doors open to public	<b>Month 22</b> (Year 2)
<b>Ramp-Up Period</b>	Memberships grow, events increase	Month 22–34
<b>Break-Even Point</b>	Operational costs covered by revenue	<b>~Month 34–36</b>
<b>Profitability Begins</b>	Consistent net-positive cash flow	<b>~Month 36+</b>



### Assumptions for Break-Even:

- Activity rooms and restaurants operate at **60–70% capacity** during Year 1 post-launch
- Membership base hits **2,000+ users** within 12 months
- Event rentals and partnerships supplement regular traffic

- Media + merch + cafe/bar drive strong secondary revenue
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### **Summary:**

**DOKO Battlefield is projected to break even in 2.5–3 years** from the start of operations, with profitability beginning shortly after — assuming steady growth and strong launch traction in Atlanta.