



# Dink&Drink

## **INNOVATION PLAN**

Gainesville High School

830 Century Place

Gainesville, GA, 30501

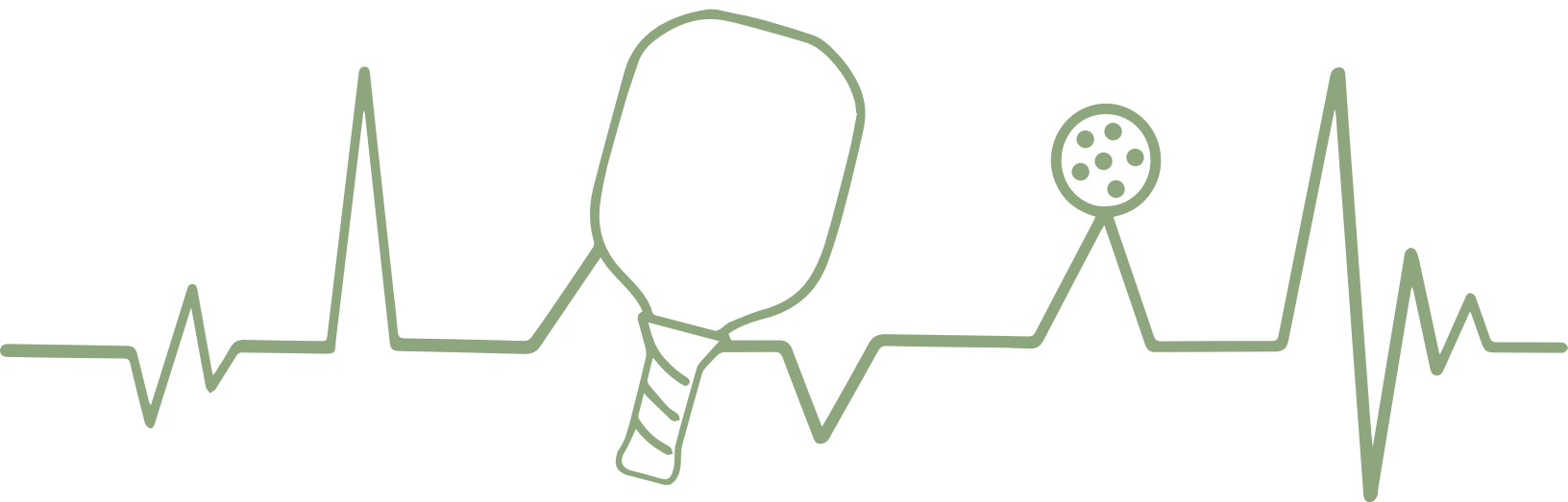
Anna Pardue and Katharine Willis

December 4th, 2023



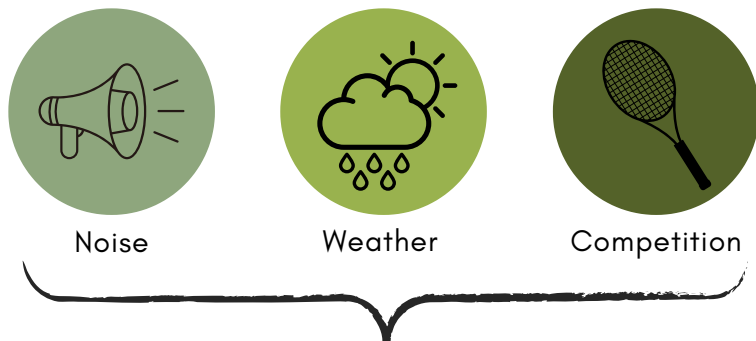
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# Executive Summary

## PROBLEM



Gainesville currently has 14 tennis courts but only 2 official pickleball courts, which produce a lot of noise in residential areas. Not only does this create a problem for most avid pickleball players, but Gainesville's unpredictable weather changes, especially in fall and winter, can also make it difficult for them to play throughout the week.

## SOLUTION

Our company, **Dink & Drink**, will provide a place for players to avoid disturbing others while competing in a comfortable space. It will include indoor and (some) outdoor pickleball courts, a courtside drink and snack bar, a common area for socializing, and a supervised childcare area for children.

**BUSINESS OVERVIEW:** Our company, Dink & Drink, strives to bring the Gainesville, Georgia community together through the growing societal sensation, Pickleball. Courts currently in Gainesville not a rarity, and the small amount that exist are all outdoors. Georgia's changing seasons and varying climate do not allow for safe outdoor play as much as our community would like, and there aren't nearly enough spots to play in town. Our mission is to fill this gap and provide a convenient space for our players to come together, rain or shine, hot or cold.

## UNIQUE VALUE PROPOSITION

- Daily play in our climate controlled environment
- Hourly care for children
- Courtside snacks, drinks, and refreshments
- Dependable service, easily accessible all day every day play, and affordable prices

We know being an adult constantly at work can be tiring, and sometimes you need a break. This is why we are here; to bring you an area where you are guaranteed **YOUR time to play, rain or shine, hot or cold.**

## TARGET MARKET

### Primary:



Pickleball players in the Gainesville, Georgia area ages **18-34**, which make up the majority of pickleball players nationwide and in Gainesville.

### Secondary:



Pickleball players in the Gainesville, Georgia area ages 50-80, who make up the second largest population of players in Gainesville.

**FINANCIAL OVERVIEW:** Our business case analysis shows us that Dink and Drink can be extremely profitable and beneficial in the long run. To assist our startup costs, facility construction, furnishing, maintenance, and our first month of payroll, we are seeking an outside investment of \$2 million USD. In exchange, the investor will receive 30,000 of our 100,000 shares. This will put our investor at 30% of the company.

# Problem

## IMPORTANT FACTORS



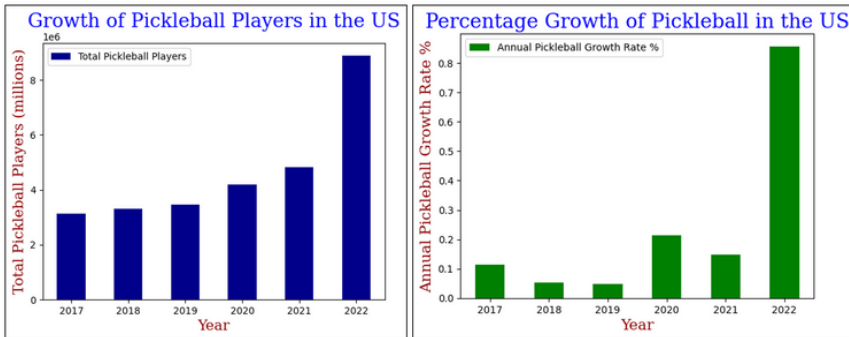
### POPULATION

Gainesville's population has increased by **6.33%** since 2020 and is currently continuing to grow at a rate of 2.07% annually. Due to the recent increase in job opportunities in healthcare, especially at the Northeast Georgia Medical Center, advanced manufacturing, and small businesses, many people have flocked to the area. As a result, people in their 20s and 30s have become the most prevalent age group in the city as revealed in a recent census from 2023.



### PICKLEBALL'S POPULARITY

Pickleball is currently one of the fastest, and arguably the most popular sports in America. The number of players, according to a sports analytics group at Berkeley, grew from roughly **5 million** in 2021, to **9 million** in 2022. What's more, it's annual growth rate grew tremendously from 0.2% in 2021 to just below 1% in 2022 and is continuing to grow in popularity.



### WEATHER

Temperatures during the year vary greatly. During the winter months, relatively mild weather will often quickly alternate with very **cold snaps and rainy weather**. Summer days are often very **hot and humid**, ranging between 70-90 degrees most days. Spring and Autumn weather are even more unpredictable.



## THE PROBLEM



Noise

While the game has grown in popularity, many neighborhood residents have complained, and some have even moved because of the noise local pickleball courts produce. For this reason, many developers and recreation departments have faced challenges trying to build the courts for people that enjoy the game without antagonizing others.



Weather

Northeast Georgia's weather, while it does have a steady 4 seasons, can often be unpredictable in terms of precipitation, wind, and temperature. In Gainesville, this creates a problem as the majority of accessible courts are outdoors. So on hot, humid days in spring and summer and cold, rainy days in winter and fall, playing is uncomfortable for everyone.



Competition

Although the sport is growing, not everyone is happy about it, especially tennis players. As the sport's popularity continues to expand, pickleball lines have become more prevalent on tennis courts, their players not following far behind. Some tennis courts have even been converted to pickleball courts, angering many steady tennis players.

# Customer Segments:

## THE COMPETITION

Dink and Drink's main competition is **Pickle and Social** in Gwinnett, GA. Pickle and Social is also a pickleball enterprise that includes indoor and outdoor pickleball courts, live music, a restaurant, a bar, and other gaming options. While Pickle and Social has many contending elements, Dink and Drink takes a step above and beyond and provides a more locally competitive, but comfortable pickleball space, hourly childcare, and reasonable, more affordable prices so that our members and visitors can enjoy their experience.



Customer Segment	Area	Population	Demographics	Yearly Income	Psychographics
Primary	Gainesville, GA	About 45,000 (as of 2022)	Adults ages 18-34, specifically those with middle class jobs	\$50k-100k	<ul style="list-style-type: none"> <li>• (some) Aspiring Picklers</li> <li>• End of day or weekend players</li> <li>• Concerned w/comfort and affordability</li> </ul>
Secondary	Hall County, GA	About 213,000 (as of 2022)	Adults ages 50-80, specifically retirees	\$60k-\$200k	<ul style="list-style-type: none"> <li>• Regular pickleball players (3-4 times a week)</li> <li>• Concerned w/accessibility and social context</li> </ul>

## TARGET MARKET

Our target market is composed primarily of players ages 18-34, but is not limited to ages above and below. Whether you have just gotten off of work and desire a break away apart from familial responsibilities or are retired and need something fun to do, Dink & Drink provides a comfortable, social environment for all of our pickleball family.



# Unique Value Proposition

## Rain or Shine, Hot or Cold, We are Ready to Play.

With our many indoor and outdoor courts, Dink & Drink is here to provide you with a **comfortable experience, rain or shine, hot or cold**. Additionally, we offer delicious food and drink at our very own courtside snack and refreshment bar, and we also provide hourly care for your kids at our very own "Jr. Pickler" childcare area all at affordable prices. Whether you are here to compete, hang out with your friends and family, or to catch a break from your kids, Dink & Drink is for everyone.

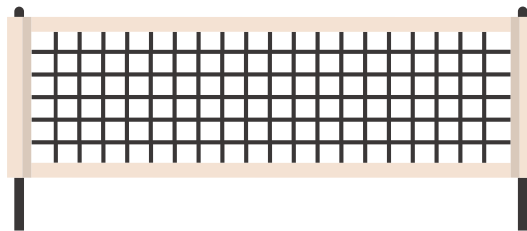


### DEPENDABLE

Whether a customer needs the ability to play no matter the circumstances, quick service at the bar or a reliable and safe childcare environment, we've got them covered. We offer quick service in our bar, restaurant, equipment rental area, and reception desk. We exemplify reliability within our childcare area so that our customers trust us with their children in order to have a few hours of adult-only time, while having peace of mind that their kids are in safe hands.

### ACCESSIBLE

Dink and Drink's indoor and outdoor courts provide opportunities for customers to enjoy our facility and amenities no matter the climate or weather conditions. Additionally, a centralized place to play means more diverse competition as opposed to a multitude of public parks with a scattering of a few players.



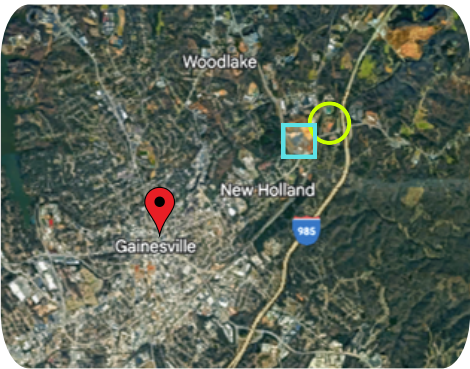
### AFFORDABLE




Dink and Drink prices have been calculated in comparison to other establishments like it, so that everyone can play without hurting the bank. We take pride in offering affordable services in order to foster inclusivity and accessibility within the community. Dink and Drink encourages participation from a variety of age groups and skill levels, promoting a healthier and more active lifestyle for a larger group of Gainesville's residents.

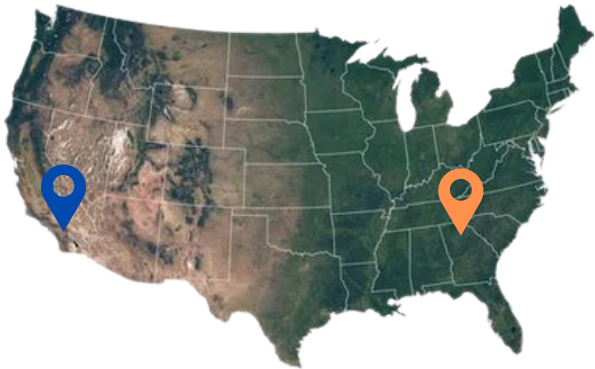
## Solution



To combat the many issues associated with playing pickleball in Gainesville, we plan to build Dink & Drink, a pleasant but competitive pickleball center around the edges of the heart of Gainesville. Our top features include our very own "Jr. Pickler" childcare area and courtside bar. Whether customers want to play during our Non-Peak, Peak, or Premium hours, we offer affordable childcare and court reservation prices. Dink & Drink also offers paddles and pickleball balls for rent, and we have professional AED and CPR certified "court watchers" to ensure our customers' safety during play.

# LOCATION



-  = Dink & Drink Land
-  = Consumer hotspot (fast food, grocery stores, gas, etc.)
-  = Center of Gainesville

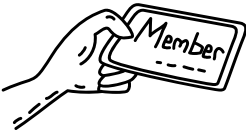


-  = Anaheim, CA
-  = Gainesville, GA

We plan to build our business on Limestone Parkway, which is very close to the heart of Gainesville. This spot is perfect as it gives us the opportunity to have ample space in close proximity to a consumer hotspot.



## MEMBERSHIPS



One of the elements of our company that is expected to bring in a large portion of our revenue is memberships. We offer single-person passes that provide the player with many benefits. For example, pass holders have access to unlimited daily play Sunday-Friday, discounts on childcare, reservation fees, and The Kitchen orders. They will also be able to reserve courts up to 3 weeks in advance, which will end up greatly increasing our consumers, because there will be more opportunities for our members to plan ahead and reserve space for them and their party. Memberships are \$130 monthly and \$550 yearly.

## REVENUE



## DAILY PLAY

Another component that is likely to be incredibly profitable is our Daily Play opportunity. Daily Play allows players that do not desire to have a membership come and play for 1-2 hours at a time without any further commitments. We have 3 different time of day categories, which correlates to our prices. During non peak hours, our Daily Play price is \$25 per hour. During Peak hours our price is \$35, and Premium hours' pricing is \$45. This will bring in a diverse community of picklers that may be traveling from out of town and want to try out this new facility. Additionally, as Gainesville continues to modernize, Dink and Drink will become more popular to people seeking out an enhanced pickleball experience.



**Other forms of revenue** that we will be profiting off of are court reservations, childcare, equipment rental, and purchases from The Kitchen. Dink and Drink offers **paddle and ball rentals**, which players are welcome to rent anytime they would like to play, or they can bring their own equipment. There are also discounts for renting multiple balls or paddles at the same time. **Childcare** is offered to all players with children 2-5 years old. Prices vary based on our non-peak, peak, and premium hours.

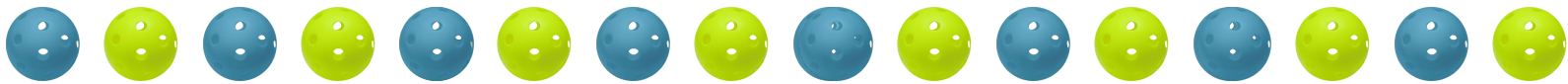
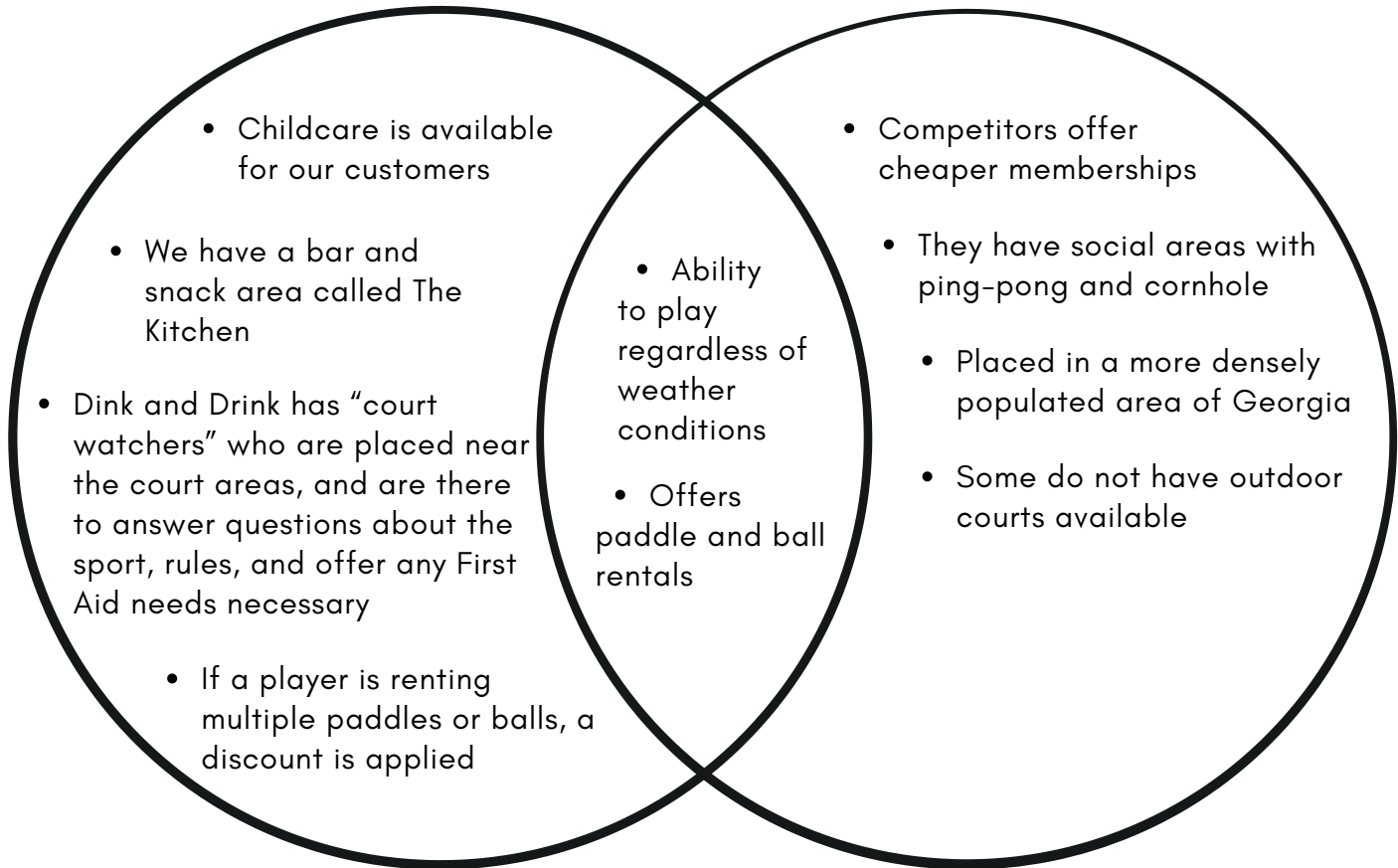




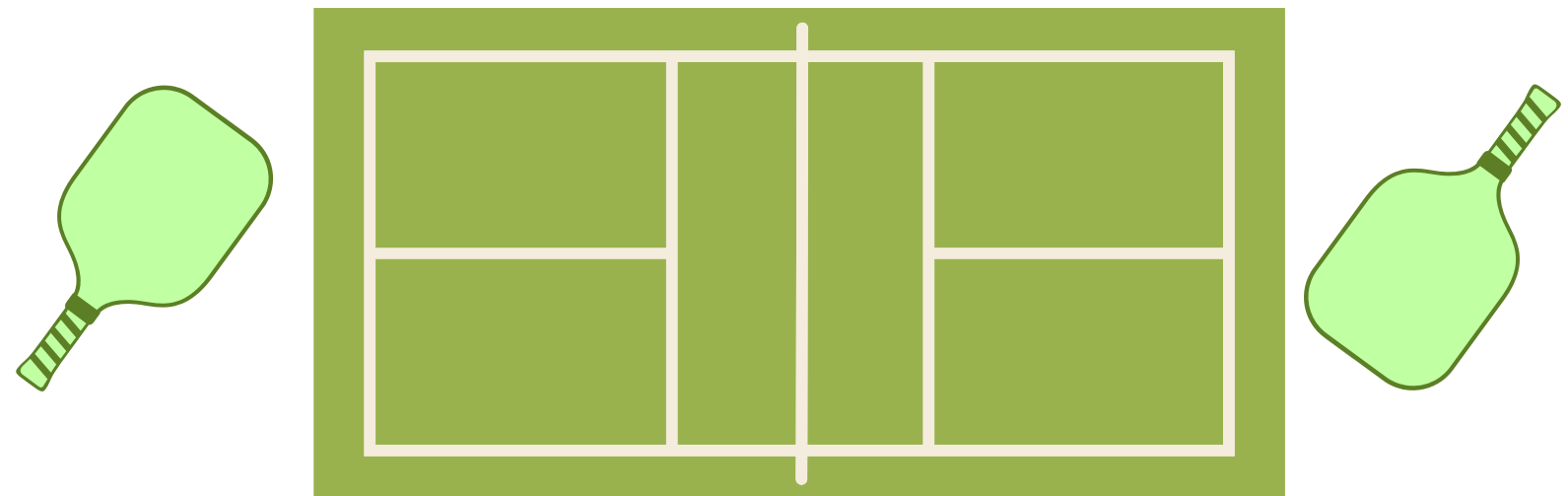
# DIFFERENTIATION OF DINK AND DRINK VS. COMPETITORS

## DINK AND DRINK

## COMPETITORS



Dink and Drink goes a step above to exceed expectations and provide the best possible experience for our players. We have thought out each element individually in order to present the most affordable costs we can. Overall, we spent \$3,997 on the childcare area, \$409,500 on the courts themselves, \$59,000 on The Kitchen and Bar, and \$3,000 on general furnishings to make our space very welcoming and inviting. All of these factors allow Dink and Drink to be set apart from competitors through state-of-the-art amenities and a commitment to fostering a welcoming and inclusive environment for players of all skill levels. The main benefit of the indoor courts is that players can take part in uninterrupted play regardless of time of day and weather conditions. Dink and Drink also creates a sense of community among players that is unmatched compared to competitors in the increasingly popular sport of pickleball.





# Conclusion

Gainesville, Georgia's population has seen a significant increase over the years, especially in people ages 18-34 due to the expanding number of new businesses and job opportunities in the city. Pickleball, the fastest growing sport in America, has become particularly popular throughout this specific age group across the country as well as in Gainesville. However, with Georgia's unpredictable and swiftly changing weather in the Northeastern region of the state throughout the year, players find it difficult to develop a regular play schedule. Gainesville only houses a very limited number of pickleball courts, which also lowers the availability of play for those who are interested. Not only that, but they are also met with disdain from tennis players as many pickleball court lines are drawn on tennis courts in an attempt to make them versatile. Pickleball is generally a loud sport, and complaints are often received from local neighbors regarding the noise the sport produces. Despite popularity, players simply do not have their own space to truly focus on having fun and staying active.

Our primary customer segment is those in the working population usually involved in 9-5 jobs either with or without a college education. A particular priority amongst this group of individuals is comfort and affordability, especially since the main portion of this age group is married with kids.

At Dink & Drink, our all inclusive indoor and outdoor Pickleball community center, people of all ages can take the edge off their long days at work and immerse themselves in our competitive yet friendly social atmosphere. At our location on Limestone Parkway in Gainesville, Georgia, Dink and Drink consists of **6 indoor** courts and **4 outdoor** courts, and an **indoor courtside bar**. Additionally, parents can have a stress-free game by utilizing one of our top features, the "Jr. Pickler's" childcare area.

Dink and Drink's projected profit margin of 20% would allow it to be a very lucrative investment for both parties. Pickleball is a growing sport and we are taking advantage of that in the expanding community of Gainesville, Georgia. It has been shown to improve health benefits in all age groups, and we believe that Gainesville, Georgia is able to capitalize on it. Referring back to our detailed financial analysis, the addition of an outside investor would allow us to begin the business and it would be a very profitable and wise decision. The option of franchising and expanding to other locations in Georgia will be considered as Dink and Drink becomes increasingly popular and successful.

Dink & Drink differentiates itself from its competitors by placing itself as a **dependable**, **easily accessible**, and **affordable** pickleball enterprise in the city of Gainesville.



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