



Independent Senior Project: Cat Cafe Research and Case Studies

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Goals

Using data from a series of case studies, I will analyze and postulate information that is helpful for start up cafes to have. This research is intended to help create more third spaces and ensure cat safety.

Background

In the past 5 years a new type of business has developed – cat cafes. These are brick and mortar businesses where people may visit, observe, and play with cats for a fee or donation. These unique businesses have emerged in a time that most third spaces have been dying out. Third spaces are a part of the sociological model created by Ray Oldenburg of community places. They are vital for a healthy society because they provide a sense of belonging, opportunities for causal interactions, and general socialization. Cat cafes are one of the few normalized third spaces left. They are uniquely suited for providing a community building space. In a world where socialization is harder than ever due to the internet, lack of places, and covid stunting growth – providing places for people to hang out is paramount.

One out of 5 new businesses fail in their first year (Yon). When the service being offered includes animals a meticulously careful and intentional business plan is ethically required to ensure animal safety.

Research design

Overall research question: How to open a cat cafe business in an ethical and safe way that also provides a community third space.

Steps:

Literature research review of cat cafes as a business model

Interviews - analysis will include qualitative and quantitative questions. Qualitative interviewing questions gives more nuance and in depth answers to give a rich understanding of the topic

Demographic/business assessment research - specifically, population density, tourism, type of location

Methodology

Qualitative- Qualitative research and information has room for nuance. For example, Qualitative questions allow the interview depth that numbers do not always account for and leaves room for discoveries of questions one did not think of.

Quantitative- Quantitative research gives generalized and objective data that can be used to find cause and effect relationships.

Citations

Yon, Mike. "40+ Startup Failure Statistics for 2025 - Growth List." GrowthList, 22 July 2025, growthlist.co/startup-failure-statistics/#:~:text=27.,markets%20yet%20to%20be%20defined. Accessed 20 Aug. 2025.