# Maison Blanche Indoor Golf – 24/7 Automated Facility

CapEx €500 000 | Opex €60 000 / year | Member Financing €200 000 |

## 1. Project Summary

Concept: Fully automated, 24/7 indoor golf center (5 sim bays + putting studio + lounge)

CapEx: €500 000 (build + fit-out + equipment + automation + software)

The total **CapEx of €500 000** will be distributed across construction, premium simulation equipment, and advanced automation technology to ensure a fully autonomous 24/7 operation. Approximately **€250 000** will be allocated to **building and interior fit-out**, including structural work, insulation, soundproofing, HVAC, flooring, electrical systems, and the creation of the lounge, parents’ area, and putting zone. Around **€150 000** will cover the **five TrackMan simulator bays**, including launch monitors, enclosures, impact screens, projectors, and turf systems, plus the **putting and short-game studio** integrated with PuttView analytics. To achieve full digital autonomy, **€50 000** will be invested in the **web platform, app, and software ecosystem**—covering real-time booking, dynamic pricing, QR access control, credit management, and profit-share accounting for founders. **Automation, access, and security systems**—including connected lighting, IoT devices, and CCTV—will represent another **€30 000**. The remaining **€20 000** will cover licenses, legal, and initial maintenance reserves. This allocation emphasizes a robust, tech-driven infrastructure that eliminates staffing costs while maximizing reliability, transparency, and profitability, turning the facility into a long-term cash-flow engine for Maison Blanche.

Financing: €200 000 member founders + €300 000 club loan / lease

Operating Model: No staff – QR access – online booking – dynamic pricing

Maison Blanche’s indoor concept follows the proven model of Scandinavian clubs such as **Voss Golf Club in Norway**, which successfully operates a **fully unmanned indoor golf center** year-round. At Voss, members book online, receive a **QR or PIN code** granting timed entry, and the system automatically activates lighting, ventilation, and simulators. Payments and dynamic pricing are handled entirely through the web app, allowing variable rates for off-peak or night sessions. The facility runs with virtually **zero fixed staff costs**, limited only to cleaning and maintenance, and has maintained profitability since its first season. Similar staff-free indoor centers—like **Oslo Indoor Golf**, **Aker Indoor Golf**, and **Golfbaren Stockholm**—demonstrate that automation, member discipline, and integrated software can replace human supervision entirely while improving availability and revenue per hour. Maison Blanche’s model enhances this further through 24/7 operation, dynamic pricing, automated access, and real-time usage analytics linked to each bay. The system ensures secure entry, instant payment, and continuous service without personnel, transforming the indoor golf center into a **self-sustaining, data-driven facility** that maximizes utilization, minimizes costs, and aligns perfectly with European best practices in autonomous golf operations.

Opening Target: Q4 2026 – this implies to have 200 members to be interested by December 2025 latest.

Fixed Opex: €60 000 / year (utilities, insurance, maintenance, software, cleaning)

Founders Offer: €1 000 = lifetime 50% discount + 2 yrs free membership + profit credit

## 2. Pricing Model

Peak Day (06–22h, Oct–Apr): €60/h | Founders: €30/h  
Night (22–06h): €30/h | Founders: €15/h  
Summer Mid-day (12–18h): €35/h | Founders: €17.5/h

## 3. Capacity Baseline

5 revenue bays, 8 760 h × 5 = 43 800 h max capacity  
Uptime scenarios: 30% (13 140 h), 40% (17520 h), 50% (21900 h)

## 4. Financial Scenarios (EUR ex-VAT)

### Conservative

Uptime: 30%

Hours Sold: 13 140

Avg Price: €40

Revenue: €525 600

Opex: €60 000

EBITDA: €465 600 (89%)

Depreciation: €70 000

Pre-tax Profit: €395 600

Payback: ≈ 1.3 years

### Normal

Uptime: 40%

Hours Sold: 17 520

Avg Price: €45

Revenue: €788 400

Opex: €60 000

EBITDA: €728 400 (92%)

Depreciation: €70 000

Pre-tax Profit: €658 400

Payback: ≈ 0.9 years

### Aggressive

Uptime: 50%

Hours Sold: 21 900

Avg Price: €50

Revenue: €1 095 000

Opex: €60 000

EBITDA: €1 035 000 (95%)

Depreciation: €70 000

Pre-tax Profit: €965 000

Payback: < 1 year

## 5. Founders Profit-Share Example

Conservative: Net €395 600 → 50% pool €197 800 → ≈ €990 per founder/year  
Normal: Net €658 400 → 50% pool €329 200 → ≈ €1 645 per founder/year  
Aggressive: Net €965 000 → 50% pool €482 500 → ≈ €2 410 per founder/year

## 6. ROI Summary

Conservative: ROI 93%, Payback 1.3 y  
Normal: ROI 146%, Payback 0.9 y  
Aggressive: ROI 207%, Payback <1 y

## 7. Market Feasibility & Penetration Analysis

Estimated 2 000 active golfers in Maison Blanche’s 25 km catchment area.  
No comparable 24/7 automated indoor exists nearby. The only competitor, Jiva Hill, operates a luxury model with high costs and limited scalability.

**Addressable Market:**  
Maison Blanche members: 400–500  
Nearby clubs (Bonmont, Gland, Jivahill, Cern, Manchette, Les Rousses, Gonville, Divonne): ~1 200  
Independent golfers: ~300  
Total pool ≈ 2 000 (extremely conservative because of skiers)

Conversion Required:  
Conservative: 13 140 sessions → ~660 golfers (33%) if 20 h/year  
Normal: 17 520 sessions → ~585 golfers (29%) if 30 h/year  
Aggressive: 21 900 sessions → ~550 golfers (27%) if 40 h/year  
→ Only 25–35% of local golfers needed to achieve normal/aggressive revenue.

## 8. Local Competition & Strategic Positioning

Jiva Hill has an indoor but it’s built as a luxury, staffed model , not automated.  
It has high pricing, limited access, and cannot run 24/7 profitably.  
Maison Blanche’s model offers the opposite: automation, dynamic pricing, community access, and scalability.

Competitive Edge Summary:  
Jiva Hill Indoor: Resort amenity, staff needed, limited scalability.  
Maison Blanche Indoor: Fully automated, 24/7, profitable, community-focused.  
Target: 30–50% of the regional indoor demand within 2 years.

## 9. Strategic Impact

• Converts underused space into 24/7 revenue asset  
• Generates €400k–€1M yearly profit with minimal costs  
• Builds loyalty via profit-sharing  
• Establishes Maison Blanche as the regional indoor golf leader

• Contributes to keep the young prodigies at MB

• Greatly improves the offer and does marketing for the golf to have new younger members