

**Dojo Pool: Business Plan**

1. Executive Summary

Dojo Pool is an innovative social gaming platform that revolutionises the traditional game of pool by integrating cutting-edge technology, competitive gameplay, and a unique kung fu anime aesthetic. Our mission is to transform the pub gaming experience, increase customer engagement, and boost revenue for partnering venues.

Key Features:

* AI-powered gameplay monitoring and scoring
* Geographic expansion system with unlockable areas
* Narrative-driven progression with customizable avatars
* Kung fu anime-inspired visual style

Integration of physical pool tables with digital platform

Initial Strategy:

* Launch a website as the first point of interaction
* Establish a commercial property as the first official Dojo for testing and refinement
* Develop and release a mobile app following successful website operation

Financial Highlights:

* Initial Investment Required: $750,000
* Projected First Year Revenue: $450,000
* Projected Break-Even Point: 18 months
* Projected Franchise Growth: 200+ locations by Year 7

Dojo Pool represents a unique opportunity to create a new standard in social gaming, driving value for players, venue partners, and investors alike.

2. Company Description

Dojo Pool is a tech startup aimed at transforming the pub gaming landscape. We blend the physical game of pool with digital elements, creating an immersive, competitive, and social experience. Our platform encourages longer patron engagement, increased beverage sales, and provides a novel way for venues to attract customers.

Vision: To become the global leader in digitally-enhanced social gaming experiences for hospitality venues.

Mission: To revolutionise traditional pub games by seamlessly blending physical and digital elements, creating unforgettable social experiences that benefit both players and venues.

3. Products and Services

3.1 Dojo Pool Website and App

* User account creation and management
* Real-time game tracking and scoring
* Leaderboards and achievements
* Social features for player interaction
* In-app purchases for virtual currency (Dojo Coins)

3.2 AI Umpire System

* Overhead cameras for game monitoring
* AI algorithms for rule enforcement and scoring

3.3 Geographic Expansion System

* GPS-integrated gameplay
* Unlockable areas and dojos
* Interactive map of available and locked dojos

3.4 Narrative and Avatar System

* AI-generated personalised avatars
* Story-driven gameplay progression
* Character development tied to achievements

3.5 Kung Fu Anime Aesthetic

* Visually striking interface and graphics
* Themed dojos and environments
* Animated effects for gameplay events

3.6 Physical Infrastructure

* QR codes and card readers for pool tables
* Overhead cameras for each table
* Branded decor for participating venues

4. Market Analysis

4.1 Target Market

* Primary: Adults aged 21-45 who enjoy social gaming and pub environments
* Secondary: Pubs, bars, and entertainment venues looking to increase customer engagement

4.2 Market Size and Growth

* Global pub market value: $200 billion (2021), CAGR of 3.5%
* Mobile gaming market value: $98 billion (2020), CAGR of 12.3% (2021-2026)
* Social gaming market value: $17 billion (2020), CAGR of 16.1% (2021-2026)

4.3 Market Trends

* Growing interest in social gaming experiences
* Increased adoption of mobile payment systems
* Rising popularity of anime and martial arts themes in entertainment
* Pubs seeking innovative ways to attract younger demographics

4.4 Competitor Analysis

Direct Competitors:

* Traditional pool tables in pubs
* Mobile pool game apps

Indirect Competitors:

* Other pub games (darts, quiz machines)
* Social gaming apps

Dojo Pool's Competitive Advantage:

* Unique blend of physical and digital gameplay
* Engaging narrative and progression system
* Distinctive kung fu anime aesthetic
* AI-powered fair play system
* Social and competitive elements encouraging repeat visits

5. Marketing and Sales Strategy

5.1 Brand Positioning

Position Dojo Pool as the premier high-tech, social pool gaming experience with a unique artistic flair.

5.2 Marketing Channels

* Social media campaigns (Instagram, TikTok, Facebook)
* Influencer partnerships with pool players and anime enthusiasts
* Targeted online advertising
* Participation in gaming and hospitality industry events

5.3 Customer Acquisition and Retention

* Acquisition Cost Target: $5 per user
* Retention Strategies:
  + Regular in-game events and tournaments
  + Loyalty rewards program
  + Continuous addition of new features and content

5.4 Sales Strategy

* Direct sales to pubs and bars
* Freemium model for players with in-app purchases
* Partnerships with beverage brands for promotions

5.5 Revenue Streams

* Commission on in-app purchases (Dojo Coins)
* Licensing fees from participating venues
* Sponsorships and advertising within the app
* Premium features for players
* Franchise fees and royalties

6. Operational Plan

Phase 1: Website and First Dojo Launch (Months 1-6)

1. Develop and launch the Dojo Pool website
2. Lease a commercial property for the first official Dojo
3. Purchase and install pool tables and necessary technology
4. Beta test the system with invited players
5. Refine the system based on feedback

Phase 2: Expansion and App Development (Months 7-12)

1. Partner with local pubs to expand the Dojo network
2. Develop the mobile app version of Dojo Pool
3. Launch the app and transition users from the website
4. Gradually expand to new geographic areas

Phase 3: Scaling and Feature Enhancement (Year 2)

1. Implement the geographic expansion system
2. Introduce the narrative and avatar creation features
3. Continuously improve AI umpire system
4. Expand to multiple cities and regions

Phase 4: Franchise Expansion (Year 3 onwards)

1. Develop franchise model and support systems
2. Begin offering franchises in key markets
3. Expand nationally and internationally

7. Management Team

* CEO: [Name] - Oversees overall strategy and operations
* CTO: [Name] - Leads technology development and implementation
* Creative Director: [Name] - Manages aesthetic design and narrative elements
* Marketing Director: [Name] - Handles branding and promotional strategies
* Operations Manager: [Name] - Manages venue partnerships and logistics

8. Financial Projection

8.1 Initial Investment: $750,000

* Website and app development: $150,000
* First Dojo setup (lease, tables, technology): $200,000
* Marketing and launch: $100,000
* Legal and administrative: $50,000
* Operating expenses and expansion: $250,000

8.2 Five-Year Financial Projections

| Year | Revenue | Expenses | Net Profit |
| --- | --- | --- | --- |
| 1 | $450,000 | $600,000 | -$150,000 |
| 2 | $1,200,000 | $900,000 | $300,000 |
| 3 | $3,000,000 | $2,100,000 | $900,000 |
| 4 | $6,000,000 | $4,000,000 | $2,000,000 |
| 5 | $10,000,000 | $6,500,000 | $3,500,000 |

Projected Break-Even Point: 18 months

9. Funding Requirements

Seeking $750,000 in initial funding:

* $500,000 for startup costs
* $250,000 for operating expenses and expansion

10. Risk Analysis and Mitigation

Risks:

* Regulatory challenges related to gaming and cash prizes
* Technology implementation issues
* Slow adoption by venues or players

Mitigation Strategies:

* Consult with legal experts on gaming regulations
* Rigorous testing of all technology components
* Strong marketing push and incentives for early adopters

11. SWOT Analysis

Strengths:

* Unique blend of physical and digital gameplay
* Engaging narrative and progression system
* AI-powered fair play system

Weaknesses:

* Reliance on venue adoption
* High initial setup costs

Opportunities:

* Growing market for social gaming experiences
* Potential for expansion into other pub games

Threats:

* Potential copycat products
* Changes in gaming regulations

12. Franchising Opportunities

12.1 Franchise Model

Dojo Pool will offer two primary franchising options:

1. Dedicated Dojo Pool Halls: Full-scale venues exclusively featuring Dojo Pool tables and amenities.
2. Dojo Pool Integration: Existing pubs and bars can licence the Dojo Pool system for their current pool tables.

12.2 Franchise Package

For dedicated Dojo Pool Halls, the franchise package will include:

* Exclusive territorial rights
* Complete setup of Dojo Pool tables and technology
* Staff training and operational guidelines
* Marketing and promotional materials
* Ongoing support and system updates

For Dojo Pool Integration, we will offer:

* Dojo Pool technology kit for existing tables
* Staff training
* Marketing support
* System maintenance and updates

12.3 Franchise Fees and Revenue Sharing

* Initial franchise fee: $50,000 for dedicated halls, $10,000 for integrations
* Ongoing royalty: 7% of gross revenue for dedicated halls, 5% for integrations
* Marketing fund contribution: 2% of gross revenue

12.4 Franchisee Support

* Comprehensive operations manual
* Initial and ongoing training programs
* Marketing and advertising support
* Regular system updates and maintenance
* Dedicated franchise support team

12.5 Expansion Strategy

* Year 1-2: Focus on company-owned locations and integration into existing pubs
* Year 3-5: Begin offering franchises in key markets
* Year 5+: Aggressive franchise expansion nationally and internationally

12.6 Projected Franchise Growth

* Year 3: 10 franchised locations
* Year 5: 50 franchised locations
* Year 7: 200+ franchised locations

13. Intellectual Property

Dojo Pool will protect its unique concept and technology through:

* Patents on the AI umpire system and physical-digital integration technology
* Trademarks on the Dojo Pool name, logo, and distinctive visual elements
* Copyright on the narrative content and character designs

14. Technology Stack

Dojo Pool's technology stack includes:

* Computer vision and machine learning for the AI umpire system
* Cloud-based infrastructure for scalability and real-time gameplay
* Mobile app development using React Native for cross-platform compatibility
* Blockchain technology for secure transactions and ownership of in-game assets

15. Regulatory Compliance

Dojo Pool will navigate gaming regulations by:

* Partnering with legal experts specialising in gaming law
* Implementing strict age verification processes
* Ensuring transparency in all gameplay and financial transactions
* Adapting the business model as needed to comply with local regulations in each market

16. Exit Strategy

Potential exit strategies for investors include:

1. Acquisition by a major gaming or hospitality company
2. Initial Public Offering (IPO)
3. Private equity buyout

We anticipate exploring these options within 5-7 years of launch, depending on market conditions and company growth.

17. Conclusion

Dojo Pool represents a unique opportunity to revolutionise the pub gaming experience with its innovative blend of technology, social interaction, and engaging aesthetics. With a clear plan for development, expansion, and franchising, we are poised to create a new standard in social gaming and drive value for players, venue partners, and investors alike.