# 

Dojo Pool: Revolutionising Social Gaming in Pubs

Executive Summary

Dojo Pool is an innovative gaming platform that reimagines the traditional pub pool experience by integrating cutting-edge technology, competitive gameplay, and a unique kung fu anime aesthetic. Our solution addresses the hospitality industry's need for increased customer engagement and revenue generation while providing players with an immersive, social gaming experience.

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

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

1. Introduction

1.1 The Problem

Pubs and bars face challenges in attracting and retaining customers, particularly younger demographics. Traditional games like pool, while popular, lack the engagement and revenue-generating potential of modern digital entertainment.

1.2 Our Solution

Dojo Pool transforms the standard pool table into a hub of competitive, social gaming. By blending physical gameplay with digital elements, we create an experience that keeps patrons engaged longer, increases beverage sales, and provides a unique attraction for venues.

2. Technology Overview

2.1 AI-Powered Umpire System

- Overhead cameras monitor gameplay in real-time

- Proprietary AI algorithms enforce rules and track scores

- Eliminates disputes and ensures fair play

2.2 Mobile Application

- User-friendly interface for game management and social interaction

- Real-time leaderboards and achievements

- In-app purchases for virtual currency (Dojo Coins)

2.3 Geographic Expansion System

- GPS-integrated gameplay

- Unlockable areas and dojos

- Encourages exploration and loyalty to multiple venues

2.4 Narrative and Avatar System

- AI-generated personalised avatars

- Story-driven gameplay progression

- Enhances player investment and long-term engagement

2.5 Kung Fu Anime Aesthetic

- Unique visual style sets Dojo Pool apart from competitors

- Appealing to a broad demographic, including anime and martial arts enthusiasts

3. Market Opportunity

3.1 Target Market

- Primary: Adults aged 21-45 who enjoy social gaming and pub environments

- Secondary: Pubs, bars, and entertainment venues

3.2 Market Size

- 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)

3.3 Competitive Landscape

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 unique combination of physical gameplay, digital integration, and thematic elements positions it in a relatively uncontested market space.

4. Business Model

4.1 Revenue Streams

1. In-app purchases (Dojo Coins)

2. Licensing fees from participating venues

3. Sponsorships and in-app advertising

4. Premium features for players

5. Franchise fees and royalties

4.2 Cost Structure

- Technology development and maintenance

- Marketing and user acquisition

- Venue partnership management

- Customer support

4.3 Scalability

The digital nature of Dojo Pool allows for rapid scaling across multiple venues and geographic locations with minimal additional infrastructure costs.

5. Go-to-Market Strategy

5.1 Phase 1: Website and First Dojo Launch

- Develop and launch Dojo Pool website

- Establish first official Dojo in a leased commercial property

- Beta test with invited players

5.2 Phase 2: Expansion and App Development

- Partner with local pubs to expand the Dojo network

- Develop and launch mobile app

- Transition users from website to app

5.3 Phase 3: Scaling and Feature Enhancement

- Implement geographic expansion system

- Introduce narrative and avatar creation features

- Expand to multiple cities and regions

5.4 Phase 4: Franchise Expansion

- Develop franchise model and support systems

- Begin offering franchises in key markets

- Expand nationally and internationally

6. Financial Projections

6.1 Initial Investment Required: $750,000

- Website and app development: $150,000

- First Dojo setup: $200,000

- Marketing and launch: $100,000

- Legal and administrative: $50,000

- Operating expenses and expansion: $250,000

6.2 Five-Year Revenue Projections

Year 1: $450,000

Year 2: $1,200,000

Year 3: $3,000,000

Year 4: $6,000,000

Year 5: $10,000,000

6.3 Projected Break-Even Point: 18 months

7. Team

Our management team combines expertise in technology development, gaming, hospitality, and marketing:

- 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. Investment Opportunity

We are seeking $750,000 in seed funding to bring Dojo Pool to market. This investment will be used for:

- Technology development and infrastructure setup

- Establishment of the first Dojo location

- Marketing and user acquisition

- Working capital for the first 12 months of operation

Investors will receive equity in Dojo Pool, with the potential for significant returns as we scale across multiple venues and regions.

9. Franchising Opportunities

Dojo Pool offers two franchising options:

1. Dedicated Dojo Pool Halls

2. Dojo Pool Integration for existing pubs and bars

Projected franchise growth:

- Year 3: 10 franchised locations

- Year 5: 50 franchised locations

- Year 7: 200+ franchised locations

10. Risk Mitigation

- Partnering with legal experts on gaming regulations

- Rigorous testing of all technology components

- Strong marketing push and incentives for early adopters

- Continuous improvement of AI umpire system

- Adaptable business model to comply with local regulations

11. Exit Strategy

We anticipate several potential exit opportunities within 5-7 years:

1. Acquisition by a major gaming or hospitality company

2. Initial Public Offering (IPO)

3. Private equity buyout

12. Conclusion

Dojo Pool represents a unique opportunity to revolutionise the pub gaming experience and capture a significant share of both the hospitality and mobile gaming markets. With our innovative technology, engaging gameplay, and clear path to market, we are well-positioned to deliver substantial returns to our investors while creating value for venues and players alike.