***Vision:***

***Cultivating an energy efficient Entertainment Center that procures fun-filled experiences for people of all ages.***

|  |  |  |  |
| --- | --- | --- | --- |
| Target Group | Needs | Product | Value |
| * Shoppers with & without Children * Teens * Young children * Families * Teachers * Retail owners | * Entertainment * Retail * Fun * Happiness * Education * Retail opportunities/space | * Entertainment * Retail * Agriculture * Sustainable energy * Affordable retail space * Employment | * Sustainable energy * Affordability * Educational value * Family activities |

**High level product backlog: Including the ones from Class…**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **As a….** | **I want to be able to….** | **So that….** |
| **1** | **Parent** | **Be able to shop without my children bothering me** | **I can take my time and not be rushed through shopping** |
| **2** | **Shopper** | **Be able to purchase food at the same place I am shopping** | **I do not have to leave to find food during my day shopping.** |
| **3** | **Shop owner** | **Have a vast variety of shoppers** | **I can make a profit.** |
| **4** | **Teachers/Educational professional** | **Have a fun and educational fieldtrip** | **My students can learn and have a great time** |
| **5** | **Teens** | **Have an opportunity to get a job** | **I can have money to spend.** |
| **6** | **Young Children** | **Play inside during the winter** | **I can have fun when I cannot play outside.** |

**Product Roadmap:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1** | **Q2** | **Q3** | **Q4** |
| **Release Name?** | **Laser Tag/ Indoor Playground** | **Refreshments** | **Retail/Outdoor Playground** | **Urban Ag. & Solar** |
| **What is open to the public?** | * **Titian’s tower fully constructed** * **Laser tag arenas** * **Indoor Playground** * **Seating** * **Parking lots** | * **Café** * **Ice cream shop** * **Eden From the Rock Restaurant** * **Pizzeria** | * **Stores** * **Outdoor playground with seating** | * **Solar Field tours** * **Ubran Farming Tours/ Buildings** * **Farmers Market** |
| **Marketing?** | * **Social Media** * **Initial Press Release** * **Television Ad** * **Laser Tag Tournament Flyers/ Ads** * **Online Website** | * **Social Media** * **2nd Press release** * **Laser tag Tournament Flyers/Ads** * **Online Website** | * **Social media** * **3rd Press Release** * **Laser tag tournament Flyer/Ads** * **Individual Stores Ads** * **Online Website** | * **Social Media** * **4th Press Release** * **Releases to public and private schools** * **Online Website** |

**Press Release (4th):**

**Completion of Olympus Entertainment and Retail Center**

GALWAY, NY (MONTH DD, YEAR) – Eden from the Rock, has completed it’s fun-filled Entertainment and Retail Center located on State Rt. 29 in Galway, New York. Featuring the main building, Titian’s Tower that has three laser tag arenas with differing themes as well as Indoor and Outdoor Playgrounds. Titians Tower also features retail stores, and commercial restaurants including Eden from the Rock’s very own organically certified Bistro. They also offer guided tours of their very own solar farm and urban farming operations to better inform the public to the benefits of sustainable energy and farming. (INSERT QUOTE FROM VISITOR IF AVAILABLE HERE)Come on out and check out Olympus this weekend. For more information please visit our Social Media pages as well as our Website.

**Date:** MONTH DD, YEAR

**Operating Hours:**

**M-F: 9am – 11pm**

**S: 10am – 12pm**

**Sun: 12pm – 9pm**

**Location:**

110 St. Route 29

Galway, NY

**Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Social Media Links:**

**(Include links here)**