

EXECUTIVE SUMMARY

Tavern & Board LLC

Slogan: *"Where every journey becomes a legend."*

Tavern & Board (T&B) is an immersive entertainment company crafting unforgettable, story-driven experiences where every guest becomes part of the adventure.

Our **Phase One launch** introduces the **T&B Experience Center**, a live-action venue that blends classic board game mechanics, immersive environments, and theatrical storytelling. Guests become active participants in a shared fantasy world, with each return visit deepening their personal journey.

The venue will feature four flagship experiences:

- **Secrets & Shadows** (*name pending*) – A live-action social mystery game inspired by Clue and Werewolf. Set in a cursed fantasy town, players assume hidden roles and must uncover the saboteurs while navigating alliances, deception, and secrets.
- **Battleshift** (*name pending*) – A tactical, team-vs-team deception game drawing on the spirit of Battleship and Among Us. Pirates and naval officers battle across a hidden arena using strategy, misdirection, and teamwork to claim victory.
- **Vault of Realms** (*name pending*) – A whimsical, realm-hopping board game experience inspired by classics like Monopoly, Chutes and Ladders, and Candyland. Players traverse magical territories, unlock vaults, and progress through challenges in a vibrant fantasy setting.
- **The Underneath** – A dedicated Dungeons & Dragons (D&D) gaming dungeon. Styled like ancient ruins, it features custom-built campaign tables, immersive lighting and sound, and serves as a premier destination for in-person TTRPG adventures.

Each experience is set within a unified fantasy universe, designed for long-term engagement, character progression, and cross-experience continuity through the upcoming *FellowShip* loyalty platform.

BUSINESS GOALS

- **Year 1:** Secure funding, finalize location, and build out the T&B Experience Center.
 - **Year 2:** Launch all four core experiences, integrate the guest progression system, and begin public and private bookings.
 - **Years 3–5:** Expand to additional locations based on performance, grow the player base, and begin developing mobile activations and franchise-ready models.
 - **Years 6–10:** Launch the first **T&B immersive hotel**, where experiences are integrated into the guest stay — from secret quest triggers in guest rooms to interactive story arcs unfolding across the entire property.
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MARKET & DIFFERENTIATION

Tavern & Board LLC serves a passionate and growing audience of:

- Board game and tabletop RPG players
- Escape room and immersive experience fans
- Cosplayers, LARPer, and fandom communities
- Groups, couples, and event-goers seeking interactive storytelling
- Fantasy lovers and pop culture tourists

Unlike traditional escape rooms, board game cafés, or entertainment venues, **T&B transforms entire spaces into cinematic, narrative-driven adventures**. Every game is part of a larger world — with multi-visit progression, character roles that evolve, and hybrid physical-digital elements powered by the upcoming *FellowShip* platform.

Guests don't just play once. They return to continue their story, unlock rewards, and shape their legacy within a living universe.

LEADERSHIP

Founder: *Tracie Pujol*

Tracie Pujol brings together a rare blend of expertise across technology, hospitality, and creative experience design. With certifications in project management, cloud services, and emerging technologies, she leads Tavern & Board with both strategic discipline and imaginative vision.

Her approach is grounded in scalability — ensuring that every immersive experience launched today lays the foundation for tomorrow’s innovations, including the long-term expansion into integrated storytelling hotels and digital guest progression platforms.

As a founder, she’s building not just a business — but a brand universe where every layer of guest engagement is intentional, immersive, and unforgettable.

FINANCIAL OUTLOOK

Tavern & Board LLC is currently determining its final startup capital requirements through ongoing financial modeling and real estate assessment. Initial projections estimate a potential range of **\$1.5–\$3 million**, but the final amount will be refined based on property size, buildout needs, and technical scope.

Startup funding will support:

- Lease or property acquisition
- Interior construction and immersive set design
- AV infrastructure and interactive technology systems
- Custom prop development and game design
- Staff hiring, training, and operations
- Marketing, branding, and launch-phase execution
- Loyalty platform integration (*FellowShip*)

Revenue will be generated through ticketed experiences, merchandise, private events, group bookings, and future digital or franchise expansions. The business is designed to reach **profitability within 24–36 months** of launch.

THE VISION

Tavern & Board is more than a company — it's a **living world of adventures**.

Through a blend of **nostalgia, innovation, and inclusive storytelling**, we're creating experiences that go beyond games. Every visit becomes part of a larger narrative. Every player becomes part of something lasting.

A world where every quest matters,
every guest becomes a hero,
and every journey is just the beginning.