Project Charter: Opening LifePoint Games

Project Organizer: Michael Borland

Date Created: 3/11/16

Project Start Date March 11, 2016 - Expected Finish Date December 02, 2016

Overview

The project that we have chosen to undertake is to open a gaming store called LifePoint Games here in Indianola Iowa at the former Advanced Auto Parts storefront location. Michael will cover 25% of the cost for the store the other three partners will cover the other 75% of the cost. This store will be an internet gaming café, Magic: The Gathering card, and Magic: The Gathering accessories retailer. LifePoint Games will be used for online gaming parties and Magic: The Gathering tournaments. The money will be made by renting computer time at a competitive price, also the bigger profit machine Magic the Gathering tournaments, and the selling Magic singles.

The project will come to an end date on December 02, 2016.

Justification

The goal with LifePoint Games is it can bring a spot closer to Simpson where Magic players can buy accessories, singles, packs, and attend tournaments. Also,PC gamers can come play their favorite MMORPG in a community setting. The other internet cafés are coffee shops, not dedicated to gaming, so this would be bringing something new to the region near Des Moines. There are e-sports tournaments that could be held as another revenue stream, adding increased interest in paying to use this facility. The goal is to get Mahaska’s 100mbps to start, so customers are willing to come and pay reasonable rates to play games, and bring friends to create a community.

The sparsity of gaming stores with reasonable prices on Magic cards and the lack of PC gaming in a community setting, is why bring this store to fruition would be smart.

Scope

In-Scope items

* Find investors
* Apply for a business loan
* Rent location for a year to develop it for opening as LifePoint Games.
* Apply for LifePoint Games to become an LLC, or corporation.
* Install security system
* Clear out space for work to be done
* Hire contactor to paint the interior of the store
* Hire Contractor to install counters, cases, shelving, and displays.
* Buy technology for running the business
* Buy furniture for the business, this includes all in the budget.
* Place all furniture and tables and chairs for store layout
* Install electronics, do cabling
* Install antivirus software
* Buy all gaming software and streaming subscriptions
* Install all software to get the business up and running
* Order all starting Magic: The Gathering Merchandise
* Register with DCI as Magic: The Gathering Tournament Organizer
* Determine Open Hours
* Set Grand Opening date
* Open Store

Out of Scope Items

* Transporting contractors and materials to the storefront of LifePoint Games
* Providing the tools to do the contract work

Deliverables

* Pitch idea to partners
* Rent space former Advance Auto Parts storefront
* Apply to become a cooperation
* Security System installation
* Bring partners into the store
* Hired painter
* Hired shelving installer
* Finished painting
* Finished installing shelving and display
* Move furniture into LifePoint Games
* Order all merchandise for sale for business
* Install electronics and install software
* Register with DCI as Magic: The Gathering Tournament Organizer
* Open LifePoint Games

Success Criteria

* Project gets up and running smoothly
* Delays are few and far in between
* Project partners progress through with relationships intact
* Project grand opening date doesn’t move
* Project gets to grand opening

Constraints for the project

* Can’t predict shipping time for anything need for the store, so if something important is late things will have to be adjusted.
* Impossible to see whether a contractor is going to come down with an illness causing delays in their work.
* Weather conditions are too variable, so if bad weather strikes, this could cause delays with the contractors and Storefront preparations for opening.
* Two of the partners are depending on bank loans to contribute money to the project. Those two have to go through the credit checks and other processes involved before we get started, and this could delay the start on the project.

Project Timeline

Time line (dates subject to change)

|  |  |  |
| --- | --- | --- |
| Milestone | Details | Purposed Date |
| Pitch to Investors | Meet with Wyatt, Tyler, and Evan to garner their interest in going in on this business together. | 03/17/16 |
| Investors Agree | We agree on an even four way split of the expense for the business. | 3/25/16 |
| Install Security System | Contract a security company to come install an alarm system. | 4/06/16 |
| Hire contractor to paint the interior of the store | A single guy with a paint gun comes in for 2 weeks, does everything prep and clean up. | 05/05/16 |
| Hire contractor to install counters, cases, shelving, and displays | Hire a group of people to come in and install all the cases and shelves needed for the business. | 05/19/16 |
| Buy all electronics | Buying all electronics on newegg.com opting for two day shipping. | 05/21/16 |
| Buy furniture | Having everything shipped in two days, but layout will take a while. | 05/28/16 |
| Place all furniture | Use the layout we created in the previous milestone. | 05/29/16 |
| Install electronics and software | Installing software and getting settings right by hand on all 12 PC’s will take a while. | 06/28/16 |
| Buy all Magic merchandise | This is also going to be two day shipping from all venders. | 07/02/16 |
| Register with DCI as Magic: The Gathering Tournament Organizer | Take test and pass, install the reporting software needed to run tournaments. | 07/30/16 |
| Set Grand Opening date | Talk about a Grand Opening date | 08/30/16 |
| Set prices and organize Magic single that were opened for sale. | This step will take a week or so of discussion. Singles will take a long time to open organize and price out. | 11/09/16 |
| Opening Day | Opening date planned as it stands is 12/02/16 for our first Friday Night Magic. | 12/02/16 |

Budget

The money will come from a business loan Michael takes out, which covers 25% of the budget. The other 3 partners who will each cover 25% each for an even split of the business and future profits. The left over money in the budget can be for unforeseen expenses.

Prices current as of 3/20/16



LifePoint Games: Hierarchy

Below are the positions that we decided on based on the skill set of each partner.

Michael as Chief Executive Officer keeps track of several areas of the business some of those responsibilities are as follows, he gets progress reports from the other three on how things are progressing with the opening. Also, he is inventory manager and when the store opens he will take a supervisory role in each part of the business. Wyatt is the Chief Financial Officer he has the business degree and accounting background. Evan is the Operations Officer because of his sales experience and his time as a manager. Tyler Newman IT specialist by day avid Magic player by night.

Everyone, but Wyatt does installing during the project because their other jobs don’t start until after grand opening.

Partners (The other partners are based on real life friends, but last names were changed)

* Michael Borland- Co-founder Chief Executive Officer inventory manager installer
* Wyatt Hill- Co founder Chief Financial Officer / Financial business manager
* Evan O’Malley- Co-founder Chief Operations Officer/ Sale manager installer
* Tyler Newman- Co-founder Chief Information Officer resident Magic: The Gathering Expert and Judge for tournaments installer- in house computer technician

Assumptions and Risks

The Assumptions and Risks with this project are all monetary and illness related, the assumptions are that partners and contractors could get sick causing deadlines to shift costing more money. A risk with opening a business investors could back out for a whole range of reasons. The project could just fizzle and not get off the ground, because LifePoint Games opens and it goes bankrupt because public doesn’t spend money. Weather could cause terrible property damage and set the project back years. Those are just some of the risk that the stakeholders take with attempting to open this business.

Alternatives

The alternatives that should be considered are possibly, the real estate deal not going through and having looked at another property for a backup. Next, thing LifePoint Games would consider an alternative for is both contractors, if they were for some reason unable to complete the work, LifePoint Games would need to have backups. Saving time and money is important, so LifePoint Games would have them on the books and already have estimates from them just in case. LifePoint Games would have to have back- up merchandise distributors, if one was not able to complete an order. Lastly, if LifePoint Games didn’t get all 4 investors whoever is left would have to find more, or another way to get this store off the ground, most likely applying for a bigger loan.

Resources

Building for rent

<http://commercialsearch.realtor.com/commercial-detail/former-advance-auto-parts_610-n-jefferson-way_indianola_ia_50125_P1327663>

Contracting

<http://www.homewyse.com/service_pros/painting_contractor.html>.

<http://www.homewyse.com/services/cost_to_install_home_alarm.html>

<http://www.homewyse.com/services/cost_to_install_shelving.html>

Merchandise

<http://www.wholesalegaming.biz/mtg/>

<http://www.ultrapro.com/product_list.php?cPath=71_130>

<http://www.dicegamedepot.com/bulk-dice/?sort=featured&page=2>

[http://www.cheapMagicsleeves.com/bulk-dragon-shield/](http://www.cheapmagicsleeves.com/bulk-dragon-shield/)

<http://www.amazon.com/Ultra-Pro-Pocket-Protector-Sleeves/dp/B004T2CBD4>

<http://www.bcwsupplies.com/cart.aspx?cartaction=OutOfBasket&LineGuid=0edcb654-7fb2-4333-b42b-46c981e61a69>

Store supplies

<http://mcgregorsfurniture.com/product/sectional-sofa-in-hugo-taupe/>

<http://www.target.com/p/sudden-comfort-deluxe-fabric-padded-folding-chair-cinnabar-frame-and-motif-fabric-set-of-four/-/A-21523060?lnk=atc_overlay>

<http://www.staples.com/Office-Chairs/cat_CL166253>

<http://www.target.com/p/lifetime-6-folding-table-white-granite/-/A-15422109>

<http://www.storesupply.com/pc-13561-1138-70-black-ready-to-assemble-full-vision-display-case-65652.aspx>

<http://www.storesupply.com/charcoal-black-48-inch-service-counter-65986.aspx>

<http://www.storesupply.com/pc-14035-1247-metal-shelving-gondola-starter-aisle-units-63111.aspx>

storesupply.com/pc-14038-1247-metal-shelving-starter-wall-units-63114.aspx

http://www.storesupply.com/pc-12818-1267-12-x-48-black-laminated-melamine-shelf-62222.aspx

<http://www.storesupply.com/pc-13561-1138-70-black-ready-to-assemble-full-vision-display-case-65652.aspx>

<http://www.storesupply.com/pc-13469-576-steel-cash-drawer-with-lock-and-removable-tray-97115.aspx>

Electronics to make money off of

<http://www.newegg.com/Product/Product.aspx?Item=N82E16889262413>

<http://www.newegg.com/Product/Product.aspx?Item=N82E16824260156&cm_re=touch_screen_monitor-_-24-260-156-_-Product>

<http://www.newegg.com/Product/Product.aspx?Item=9SIA85V3RV9294&cm_re=23_inch_monitor-_-24-025-094-_-Product>

<http://www.newegg.com/Product/Product.aspx?Item=N82E16868110178>

<http://www.newegg.com/Product/Product.aspx?Item=N82E16883230082&cm_re=cyberpower_gaming_pc-_-83-230-082-_-Product>

<http://www.newegg.com/Product/Product.aspx?Item=N82E16879261490>

Services

http://static1.squarespace.com/static/5398b42de4b0fef04c5cef9e/t/5705300c5559869b68a4faf6/1459957775653/MCG+Business+Info+Sheets+-+4-16.pdf

<http://www.digitaltrends.com/home-theater/netflix-hulu-plus-amazon-instant-video/>

<http://www.internetcafenearme.com/go/IA/West-Des-Moines>

Software

<http://www.nchsoftware.com/software/thanks.html?software=Copper&appname=Copper%20Point%20of%20Sale%20Software&version=1.35&base=point-of-sale&domain=nchsoftware&buyoffer=copper&pclass=plus&svar=LLIBBuybmp2offLLIBShowSuiteButtonOnLLIBSuitebmp1off&usage=1F4102&instby=dl>

<https://www.everquest2.com/expansion-content>

<https://us.battle.net/shop/en/product/world-of-warcraft>

<http://buy.guildwars2.com/store/gw2/en_US/html/pbPage.heartofthorns>

<http://keepass.info/>

<http://store.steampowered.com/about/>

<https://signup.leagueoflegends.com/en/signup/redownload>

<https://www.avira.com/>