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Batbox Suite Playbook

1. Executive Overview

The Batbox Suite is the flagship product powering Batbox's growth beyond our owned venues. Designed for rapid deployment and scalable monetization, the Suite is a modular, self-contained simulator unit — with a standard two-simulator format — built to thrive in a wide range of high-traffic environments including hotels, FECs, stadiums, malls, sports complexes, and entertainment districts.

Everything outside of Batbox-operated venues will be experienced through the Batbox Suite. This is our way of democratizing baseball — making it more gamified, more fun, and more accessible for everyone. Whether you're a sports fan, a casual gamer, or a family looking for entertainment, the Batbox Suite is designed to invite anyone into the sport. Our vision is to place Suites everywhere — from hotel lobbies and stadium concourses to malls and training centers — transforming underutilized spaces into dynamic, revenue-generating destinations that connect people through the joy of play

Batbox Suite Key Attributes:

- 5–10 minute self-serve gameplay sessions
- Standard two-simulator format (with optional 3rd unit)
- Kiosk-based check-in and payment
- High throughput, minimal staffing
- Ideal for casual, repeatable play across a wide range of venue

Connected Ecosystem

Whether someone interacts with Batbox through a Suite at their local stadium or visits a full-scale Batbox venue, they immediately become part of our digital world. Each user has a personal Batbox profile, complete with a custom avatar, individual stats, and performance history — all tracked and stored in the cloud.

Players can unlock achievements, participate in live and virtual challenges, track their standings in local and national leaderboards as well as within their own friends' network, and earn loyalty rewards. Every interaction — from swing data and batting averages to visit frequency and scoring milestones — feeds into our platform, helping us personalize the experience, reward engagement, and drive return visits.

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This connected strategy builds long-term loyalty, enables cross-channel re-engagement, and gives us deep insight into user behavior, customer feedback, product performance, and monetization opportunities — including advertising, targeted programming, and premium content. It also lays the groundwork for deeper community features, training tools, and marketplace functionality down the line.

2. Core Format

The Batbox Suite is a modular unit built around a two-simulator configuration — carefully engineered to deliver maximum entertainment value, operational efficiency, and revenue potential within a compact footprint.

Each Suite includes two full Batbox Simulators running on our (Batbox Name) proprietary software, housed within a custom-designed cage system, and supported by integrated hardware, digital signage, and branded furniture. The system is enhanced with a multi-camera setup, LED lighting, and optional upgrades — offering operators a complete, all-in-one experience, while delivering high replay value for users.

Our technology is optimized to:

- Host up to 12 players at once (up to 6 per sim)
- Encourage social group play, competitive formats, and repeat sessions
- Enable higher throughput during peak times
- Increase $/sqft by maximizing gameplay per hour
- Offer gameplay variety and parallel use-cases (e.g., adults vs kids, batting vs pitching)

It also supports modular expansion: a third simulator can be added as an optional upgrade for high-volume locations.

Designed for Self-Service

The Batbox Suite is fully self-serve. Customers check in via a touchscreen kiosk, pay, and begin playing without the need for on-site staff. This makes it an ideal solution for venues seeking a high-margin, low-labor attraction with minimal operational overhead.

What's Included (Base Configuration for Batbox Suite): $160,000 USD + $1.5 per session/player Monthly License Fee. (With a $2,500 monthly minimum).

- 2 Batbox Simulators and all hardware (running Batbox Suite Software)
- 2 Standard Batbox Cages (netting, frame, padding, turf flooring)
- 1 Self-Check-In Kiosk

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- Standard FFE Package (branded stools, tables, waste bins)
- Digital Signage & Instructional Displays (neon sign + 4 TVs)
- Integrated 3–4 Camera System (for gameplay footage, social sharing, and swing review)
- LED Lighting Package
- Core Software Platform (OTA updates, analytics dashboard, loyalty & user accounts)
- Shipping, Installation and Initial Training.
- Consumables package (Balls, Bats, Helmets)

This all-in-one format is fully self-serve, requires no full time on-site staff, and is designed for high-replay, low-lift operation across indoor spaces. All components are engineered for durability, rapid deployment, and scalability — making the Batbox Suite ideal for premium environments and high-traffic locations. The system is fully plug-and-play, requiring minimal prep and offering the flexibility to relocate or scale quickly.

3. Add-On Menu & Customization Strategy

Every Batbox Suite includes a powerful base configuration designed for rapid deployment, operational simplicity, and strong ROI. However, many partners — from luxury hotels to sports complexes — may wish to enhance their Suite experience through additional features, branded upgrades, or expanded functionality.

To support this demand, we've developed a **modular Add-On Menu** that allows partners to personalize their Batbox Suite based on venue type, customer base, or strategic goals — without impacting install timelines or system performance.

Optional Add-Ons (Available for Additional Cost):

1. **3rd Batbox Simulator +$80,000:** Expands any Suite into a 3-sim format for high-capacity environments.
2. **"Batbox Structure +$10,000:** Weather-resistant architectural package for outdoor setups (includes spec documents and design files only, not the actual construction, for now).
3. **White-Labeled Branding +$4,000:** Custom pads, turf, wraps, and signage — tailored to match the partner's brand or a co-branded experience.
4. **Branded Bam Bam Bats +$500:** Fully customized bats with client logo and custom colors.
5. **Enterprise Software Upgrades +120/hr:** Bespoke feature sets or integrations for enterprise-scale partners. + maintenance costs on a recurring basis
6. **Furniture Removal Discount -$2,500:** Discounted pricing for partners who wish to supply their own branded furniture.

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All add-ons are fully integrated into our Licensing Portal and sales configurators — complete with **visual previews**, **dynamic pricing**, and **estimated lead times**. Partners can self-configure their Suite or work directly with a Batbox sales representative to create a tailored solution.

Customization Strategy

Our customization strategy balances two key priorities:

1. Operational Efficiency: All add-ons are modular, batch-produced, and quoted separately to ensure smooth scalability, predictable lead times, and clean install planning.

2. Customer Flexibility: While the core product remains standardized, partners have the creative freedom to tailor their Suite to reflect their brand, audience, and business model.

From a business standpoint, this strategy helps:

- Increase average order value through upselling and premium customizations
- Maintain consistent brand identity across markets while allowing for local flavor
- Deepen strategic relationships through co-branded or exclusive builds

By standardizing our core and offering curated personalization, the Batbox Suite becomes a global platform that is premium, flexible, and scalable — while delivering unforgettable baseball entertainment at every install.

4. Game Modes & Player Experience (Suite)

The Batbox Suite is designed to make baseball fun, social, and accessible to everyone. Whether you're walking through a commercial development, attending a major or minor league game, or visiting your favorite sports venue — Batbox Suite offers the perfect mix of competition, entertainment, and spontaneity. It's a time-killer, a crowd-pleaser, and a game-changer all in one.

Our game modes are built around short-format, high-energy gameplay that encourages competition, laughter, and repeat visits. Whether it's a casual player, a curious first-timer, a sports fan, or a family looking for something new — every session is easy to start, exciting to play, and satisfying to share.

With multiple formats, team and solo challenges, and deep digital integration, the Batbox Suite turns a simple batting cage into an addictive, gamified experience. Every visit feels fresh, rewarding, and worth talking about — powering both revenue and brand loyalty.

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Game Modes Overview

The Batbox Suite offers a curated lineup of short-format, replayable game modes designed to maximize fun, throughput, and user engagement. All Sessions are 9 balls per player plus 1 warm-up ball, each player should take approx range from 2-4 minutes to complete the challenge and are tailored for a wide spectrum of players — from solo visitors and friend groups to families and hardcore baseball fans.

Each mode is optimized for:

- Fast sessions to maximize turns per hour
- Social competition that drives group engagement
- Gamified scoring to encourage repeat play
- Digital progression through avatars, XP, and leaderboards

We currently offer three flagship game modes, with additional formats in development:

Game Modes

Each Batbox Suite simulator includes three core game modes, designed to maximize fun, replayability, and challenge for a wide range of player types. These modes are:

1. Pitching Challenge

Each player receives 9 pitches and 1 warm-up pitch. Players aim at dynamic, on-screen targets with the goal of hitting or destroying them for points. The scoring system rewards speed, accuracy, and impact, creating a high-energy experience that evolves over time. This mode is designed from scratch (not based on a baseball-style strikeout game) and offers rich potential for branded targets, themed challenges, and corporate partnerships. The format is intuitive for casual players but can be layered with complexity for more advanced participants.

2. Batting Challenge

This mode eliminates defensive players and focuses entirely on hitting. Each player receives 9 swings and 1 warm-up swing. Points are awarded based on the difficulty of targets hit — from home runs to short-distance objects placed across the virtual field. The Batting Challenge is engineered for everyone: beginners can aim for close, easy targets, while seasoned players can chase long-distance power hits. The unified challenge system allows all players to compete on a shared leaderboard, regardless of skill level. Like Pitching Challenge, this format is flexible, updatable, and ideal for sponsorships and game-day themes.

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Digital Progression & Engagement

Beyond the gameplay itself, the Batbox Suite is built to foster long-term engagement through a fully integrated digital ecosystem. Every player — whether a first-timer or a returning competitor — becomes part of the Batbox universe the moment they step into a cage.

Key Engagement Features

- **Player Profiles** – Every player can create a personal Batbox account, complete with nickname, custom avatar, and saved performance stats.
- **XP & Levels** – Users earn experience points (XP) for every game played, unlocking new levels, badges, and status tiers. (Q1 2025)
- **Leaderboards** – Local, national, and global rankings fuel competition and create repeat play incentives, starting with friends and venue leaderboard initially.
- **Achievements** – Challenges and milestones reward skill, consistency, and exploration across different modes.(2026-2027)
- **Loyalty Integration** – Connected to our broader ecosystem (venue and Suite), players can earn real rewards or perks tied to their activity. (2026-2027)
- **Social Sharing** – Integrated camera systems allow players to share highlights, celebrate wins, and tag Batbox on social — organically growing brand reach.

Objectives:

- Increases player retention and repeat visits
- Transforms casual users into brand advocates.

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- Enables ongoing communication and promotions
- Creates monetizable data through user behavior insights
- Supports future features like multiplayer matchmaking, quests, and training modes

5. Monetization Strategy (Suite Mode Only)

Part 1: Game Mode Pricing & License Fee

Each Batbox Suite session is designed for quick, fun, high-throughput gameplay — translating into a compelling and profitable business model. Our pricing strategy is simple and scalable, focused on maximizing operator margins while delivering a frictionless guest experience.

Suggested Retail Pricing (Per Session / Per Player):

==Initially an onboarding session and controlled by Batbox. Possibility of peak and off peak pricing.==

- **Bottom of the 9th** : $8–$12
- **Batting Challenge**: $8–$12
- **Batbox Blitz**: $8–$12

These price points are optimized for casual, pay-to-play formats in high-traffic environments — while remaining flexible enough for partners to run local promotions, bundles, and loyalty campaigns.

License Fee Structure:
 Batbox uses a hybrid license model to ensure accessibility for all partners, while preserving long-term software value:

- **$1.50 per player/session** (applies to all game modes) - ==Minimum $2,500.==

==(This means your are doing at least $6,666). After that its a 15% rev share. (USD retail price: $10.) $20,000 USD)- less than a year ROI.==

This ensures alignment between Batbox and its partners. When Suites perform well, Batbox shares in the upside; when traffic is lower, partners are protected by a flat ceiling. In both cases, partners receive:

- ==Customer support, periodic parts and maintenance (TBD)==
  - ==normal wear/tear vs customer caused damages==
- ==Access to the full Batbox Suite software platform==
- ==Ongoing game and software updates (OTA)==

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- Updates and new releases
- 99.5% uptime (when venue network requirements are met)
- Customer and game usage data storage
- Data dashboards and analytics
- AWS cloud infrastructure
- Access to Master Admin Portal
- Remote operation and maintenance
- 24/7 customer and tech support hotline
- Marketing materials and campaign templates
- Dedicated Partner Experience Manager
- Business reviews and growth support

Target Environments

The Batbox Suite thrives in high-foot-traffic venues where fast, repeatable play and self-service format drive strong economics. It's designed to activate underutilized space, attract new audiences, and generate consistent, high-margin revenue — all without requiring additional staffing.

Ideal Environments Include:

Stadiums & Arenas

- Perfect for concourse-level attractions during live games, concerts, or events.
- Activates fans pre-game or in downtime, and boosts engagement + spend per visit.

FECs & Bowling Alleys

- Adds fresh, high-margin gameplay to existing entertainment offerings.
- Attracts sports fans, kids, and families for repeat visits and group play

Malls & Entertainment Districts

- Works well as a freestanding activation in unused spaces.
- Encourages walk-up traffic and casual discovery.

Training Centers & Multi-Sport Complexes

- Adds casual fun to athlete-driven environments.
- Great for warm-up play, downtime, or post-practice entertainment.

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Pickleball & Rec Centers

- Adds high-value experiences to recreation spaces that already serve social, active audiences.
- Cross-promotion potential with leagues and tournaments.

Revenue Potential & ROI (Per Suite)

With a compact 630 sq ft footprint, the Batbox Suite delivers outstanding revenue potential in high-traffic locations while maintaining a low operational burden. Its combination of session-based pricing, fast play cycles, and minimal staffing makes it one of the most efficient entertainment units per square foot on the market.

Key Operational KPIs:

- **Average session time:** 2-4 minutes per player
- **Suggested retail price:** $8–$12 per player/session (blended average: $10)
- **Peak throughput:** ~20 players/hour/simulator = 40/hour per Suite = 400 players/day (10 hours)

Estimated Session Volume (Per Player):

- **Low scenario (20% occupancy):** 80 players/day = 2,400/month
- **Mid scenario (40% occupancy):** 160 players/day = 4,800/month
- **High scenario (60% occupancy):** 240 players/day = 7,200/month

Monthly Revenue Estimates (Per Suite, Per Player):

- **Low traffic (80/day):** $24,000
- **Mid traffic (160/day):** $48,000
- **High traffic (240/day):** $72,000

License Fee to Batbox:

- $1,000/month flat minimum or $1.5 per player/session (whichever is higher)
- **Revenue share breakeven:** ~667 paid players/month (~22/day

$/Sq Ft Output (Based on 630 sq ft):

- **Low scenario:** $38.10/sq ft/month
- **Mid scenario:** $76.20/sq ft/month

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- **High scenario:** $114.30/sq ft/month

Capital Recovery Timeline:

- **Initial investment:** $160,000 (includes hardware, installation, and base setup)
- **Low traffic:** breakeven in ~6.7 months
- **Mid traffic:** breakeven in ~3.3 month
- **High traffic:** breakeven in ~2.2 months

Attraction Benchmark Comparison ($/Sq Ft Monthly Revenue):

- **Batbox Suite:** $38.10–$114.30
- **Bowling:** $25–40
- **Arcades:** $30–50
- **Mini-Golf:** $40–60
- **Axe Throwing:** $20–35
- **VR Arenas:** $35–60

Other ROI Advantages:

- 100% self-service = minimal staffing costs
- High repeat play through game variety and gamification
- Ideal for monetizing underutilized or transitional spaces
- Additional F&B revenue potential if integrated into broader hospitality mode.
- Ability to scale with 3rd simulator or upgrade to Venue Mode for added monetization

Benchmark References:

- *IAAPA FEC Benchmark Report 2023*
- *White Hutchinson Leisure & Learning Group*

The Batbox Suite offers a uniquely balanced revenue model — combining fast, high-throughput gameplay with flexible licensing and strong per-square-foot returns. With minimal staffing requirements, modular upgrade paths, and a powerful gamified software backbone, the Suite is designed to generate sustainable revenue across a range of venue types and traffic levels. Whether operating at 20% or 60% capacity, the Batbox Suite stands out as one of the most profitable, scalable, and future-proof interactive sports attractions on the market.

6. **Venue Mode Selection & Structure**

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While the Batbox Suite is optimized for short-format, self-serve play, certain venues may require a longer, more structured experience — particularly those with food & beverage components or longer customer dwell times.

To accommodate these needs, Batbox will offer the possibility of choosing between software modes, but only one mode can be licensed per Suite at a time:

Venue Mode: Designed for longer, more structured sessions such as hourly bookings, private events, and deeper gameplay. This mode operates on a flat-fee model only (no revenue share) and offers hour-based gameplay, with formats designed for social groups and competitive experiences.

Operators must choose either Suite Mode or Venue Mode at the time of license. While the hardware supports both modes, switching between them requires license reconfiguration and may be subject to upgrade fees. This structure is designed to maintain clarity in pricing and preserve the integrity of the Batbox Venue experience.

Key Differences:

- **Suite Mode**: $2,500/month or $1.50/session/player (whichever is higher)
- **Venue Mode**: Flat $2,500/month (no revenue share)

Venue Mode Overview

Venue Mode is the same software platform used in official Batbox Venues and is structured around hour-long gameplay sessions.

Game Modes Include:

- **Full Inning Games (3, 6, or 9 innings)**: Realistic baseball scenarios with batting, pitching, and defensive simulations.
- **League & Tournament Play (TBD 2026+)**: Software support for local and international competitive play.
- **Batting & Pitching Challenges**: Same challenges as the Suite but adapted for hourly play.
- **Group Play**: Structured team formats and scenarios for corporate events and social outings.

Ideal Use Cases:

- Pre-booked hourly sessions
- Corporate events and private parties

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- Hospitality venues with longer average stays
- Sports bars and branded Batbox locations

Monetization & ROI:

- **Suggested Retail**: $15–$25 per hour per player
- **Capacity**: 4–12 players per hour
- **License Fee**: $2,500/month (flat, no rev-share)

This clean, flat-fee structure simplifies forecasting and accounting, making it ideal for event-driven and hospitality venues.

7. Pricing Model & License Structure

Overview & Upfront Cost

The Batbox Venue Software is designed to deliver premium value with transparent pricing and flexible terms — making it easy for operators and strategic partners to understand total cost of ownership and project ROI.

Each Batbox Suite is sold as a turnkey system — with all core components, software, and support included in a single bundled price. The operator must select either Suite Mode or Venue Mode at the time of license.

🧾 **Upfront Cost (Per Suite)**

Price: $160,000 USD + Tax

Includes:

- 2 full Batbox Simulators
- 2 standard cage systems (frame, netting, padding, turf)
- Consumables (balls, bats, helmets)
- Self-service check-in kiosk
- Standard branded FFE package (stools, tables, signage)
- LED lighting, ambient sound, and display integration
- Integrated camera system (for swing analysis and social content)
- Installation & setup
- Access to Batbox Suite Software Platform

Note: Shipping costs and travel expenses may vary based on location and are quoted separately.

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7. Financing & Leasing Options

We offer flexible payment solutions via third-party financing partners:

- 12–48 month lease or financing options
- Attractive rates for qualified operators
- Quick approvals and minimal paperwork
- Ideal for hospitality groups or venues preferring CAPEX smoothing

License Term

- **Minimum Commitment**: 60 months
- **Renewal**: Option to renew in 12-month increments
- **License includes** all software updates, technical support, and access to the Batbox Partner Success Portal

Reseller & Volume Discounts

Batbox works with select channel partners, developers, and entertainment operators under a discounted hardware + license pricing structure.

Hardware Discounts

- 5+ Suites in a single order = 10% hardware discount
- 10+ Suites in a single order = 15% hardware discount

Reseller License Discounts

- Approved resellers receive a 30% discount of HW and 50% off monthly license fee

Discounts apply to Suite Mode and Venue Mode fee

Subject to contract, onboarding, and brand compliance

** 8. Customer Journey (B2C) – Lead: Jung** Description: Walk through what a typical end-user experiences when interacting with a Batbox Suite.*Should Include: (Video oF Rangers but with normal payment) *

- Interaction with self-serve kiosk and user interface
- Gameplay flow and transitions between modes
- Digital avatar creation, loyalty tracking, and progression
- Queueing logic (virtual line system or walk-up)

- Payment experience (tap-to-pay, mobile, card)
- Video sharing, swing replay, and social media moments
- UX mockups or sample wireframes (optional)

9. Master Portal – Lead: Jung Description: Define the software interface and backend tools used by operators and Batbox staff to manage the Suite.

Should Include:

- Dashboard overview (usage, revenue, performance)
- Game mode configuration and scheduling tools
- Loyalty system integration and user tracking
- Remote diagnostics and software OTA updates
- Reservation and check-in system (Suite and Venue Modes)
- Analytics and KPIs tracked (player volume, conversion, return rate)
- Payment reconciliation and transaction data export
- Admin access levels and support communication features

10. Sales Strategy (B2B) – Leads: Beau, Brandon, Bishop Description: Lay out how we sell Batbox Suites across markets and channels.

Should Include:

- Ideal customer profiles (hotels, FECs, stadiums, developers)
- Key messaging and value proposition per vertical
- Prospecting approach (outbound vs inbound)
- Sales process flow: lead → demo → proposal → close
- Lead generation tools and pipeline metrics
- Marketing and expo support (IAAPA, website, social)
- Reseller support and incentive structure
- Key use cases to highlight in sales decks
- Website
- Videos of Suite and renderings (TIF)

11. Batbox Partnership Program (BPP) – Lead: Beau and CW Description: Define the structure and strategy for deploying Batbox Suites at scale through Batbox-owned or co-financed locations.

Should Include:

- Ops plan, investment and cost structure.
- Expansion strategy using BPP as internal rollout model
- Priority location types (malls, entertainment districts, stadiums)
- Capital investment framework
- Site selection criteria and launch funnel
- Projected installs over time (1 year, 3 year)
- Revenue targets and shared monetization mechanics
- Design standards and partner requirements

12. Customer Journey (B2B) – Lead: David Description: Define what a Batbox partner goes through from signing to launch.

Should Include:

- Sales-to-ops handoff
- Design/layout process and support
- Site readiness checklist
- Delivery and installation timeline
- Software onboarding and staff training
- Marketing and launch playbook
- Customer success and post-launch support

13. Costing, Supply Chain & Ops – Lead: David Description: Explain how we source, ship, and install Batbox Suites efficiently.

Should Include:

- Cage costing, design and supply
- Component sourcing and vendors (simulator, cage, kiosk, lighting)
- Cost structure and markup strategy
- Tariffs, freight, and customs logistics
- Assembly, install, and lead time per region
- Operational partners (e.g.,Internal or Strongwood)
- Standard timelines from order to go-live
- Maintenance, support and warranty protocols

14. Growth Strategy & Expected Results – Leads: Beau, Bishop, JD Description: Define the vision and targets for scaling Batbox Suite adoption.

- Should Include:

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- Year-by-year deployment roadmap
- Sales and BPP install projections
- Key targets and top 50 list
- National and international expansion goals
- Revenue projections by channel
- Key levers for growth (software updates, partnerships, expos)
- Risks and mitigation plans

15. Financial Model & Projections – Lead: JD Description: Build a top-down model showing revenue, costs, and profit over time.

Should Include:

- Pricing assumptions (Suite & Venue modes)
- Revenue per Suite per month (scenarios)
- License fee revenue, hardware margins
- CAC / LTV projections
- Total addressable market sizing
- Capital needs for growth and BPP
- Break-even and IRR per format
- BPP Growth

16. To Do List – All Departments Description: Cross-functional checklist of what must be executed to go live.

Should Include:

- Legal: B2B contracts, compliance, reseller terms
- Ops: install SOPs, shipping, tools
- Sales: CRM, pitch deck, pricing, reseller packs
- Marketing: suite page, press kit, videos, webpage, campaigs
- Showrooms: pilot install plan
- IAAPA: booth strategy, Suite demo, asset deadlines
- Opening: partner onboarding, support flow
- Prospecting: vertical lists, campaign launches
- Compliance: safety, insurance, regional approvals

17. Glossary – Lead: JD Description: Define key terms used throughout the Batbox Suite document.

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- Suite, Simulator, Venue Mode, Master Portal, OTA
- BPP, License Fee, Throughput, Self-Serve, Gamification
- KPIs like $/sqft, ROI, IRR
- Short-play vs long-play modes
- Play Session, Avatar, XP, Leaderboard