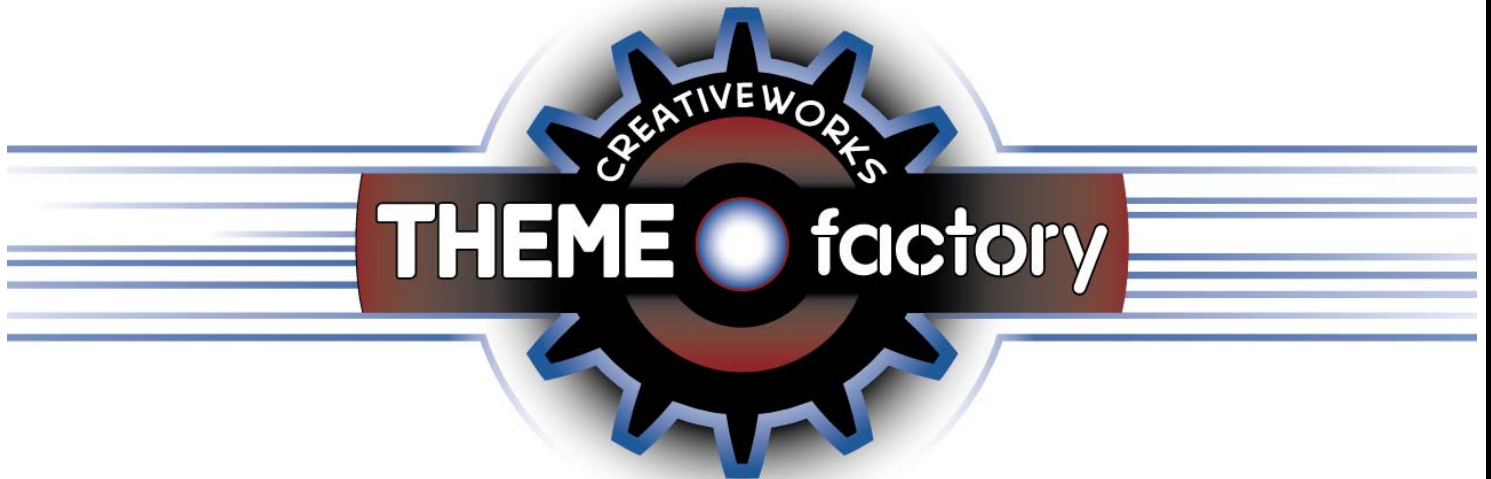


LASER TAG REVENUE

Sample Spreadsheets

Presented by:



**Delivering the WOW Effect,
one client at a time...**

Summary...

In an effort to help our clients understand the revenue potential of a game of laser tag, we have created a master revenue spreadsheet for the game and applied various parameters to account for the typical configuration and pricing models present today.

There are many variables when it comes to determining revenue for a laser tag attraction. We've used a straight-forward approach to give you some raw numbers as to how much this revenue can be generated at certain capacities given a specific set of hours open, the price of a typical game, how many laser vests are available and how many games per hour can be played in your attraction.

You'll also notice a highlighted line in the table which shows revenue based on a 30% average capacity. This is a conservative basis used by most attractions in the leisure and entertainment industry for determining revenue and is also known as the "utilization rate".

Terms used on our spreadsheet...

Hours Open/Week (Sept. – May): Assumes school is in session and fewer hours...

Hours Open/Week (June – August): Assumes school is out and more hours...

Laser Vests Available: This is how many vests are available to play on a given day...

Games/Hour: Games are generally 10 to 12 minutes long with additional time for the briefing and vesting phases; adding these times together you can play up to 3 games per hour. Adjusting game times can affect this number...

Price/Game: Retail price of what you will charge...

Game Package: Accounts for if a guest purchases 2 or 3 games at once at the discounted price per game...

% Purchased: Average percentage that each game package is purchased together based on historical data.

Average Price/Game: This takes the price/game as well as the % Purchased for each game and summarizes them into one price...

Promotions/Discounts: This takes into account the overall average discount offered for coupons and promotions typically used throughout the year for attracting guests...

We offer educational services for marketing and operations to help increase efficiencies and revenues for operating laser tag attractions. Please consult us for further details.



Creative Works Theme Factory

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LASER TAG GAME - REVENUE PROJECTIONS

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Hours Open/Week (Sept. - May):	43
Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	16
Games/Hour:	3
Arena Size Required (Square Feet):	2,400

Max. Game Plays/Week (Avg.):	2,220
Max. Game Plays/Month (Avg.):	9,546
Max. Game Plays/Year (Avg.):	114,552

Price/Game	% Purchased
1 Game	\$5.00 72%
2 Games (ea.)	\$4.50 21%
3 Games (ea.)	\$4.00 7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,014	\$8,659	\$103,910	1,909	22,910
21.0%	\$2,114	\$9,092	\$109,106	2,005	24,056
22.0%	\$2,215	\$9,525	\$114,301	2,100	25,201
23.0%	\$2,316	\$9,958	\$119,497	2,196	26,347
24.0%	\$2,417	\$10,391	\$124,692	2,291	27,492
25.0%	\$2,517	\$10,824	\$129,888	2,387	28,638
26.0%	\$2,618	\$11,257	\$135,083	2,482	29,784
27.0%	\$2,719	\$11,690	\$140,279	2,577	30,929
28.0%	\$2,819	\$12,123	\$145,474	2,673	32,075
29.0%	\$2,920	\$12,556	\$150,670	2,768	33,220
30.0%	\$3,021	\$12,989	\$155,865	2,864	34,366
31.0%	\$3,121	\$13,422	\$161,061	2,959	35,511
32.0%	\$3,222	\$13,855	\$166,256	3,055	36,657
33.0%	\$3,323	\$14,288	\$171,452	3,150	37,802
34.0%	\$3,423	\$14,721	\$176,647	3,246	38,948
35.0%	\$3,524	\$15,154	\$181,843	3,341	40,093
36.0%	\$3,625	\$15,587	\$187,038	3,437	41,239
37.0%	\$3,725	\$16,019	\$192,234	3,532	42,384
38.0%	\$3,826	\$16,452	\$197,429	3,627	43,530
39.0%	\$3,927	\$16,885	\$202,625	3,723	44,675
40.0%	\$4,028	\$17,318	\$207,820	3,818	45,821
45.0%	\$4,531	\$19,483	\$233,798	4,296	51,548
50.0%	\$5,034	\$21,648	\$259,775	4,773	57,276
55.0%	\$5,538	\$23,813	\$285,753	5,250	63,004
60.0%	\$6,041	\$25,978	\$311,730	5,728	68,731
100.0%	\$10,069	\$43,296	\$519,551	9,546	114,552

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.

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Max. Game Plays/Year (Avg.):	114,552

Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,431	\$10,454	\$125,446	1,909	22,910
21.0%	\$2,553	\$10,977	\$131,718	2,005	24,056
22.0%	\$2,674	\$11,499	\$137,990	2,100	25,201
23.0%	\$2,796	\$12,022	\$144,263	2,196	26,347
24.0%	\$2,917	\$12,545	\$150,535	2,291	27,492
25.0%	\$3,039	\$13,067	\$156,807	2,387	28,638
26.0%	\$3,160	\$13,590	\$163,080	2,482	29,784
27.0%	\$3,282	\$14,113	\$169,352	2,577	30,929
28.0%	\$3,404	\$14,635	\$175,624	2,673	32,075
29.0%	\$3,525	\$15,158	\$181,897	2,768	33,220
30.0%	\$3,647	\$15,681	\$188,169	2,864	34,366
31.0%	\$3,768	\$16,203	\$194,441	2,959	35,511
32.0%	\$3,890	\$16,726	\$200,713	3,055	36,657
33.0%	\$4,011	\$17,249	\$206,986	3,150	37,802
34.0%	\$4,133	\$17,772	\$213,258	3,246	38,948
35.0%	\$4,254	\$18,294	\$219,530	3,341	40,093
36.0%	\$4,376	\$18,817	\$225,803	3,437	41,239
37.0%	\$4,498	\$19,340	\$232,075	3,532	42,384
38.0%	\$4,619	\$19,862	\$238,347	3,627	43,530
39.0%	\$4,741	\$20,385	\$244,619	3,723	44,675
40.0%	\$4,862	\$20,908	\$250,892	3,818	45,821
45.0%	\$5,470	\$23,521	\$282,253	4,296	51,548
50.0%	\$6,078	\$26,135	\$313,615	4,773	57,276
55.0%	\$6,686	\$28,748	\$344,976	5,250	63,004
60.0%	\$7,293	\$31,361	\$376,338	5,728	68,731
100.0%	\$12,156	\$52,269	\$627,229	9,546	114,552

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

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Arena Size Required (Square Feet):	2,400

Max. Game Plays/Week (Avg.):	2,220
Max. Game Plays/Month (Avg.):	9,546
Max. Game Plays/Year (Avg.):	114,552

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,848	\$12,248	\$146,982	1,909	22,910
21.0%	\$2,991	\$12,861	\$154,331	2,005	24,056
22.0%	\$3,133	\$13,473	\$161,680	2,100	25,201
23.0%	\$3,276	\$14,086	\$169,029	2,196	26,347
24.0%	\$3,418	\$14,698	\$176,378	2,291	27,492
25.0%	\$3,561	\$15,311	\$183,727	2,387	28,638
26.0%	\$3,703	\$15,923	\$191,076	2,482	29,784
27.0%	\$3,845	\$16,535	\$198,425	2,577	30,929
28.0%	\$3,988	\$17,148	\$205,774	2,673	32,075
29.0%	\$4,130	\$17,760	\$213,123	2,768	33,220
30.0%	\$4,273	\$18,373	\$220,473	2,864	34,366
31.0%	\$4,415	\$18,985	\$227,822	2,959	35,511
32.0%	\$4,558	\$19,598	\$235,171	3,055	36,657
33.0%	\$4,700	\$20,210	\$242,520	3,150	37,802
34.0%	\$4,842	\$20,822	\$249,869	3,246	38,948
35.0%	\$4,985	\$21,435	\$257,218	3,341	40,093
36.0%	\$5,127	\$22,047	\$264,567	3,437	41,239
37.0%	\$5,270	\$22,660	\$271,916	3,532	42,384
38.0%	\$5,412	\$23,272	\$279,265	3,627	43,530
39.0%	\$5,555	\$23,885	\$286,614	3,723	44,675
40.0%	\$5,697	\$24,497	\$293,963	3,818	45,821
45.0%	\$6,409	\$27,559	\$330,709	4,296	51,548
50.0%	\$7,121	\$30,621	\$367,454	4,773	57,276
55.0%	\$7,833	\$33,683	\$404,200	5,250	63,004
60.0%	\$8,545	\$36,745	\$440,945	5,728	68,731
100.0%	\$14,242	\$61,242	\$734,908	9,546	114,552

ADDITIONAL REVENUE SOURCES:

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Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	20
Games/Hour:	3
Arena Size Required (Square Feet):	3,000

Max. Game Plays/Week (Avg.):	2,775
Max. Game Plays/Month (Avg.):	11,933
Max. Game Plays/Year (Avg.):	143,190

Price/Game % Purchased

1 Game	\$5.00	72%
2 Games (ea.)	\$4.50	21%
3 Games (ea.)	\$4.00	7%

Average Price/Game: \$4.83

Promotions/Discounts: 6%

Price/Game (after promotions): \$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$2,517	\$10,824	\$129,888	2,387	28,638
21.0%	\$2,643	\$11,365	\$136,382	2,506	30,070
22.0%	\$2,769	\$11,906	\$142,876	2,625	31,502
23.0%	\$2,895	\$12,448	\$149,371	2,744	32,934
24.0%	\$3,021	\$12,989	\$155,865	2,864	34,366
25.0%	\$3,147	\$13,530	\$162,360	2,983	35,798
26.0%	\$3,272	\$14,071	\$168,854	3,102	37,229
27.0%	\$3,398	\$14,612	\$175,348	3,222	38,661
28.0%	\$3,524	\$15,154	\$181,843	3,341	40,093
29.0%	\$3,650	\$15,695	\$188,337	3,460	41,525
30.0%	\$3,776	\$16,236	\$194,831	3,580	42,957
31.0%	\$3,902	\$16,777	\$201,326	3,699	44,389
32.0%	\$4,028	\$17,318	\$207,820	3,818	45,821
33.0%	\$4,153	\$17,860	\$214,315	3,938	47,253
34.0%	\$4,279	\$18,401	\$220,809	4,057	48,685
35.0%	\$4,405	\$18,942	\$227,303	4,176	50,117
36.0%	\$4,531	\$19,483	\$233,798	4,296	51,548
37.0%	\$4,657	\$20,024	\$240,292	4,415	52,980
38.0%	\$4,783	\$20,566	\$246,787	4,534	54,412
39.0%	\$4,909	\$21,107	\$253,281	4,654	55,844
40.0%	\$5,034	\$21,648	\$259,775	4,773	57,276
45.0%	\$5,664	\$24,354	\$292,247	5,370	64,436
50.0%	\$6,293	\$27,060	\$324,719	5,966	71,595
55.0%	\$6,922	\$29,766	\$357,191	6,563	78,755
60.0%	\$7,552	\$32,472	\$389,663	7,160	85,914
100.0%	\$12,586	\$54,120	\$649,438	11,933	143,190

ADDITIONAL REVENUE SOURCES:

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Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,039	\$13,067	\$156,807	2,387	28,638
21.0%	\$3,191	\$13,721	\$164,648	2,506	30,070
22.0%	\$3,343	\$14,374	\$172,488	2,625	31,502
23.0%	\$3,495	\$15,027	\$180,328	2,744	32,934
24.0%	\$3,647	\$15,681	\$188,169	2,864	34,366
25.0%	\$3,799	\$16,334	\$196,009	2,983	35,798
26.0%	\$3,951	\$16,987	\$203,850	3,102	37,229
27.0%	\$4,103	\$17,641	\$211,690	3,222	38,661
28.0%	\$4,254	\$18,294	\$219,530	3,341	40,093
29.0%	\$4,406	\$18,948	\$227,371	3,460	41,525
30.0%	\$4,558	\$19,601	\$235,211	3,580	42,957
31.0%	\$4,710	\$20,254	\$243,051	3,699	44,389
32.0%	\$4,862	\$20,908	\$250,892	3,818	45,821
33.0%	\$5,014	\$21,561	\$258,732	3,938	47,253
34.0%	\$5,166	\$22,214	\$266,573	4,057	48,685
35.0%	\$5,318	\$22,868	\$274,413	4,176	50,117
36.0%	\$5,470	\$23,521	\$282,253	4,296	51,548
37.0%	\$5,622	\$24,174	\$290,094	4,415	52,980
38.0%	\$5,774	\$24,828	\$297,934	4,534	54,412
39.0%	\$5,926	\$25,481	\$305,774	4,654	55,844
40.0%	\$6,078	\$26,135	\$313,615	4,773	57,276
45.0%	\$6,838	\$29,401	\$352,817	5,370	64,436
50.0%	\$7,597	\$32,668	\$392,018	5,966	71,595
55.0%	\$8,357	\$35,935	\$431,220	6,563	78,755
60.0%	\$9,117	\$39,202	\$470,422	7,160	85,914
100.0%	\$15,195	\$65,336	\$784,037	11,933	143,190

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Max. Game Plays/Month (Avg.):	11,933
Max. Game Plays/Year (Avg.):	143,190

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,561	\$15,311	\$183,727	2,387	28,638
21.0%	\$3,739	\$16,076	\$192,913	2,506	30,070
22.0%	\$3,917	\$16,842	\$202,100	2,625	31,502
23.0%	\$4,095	\$17,607	\$211,286	2,744	32,934
24.0%	\$4,273	\$18,373	\$220,473	2,864	34,366
25.0%	\$4,451	\$19,138	\$229,659	2,983	35,798
26.0%	\$4,629	\$19,904	\$238,845	3,102	37,229
27.0%	\$4,807	\$20,669	\$248,032	3,222	38,661
28.0%	\$4,985	\$21,435	\$257,218	3,341	40,093
29.0%	\$5,163	\$22,200	\$266,404	3,460	41,525
30.0%	\$5,341	\$22,966	\$275,591	3,580	42,957
31.0%	\$5,519	\$23,731	\$284,777	3,699	44,389
32.0%	\$5,697	\$24,497	\$293,963	3,818	45,821
33.0%	\$5,875	\$25,262	\$303,150	3,938	47,253
34.0%	\$6,053	\$26,028	\$312,336	4,057	48,685
35.0%	\$6,231	\$26,794	\$321,522	4,176	50,117
36.0%	\$6,409	\$27,559	\$330,709	4,296	51,548
37.0%	\$6,587	\$28,325	\$339,895	4,415	52,980
38.0%	\$6,765	\$29,090	\$349,081	4,534	54,412
39.0%	\$6,943	\$29,856	\$358,268	4,654	55,844
40.0%	\$7,121	\$30,621	\$367,454	4,773	57,276
45.0%	\$8,011	\$34,449	\$413,386	5,370	64,436
50.0%	\$8,902	\$38,276	\$459,318	5,966	71,595
55.0%	\$9,792	\$42,104	\$505,249	6,563	78,755
60.0%	\$10,682	\$45,932	\$551,181	7,160	85,914
100.0%	\$17,803	\$76,553	\$918,635	11,933	143,190

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Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	24
Games/Hour:	3
Arena Size Required (Square Feet):	3,600

Max. Game Plays/Week (Avg.):	3,330
Max. Game Plays/Month (Avg.):	14,319
Max. Game Plays/Year (Avg.):	171,828

	Price/Game	% Purchased
1 Game	\$5.00	72%
2 Games (ea.)	\$4.50	21%
3 Games (ea.)	\$4.00	7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,021	\$12,989	\$155,865	2,864	34,366
21.0%	\$3,172	\$13,638	\$163,658	3,007	36,084
22.0%	\$3,323	\$14,288	\$171,452	3,150	37,802
23.0%	\$3,474	\$14,937	\$179,245	3,293	39,520
24.0%	\$3,625	\$15,587	\$187,038	3,437	41,239
25.0%	\$3,776	\$16,236	\$194,831	3,580	42,957
26.0%	\$3,927	\$16,885	\$202,625	3,723	44,675
27.0%	\$4,078	\$17,535	\$210,418	3,866	46,394
28.0%	\$4,229	\$18,184	\$218,211	4,009	48,112
29.0%	\$4,380	\$18,834	\$226,005	4,153	49,830
30.0%	\$4,531	\$19,483	\$233,798	4,296	51,548
31.0%	\$4,682	\$20,133	\$241,591	4,439	53,267
32.0%	\$4,833	\$20,782	\$249,384	4,582	54,985
33.0%	\$4,984	\$21,431	\$257,178	4,725	56,703
34.0%	\$5,135	\$22,081	\$264,971	4,868	58,422
35.0%	\$5,286	\$22,730	\$272,764	5,012	60,140
36.0%	\$5,437	\$23,380	\$280,557	5,155	61,858
37.0%	\$5,588	\$24,029	\$288,351	5,298	63,576
38.0%	\$5,739	\$24,679	\$296,144	5,441	65,295
39.0%	\$5,890	\$25,328	\$303,937	5,584	67,013
40.0%	\$6,041	\$25,978	\$311,730	5,728	68,731
45.0%	\$6,796	\$29,225	\$350,697	6,444	77,323
50.0%	\$7,552	\$32,472	\$389,663	7,160	85,914
55.0%	\$8,307	\$35,719	\$428,629	7,875	94,505
60.0%	\$9,062	\$38,966	\$467,596	8,591	103,097
100.0%	\$15,103	\$64,944	\$779,326	14,319	171,828

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.

LASER TAG GAME - REVENUE PROJECTIONS

Prepared By:

Creative Works Theme Factory

www.theWOWeffect.com

317-834-4770

Hours Open/Week (Sept. - May):	43
Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	24
Games/Hour:	3
Arena Size Required (Square Feet):	3,600

Max. Game Plays/Week (Avg.):	3,330
Max. Game Plays/Month (Avg.):	14,319
Max. Game Plays/Year (Avg.):	171,828

	Price/Game	% Purchased
1 Game	\$6.00	72%
2 Games (ea.)	\$5.50	21%
3 Games (ea.)	\$5.00	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,647	\$15,681	\$188,169	2,864	34,366
21.0%	\$3,829	\$16,465	\$197,577	3,007	36,084
22.0%	\$4,011	\$17,249	\$206,986	3,150	37,802
23.0%	\$4,194	\$18,033	\$216,394	3,293	39,520
24.0%	\$4,376	\$18,817	\$225,803	3,437	41,239
25.0%	\$4,558	\$19,601	\$235,211	3,580	42,957
26.0%	\$4,741	\$20,385	\$244,619	3,723	44,675
27.0%	\$4,923	\$21,169	\$254,028	3,866	46,394
28.0%	\$5,105	\$21,953	\$263,436	4,009	48,112
29.0%	\$5,288	\$22,737	\$272,845	4,153	49,830
30.0%	\$5,470	\$23,521	\$282,253	4,296	51,548
31.0%	\$5,652	\$24,305	\$291,662	4,439	53,267
32.0%	\$5,835	\$25,089	\$301,070	4,582	54,985
33.0%	\$6,017	\$25,873	\$310,479	4,725	56,703
34.0%	\$6,199	\$26,657	\$319,887	4,868	58,422
35.0%	\$6,382	\$27,441	\$329,295	5,012	60,140
36.0%	\$6,564	\$28,225	\$338,704	5,155	61,858
37.0%	\$6,746	\$29,009	\$348,112	5,298	63,576
38.0%	\$6,929	\$29,793	\$357,521	5,441	65,295
39.0%	\$7,111	\$30,577	\$366,929	5,584	67,013
40.0%	\$7,293	\$31,361	\$376,338	5,728	68,731
45.0%	\$8,205	\$35,282	\$423,380	6,444	77,323
50.0%	\$9,117	\$39,202	\$470,422	7,160	85,914
55.0%	\$10,028	\$43,122	\$517,464	7,875	94,505
60.0%	\$10,940	\$47,042	\$564,507	8,591	103,097
100.0%	\$18,233	\$78,404	\$940,844	14,319	171,828

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

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Max. Game Plays/Week (Avg.):	3,330
Max. Game Plays/Month (Avg.):	14,319
Max. Game Plays/Year (Avg.):	171,828

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,273	\$18,373	\$220,473	2,864	34,366
21.0%	\$4,486	\$19,291	\$231,496	3,007	36,084
22.0%	\$4,700	\$20,210	\$242,520	3,150	37,802
23.0%	\$4,914	\$21,129	\$253,543	3,293	39,520
24.0%	\$5,127	\$22,047	\$264,567	3,437	41,239
25.0%	\$5,341	\$22,966	\$275,591	3,580	42,957
26.0%	\$5,555	\$23,885	\$286,614	3,723	44,675
27.0%	\$5,768	\$24,803	\$297,638	3,866	46,394
28.0%	\$5,982	\$25,722	\$308,662	4,009	48,112
29.0%	\$6,195	\$26,640	\$319,685	4,153	49,830
30.0%	\$6,409	\$27,559	\$330,709	4,296	51,548
31.0%	\$6,623	\$28,478	\$341,732	4,439	53,267
32.0%	\$6,836	\$29,396	\$352,756	4,582	54,985
33.0%	\$7,050	\$30,315	\$363,780	4,725	56,703
34.0%	\$7,264	\$31,234	\$374,803	4,868	58,422
35.0%	\$7,477	\$32,152	\$385,827	5,012	60,140
36.0%	\$7,691	\$33,071	\$396,851	5,155	61,858
37.0%	\$7,905	\$33,990	\$407,874	5,298	63,576
38.0%	\$8,118	\$34,908	\$418,898	5,441	65,295
39.0%	\$8,332	\$35,827	\$429,921	5,584	67,013
40.0%	\$8,545	\$36,745	\$440,945	5,728	68,731
45.0%	\$9,614	\$41,339	\$496,063	6,444	77,323
50.0%	\$10,682	\$45,932	\$551,181	7,160	85,914
55.0%	\$11,750	\$50,525	\$606,299	7,875	94,505
60.0%	\$12,818	\$55,118	\$661,418	8,591	103,097
100.0%	\$21,364	\$91,864	\$1,102,363	14,319	171,828

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

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Hours Open/Week (Sept. - May):	43
Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	30
Games/Hour:	3
Arena Size Required (Square Feet):	4,500

Max. Game Plays/Week (Avg.):	4,163
Max. Game Plays/Month (Avg.):	17,899
Max. Game Plays/Year (Avg.):	214,785

Price/Game	% Purchased
1 Game	\$5.00 72%
2 Games (ea.)	\$4.50 21%
3 Games (ea.)	\$4.00 7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$3,776	\$16,236	\$194,831	3,580	42,957
21.0%	\$3,965	\$17,048	\$204,573	3,759	45,105
22.0%	\$4,153	\$17,860	\$214,315	3,938	47,253
23.0%	\$4,342	\$18,671	\$224,056	4,117	49,401
24.0%	\$4,531	\$19,483	\$233,798	4,296	51,548
25.0%	\$4,720	\$20,295	\$243,539	4,475	53,696
26.0%	\$4,909	\$21,107	\$253,281	4,654	55,844
27.0%	\$5,097	\$21,919	\$263,022	4,833	57,992
28.0%	\$5,286	\$22,730	\$272,764	5,012	60,140
29.0%	\$5,475	\$23,542	\$282,506	5,191	62,288
30.0%	\$5,664	\$24,354	\$292,247	5,370	64,436
31.0%	\$5,852	\$25,166	\$301,989	5,549	66,583
32.0%	\$6,041	\$25,978	\$311,730	5,728	68,731
33.0%	\$6,230	\$26,789	\$321,472	5,907	70,879
34.0%	\$6,419	\$27,601	\$331,214	6,086	73,027
35.0%	\$6,608	\$28,413	\$340,955	6,265	75,175
36.0%	\$6,796	\$29,225	\$350,697	6,444	77,323
37.0%	\$6,985	\$30,037	\$360,438	6,623	79,470
38.0%	\$7,174	\$30,848	\$370,180	6,802	81,618
39.0%	\$7,363	\$31,660	\$379,921	6,981	83,766
40.0%	\$7,552	\$32,472	\$389,663	7,160	85,914
45.0%	\$8,496	\$36,531	\$438,371	8,054	96,653
50.0%	\$9,440	\$40,590	\$487,079	8,949	107,393
55.0%	\$10,383	\$44,649	\$535,787	9,844	118,132
60.0%	\$11,327	\$48,708	\$584,494	10,739	128,871
100.0%	\$18,879	\$81,180	\$974,157	17,899	214,785

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

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Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$4,558	\$19,601	\$235,211	3,580	42,957
21.0%	\$4,786	\$20,581	\$246,972	3,759	45,105
22.0%	\$5,014	\$21,561	\$258,732	3,938	47,253
23.0%	\$5,242	\$22,541	\$270,493	4,117	49,401
24.0%	\$5,470	\$23,521	\$282,253	4,296	51,548
25.0%	\$5,698	\$24,501	\$294,014	4,475	53,696
26.0%	\$5,926	\$25,481	\$305,774	4,654	55,844
27.0%	\$6,154	\$26,461	\$317,535	4,833	57,992
28.0%	\$6,382	\$27,441	\$329,295	5,012	60,140
29.0%	\$6,610	\$28,421	\$341,056	5,191	62,288
30.0%	\$6,838	\$29,401	\$352,817	5,370	64,436
31.0%	\$7,065	\$30,381	\$364,577	5,549	66,583
32.0%	\$7,293	\$31,361	\$376,338	5,728	68,731
33.0%	\$7,521	\$32,342	\$388,098	5,907	70,879
34.0%	\$7,749	\$33,322	\$399,859	6,086	73,027
35.0%	\$7,977	\$34,302	\$411,619	6,265	75,175
36.0%	\$8,205	\$35,282	\$423,380	6,444	77,323
37.0%	\$8,433	\$36,262	\$435,140	6,623	79,470
38.0%	\$8,661	\$37,242	\$446,901	6,802	81,618
39.0%	\$8,889	\$38,222	\$458,662	6,981	83,766
40.0%	\$9,117	\$39,202	\$470,422	7,160	85,914
45.0%	\$10,256	\$44,102	\$529,225	8,054	96,653
50.0%	\$11,396	\$49,002	\$588,028	8,949	107,393
55.0%	\$12,535	\$53,903	\$646,830	9,844	118,132
60.0%	\$13,675	\$58,803	\$705,633	10,739	128,871
100.0%	\$22,792	\$98,005	\$1,176,055	17,899	214,785

ADDITIONAL REVENUE SOURCES:

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Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	30
Games/Hour:	3
Arena Size Required (Square Feet):	4,500

Max. Game Plays/Week (Avg.):	4,163
Max. Game Plays/Month (Avg.):	17,899
Max. Game Plays/Year (Avg.):	214,785

	Price/Game	% Purchased
1 Game	\$7.00	72%
2 Games (ea.)	\$6.50	21%
3 Games (ea.)	\$6.00	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$5,341	\$22,966	\$275,591	3,580	42,957
21.0%	\$5,608	\$24,114	\$289,370	3,759	45,105
22.0%	\$5,875	\$25,262	\$303,150	3,938	47,253
23.0%	\$6,142	\$26,411	\$316,929	4,117	49,401
24.0%	\$6,409	\$27,559	\$330,709	4,296	51,548
25.0%	\$6,676	\$28,707	\$344,488	4,475	53,696
26.0%	\$6,943	\$29,856	\$358,268	4,654	55,844
27.0%	\$7,210	\$31,004	\$372,047	4,833	57,992
28.0%	\$7,477	\$32,152	\$385,827	5,012	60,140
29.0%	\$7,744	\$33,301	\$399,606	5,191	62,288
30.0%	\$8,011	\$34,449	\$413,386	5,370	64,436
31.0%	\$8,278	\$35,597	\$427,165	5,549	66,583
32.0%	\$8,545	\$36,745	\$440,945	5,728	68,731
33.0%	\$8,812	\$37,894	\$454,725	5,907	70,879
34.0%	\$9,080	\$39,042	\$468,504	6,086	73,027
35.0%	\$9,347	\$40,190	\$482,284	6,265	75,175
36.0%	\$9,614	\$41,339	\$496,063	6,444	77,323
37.0%	\$9,881	\$42,487	\$509,843	6,623	79,470
38.0%	\$10,148	\$43,635	\$523,622	6,802	81,618
39.0%	\$10,415	\$44,783	\$537,402	6,981	83,766
40.0%	\$10,682	\$45,932	\$551,181	7,160	85,914
45.0%	\$12,017	\$51,673	\$620,079	8,054	96,653
50.0%	\$13,352	\$57,415	\$688,977	8,949	107,393
55.0%	\$14,687	\$63,156	\$757,874	9,844	118,132
60.0%	\$16,023	\$68,898	\$826,772	10,739	128,871
100.0%	\$26,705	\$114,829	\$1,377,953	17,899	214,785

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

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Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	40
Games/Hour:	3
Arena Size Required (Square Feet):	6,000

Max. Game Plays/Week (Avg.):	5,550
Max. Game Plays/Month (Avg.):	23,865
Max. Game Plays/Year (Avg.):	286,380

Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$4.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$4.54

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$5,034	\$21,648	\$259,775	4,773	57,276
21.0%	\$5,286	\$22,730	\$272,764	5,012	60,140
22.0%	\$5,538	\$23,813	\$285,753	5,250	63,004
23.0%	\$5,790	\$24,895	\$298,742	5,489	65,867
24.0%	\$6,041	\$25,978	\$311,730	5,728	68,731
25.0%	\$6,293	\$27,060	\$324,719	5,966	71,595
26.0%	\$6,545	\$28,142	\$337,708	6,205	74,459
27.0%	\$6,796	\$29,225	\$350,697	6,444	77,323
28.0%	\$7,048	\$30,307	\$363,685	6,682	80,186
29.0%	\$7,300	\$31,390	\$376,674	6,921	83,050
30.0%	\$7,552	\$32,472	\$389,663	7,160	85,914
31.0%	\$7,803	\$33,554	\$402,652	7,398	88,778
32.0%	\$8,055	\$34,637	\$415,640	7,637	91,642
33.0%	\$8,307	\$35,719	\$428,629	7,875	94,505
34.0%	\$8,558	\$36,802	\$441,618	8,114	97,369
35.0%	\$8,810	\$37,884	\$454,607	8,353	100,233
36.0%	\$9,062	\$38,966	\$467,596	8,591	103,097
37.0%	\$9,314	\$40,049	\$480,584	8,830	105,961
38.0%	\$9,565	\$41,131	\$493,573	9,069	108,824
39.0%	\$9,817	\$42,213	\$506,562	9,307	111,688
40.0%	\$10,069	\$43,296	\$519,551	9,546	114,552
45.0%	\$11,327	\$48,708	\$584,494	10,739	128,871
50.0%	\$12,586	\$54,120	\$649,438	11,933	143,190
55.0%	\$13,845	\$59,532	\$714,382	13,126	157,509
60.0%	\$15,103	\$64,944	\$779,326	14,319	171,828
100.0%	\$25,172	\$108,240	\$1,298,876	23,865	286,380

ADDITIONAL REVENUE SOURCES:

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Games/Hour:	3
Arena Size Required (Square Feet):	6,000

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Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$5.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$5.48

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$6,078	\$26,135	\$313,615	4,773	57,276
21.0%	\$6,382	\$27,441	\$329,295	5,012	60,140
22.0%	\$6,686	\$28,748	\$344,976	5,250	63,004
23.0%	\$6,989	\$30,055	\$360,657	5,489	65,867
24.0%	\$7,293	\$31,361	\$376,338	5,728	68,731
25.0%	\$7,597	\$32,668	\$392,018	5,966	71,595
26.0%	\$7,901	\$33,975	\$407,699	6,205	74,459
27.0%	\$8,205	\$35,282	\$423,380	6,444	77,323
28.0%	\$8,509	\$36,588	\$439,061	6,682	80,186
29.0%	\$8,813	\$37,895	\$454,741	6,921	83,050
30.0%	\$9,117	\$39,202	\$470,422	7,160	85,914
31.0%	\$9,421	\$40,509	\$486,103	7,398	88,778
32.0%	\$9,724	\$41,815	\$501,784	7,637	91,642
33.0%	\$10,028	\$43,122	\$517,464	7,875	94,505
34.0%	\$10,332	\$44,429	\$533,145	8,114	97,369
35.0%	\$10,636	\$45,735	\$548,826	8,353	100,233
36.0%	\$10,940	\$47,042	\$564,507	8,591	103,097
37.0%	\$11,244	\$48,349	\$580,187	8,830	105,961
38.0%	\$11,548	\$49,656	\$595,868	9,069	108,824
39.0%	\$11,852	\$50,962	\$611,549	9,307	111,688
40.0%	\$12,156	\$52,269	\$627,229	9,546	114,552
45.0%	\$13,675	\$58,803	\$705,633	10,739	128,871
50.0%	\$15,195	\$65,336	\$784,037	11,933	143,190
55.0%	\$16,714	\$71,870	\$862,441	13,126	157,509
60.0%	\$18,233	\$78,404	\$940,844	14,319	171,828
100.0%	\$30,389	\$130,673	\$1,568,074	23,865	286,380

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.

LASER TAG GAME - REVENUE PROJECTIONS

Prepared By:

Creative Works Theme Factory
www.theWOWeffect.com
 317-834-4770

Hours Open/Week (Sept. - May):	43
Hours Open/Week (June - August):	56
Hours Open/Week (Average)	46.25
Maximum Hours Open/Year:	2,387

Laser Vests Available:	40
Games/Hour:	3
Arena Size Required (Square Feet):	6,000

Max. Game Plays/Week (Avg.):	5,550
Max. Game Plays/Month (Avg.):	23,865
Max. Game Plays/Year (Avg.):	286,380

Price/Game	% Purchased
1 Game	72%
2 Games (ea.)	21%
3 Games (ea.)	7%

Average Price/Game:	\$6.83
Promotions/Discounts:	6%
Price/Game (after promotions):	\$6.42

AVERAGE CAPACITY	WEEKLY	MONTHLY	YEARLY	PLAYS/MO.	PLAYS/YR.
20.0%	\$7,121	\$30,621	\$367,454	4,773	57,276
21.0%	\$7,477	\$32,152	\$385,827	5,012	60,140
22.0%	\$7,833	\$33,683	\$404,200	5,250	63,004
23.0%	\$8,189	\$35,214	\$422,572	5,489	65,867
24.0%	\$8,545	\$36,745	\$440,945	5,728	68,731
25.0%	\$8,902	\$38,276	\$459,318	5,966	71,595
26.0%	\$9,258	\$39,808	\$477,690	6,205	74,459
27.0%	\$9,614	\$41,339	\$496,063	6,444	77,323
28.0%	\$9,970	\$42,870	\$514,436	6,682	80,186
29.0%	\$10,326	\$44,401	\$532,809	6,921	83,050
30.0%	\$10,682	\$45,932	\$551,181	7,160	85,914
31.0%	\$11,038	\$47,463	\$569,554	7,398	88,778
32.0%	\$11,394	\$48,994	\$587,927	7,637	91,642
33.0%	\$11,750	\$50,525	\$606,299	7,875	94,505
34.0%	\$12,106	\$52,056	\$624,672	8,114	97,369
35.0%	\$12,462	\$53,587	\$643,045	8,353	100,233
36.0%	\$12,818	\$55,118	\$661,418	8,591	103,097
37.0%	\$13,174	\$56,649	\$679,790	8,830	105,961
38.0%	\$13,530	\$58,180	\$698,163	9,069	108,824
39.0%	\$13,886	\$59,711	\$716,536	9,307	111,688
40.0%	\$14,242	\$61,242	\$734,908	9,546	114,552
45.0%	\$16,023	\$68,898	\$826,772	10,739	128,871
50.0%	\$17,803	\$76,553	\$918,635	11,933	143,190
55.0%	\$19,583	\$84,208	\$1,010,499	13,126	157,509
60.0%	\$21,364	\$91,864	\$1,102,363	14,319	171,828
100.0%	\$35,606	\$153,106	\$1,837,271	23,865	286,380

ADDITIONAL REVENUE SOURCES:

Reservation, Video Game, Concession Stand, Merchandise, and Membership Sales are NOT INCLUDED.

Income projections shown are for illustration purposes only and do not imply any guarantees of revenue since many factors must be taken into consideration including internal and external influences.