

# Bear Cub Play Cafe is a family-friendly space offering a safe, educational, & enjoyable play area for children aged 0-4 and an on-site cafe.



## Our Opportunity

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### Problem worth solving

Bear Cub Play Cafe will solve the problem of limited options for indoor play areas in Southern Indiana, by providing a safe, fun, and educational environment for young children to play and learn while their parents relax, socialize, or work.

### Target market

1. Stay-At-Home Parents/Guardians
2. Work-From-Home Parents/Guardians
3. Weekend Families
4. 1st Time Parents

### Our solution

Our solution is to create a family-friendly play cafe that offers a variety of play equipment and hosts different play activities and classes. Our play cafe will provide parents with young children a safe, fun, and educational environment and treats!

Competitors	How our solution is better
<i>Glow Worm Play Cafe</i>	Located in Southern Indiana!
<i>Sky Zone Trampoline</i>	More appropriate for younger children
<i>Gattitown</i>	Geared towards toddlers & babies
<i>Chuck E. Cheese</i>	Higher quality food, better environment

Funding needed

**\$40K**

Used to lease a suitable commercial space, purchase play equipment and furniture, inventory and supplies, marketing, & staffing

## Sales and Marketing

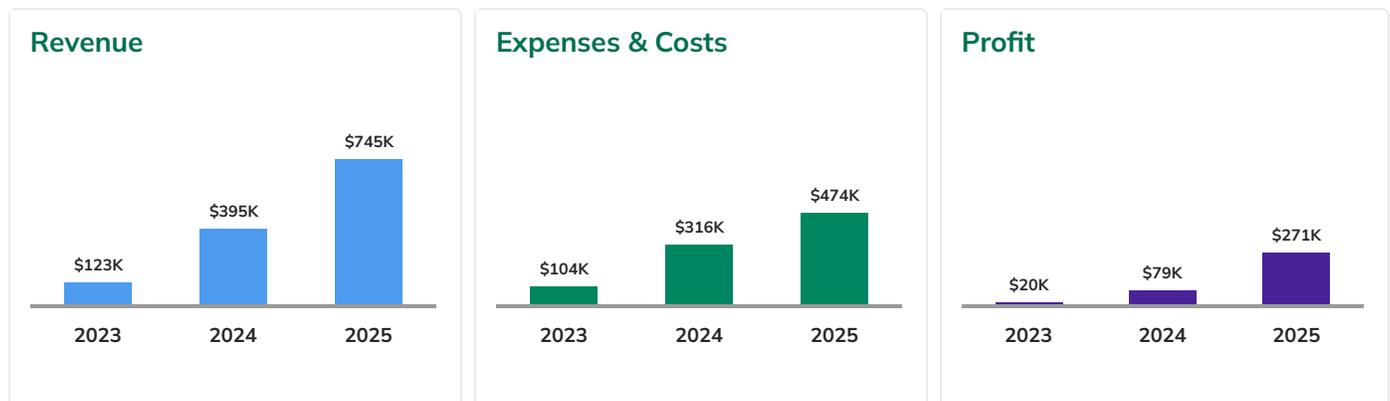
### Sales channels

We plan to reach our target market through a combination of social media advertising, local parenting group outreach & networking, email marketing, and hosting events and parties to attract new customers to Bear Cub Play Cafe

### Marketing activities

We will build interest through social media advertising, marketing, and event hosting. We will convert prospects through special offers, excellent customer service, and a strong reputation and community involvement. We will utilize a booking website.

## Financial Projections



## Milestones

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May 31, 2023  
**Finding a location**



Jun 1, 2023  
**Renovating the space**



Jul 15, 2023  
**Hiring staff**



Jul 30, 2023  
**Preparing for opening day**



Aug 1, 2023  
**Launch Day!**

## Team and Key Roles

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**Cortney Kaczmarek**  
Co-Owner, President, CEO

Cortney has many years experience in starting, owning and managing the operations of businesses and NGOs around the Nation.



**Renny Kaczmarek**  
Co-Owner, Vice-President

Renny is an experienced, successful small business owner. He is also a Veteran of the US Army and holds a diverse skill set.



### Accountant & Financial Advisor

We partner with our financial/tax advisor to review important tax & entity information and other relevant aspects of our business venture.



### Local Chamber of Commerce

Our local chamber of commerce has been a huge resource for us we are confident that they will remain a valued partner moving forward.