



Crazy Club

ADDRESS

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<http://www.example.com>

CONTACT

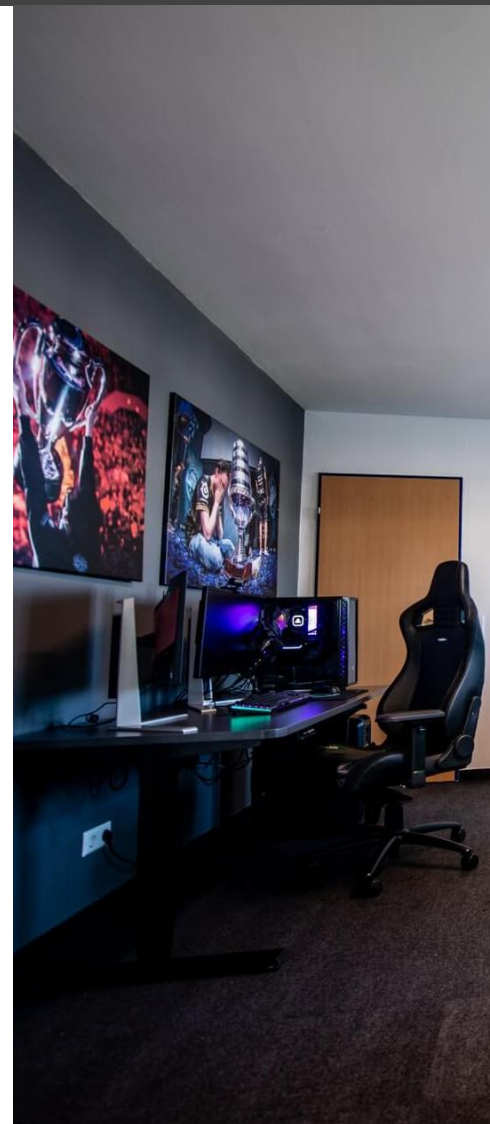
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Business Plan

[YEAR]

Prepared By

John Doe



Be Calm, Be a Gamer

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

Table of Contents

Executive Summary	5
Services and Amenities	6
Vision Statement	6
Mission Statement	7
Business Overview	8
Business Structure	9
Roles and Responsibilities	9
Chief Coach – CEO	9
Manager/Technical Adviser	9
Video Game Instructors/Assistant (5)	10
Accountant/Cashier	10
Client Service Executive	10
Cleaners (3)	10
SWOT Analysis	11
Market Analysis	14
Market Trends	15
Target Market	15
Competitive Advantage	15
Sales And Marketing Strategy	16
Sources of Income	17
Sales Forecast	17
No. of players v/s Revenue Chart	18
Pricing Strategy	18
Payment Options	18
Publicity and Advertising Strategy	19

Financial Plan

21

Startup Expenditure (Budget)	22
Generating Funds/Startup Capital	22
Projected Profit & Loss	22
Projected Cash Flow	25
Projected Balance Sheet	26

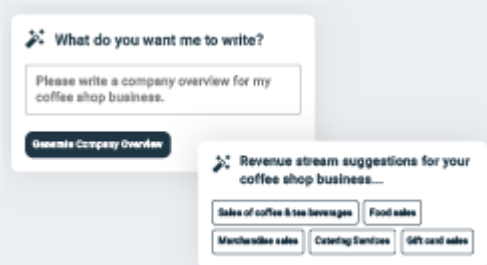
Sustainability and Expansion Strategy

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1.

Executive Summary

Services and Amenities

Vision Statement

Mission Statement

☐ Crazy Club

Crazy Club eSport, Inc. is a standard, licensed, and highly – competitive professional eSport with headquarters and training facility in Mount Pleasant – South Carolina. We have been able to secure a standard facility in a central and easy to locate the area in

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Services and Amenities

☐ Crazy Club

Crazy Club eSport, Inc. is in the Video games industry to set up a highly competitive and profitable eSport in Mount Pleasant – South Carolina that will win local, national, and international eSport competitions, and we have been able to put up a


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Vision Statement

☐ Crazy Club

Our Vision of starting Crazy Club eSport, Inc. is to build a world-class eSport that can favorably compete with leading eSports all across the globe.


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Mission Statement

☞ Crazy Club

Our mission for establishing Crazy Club eSport, Inc. is to contribute our quota in promoting video game activities in Mount Pleasant – South Carolina, and also to make profits from the industry; we want to become the leading eSport – brand in the whole

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2.

Business Overview

Business Structure

Roles and Responsibilities

Business Structure

☐ Crazy Club

Crazy Club eSport, Inc. is in business to become the leading eSport in the whole of Mount Pleasant – South Carolina and we are fully aware that it will take the right facility, management, and organizational structure to achieve our goal.

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Roles and Responsibilities

☐ Crazy Club

Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counselings, and disciplining pro gamers, managers; communicating values, strategies, and objectives; assigning accountability; planning, monitoring, and appraisal.

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Chief Coach – CEO

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☐ Crazy Club

Responsible for overseeing the smooth running of HR and administrative tasks for the school

Regularly hold meetings with key stakeholders (students and member of the school board) to

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Manager/Technical Adviser

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☐ Crazy Club

Responsible for operating licensed games for training and competitions

Ensures that the video game machines are well arranged for another playing session after

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Video Game Instructors/Assistant (5)

Start writing here..

☐ Crazy Club

Responsible for preparing financial reports, budgets, and financial statements for the organization

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Accountant/Cashier

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☐ Crazy Club

Welcomes members and potential members/clients by greeting them in person or on the telephone; answering or directing inquiries.

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Client Service Executive

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☐ Crazy Club

Responsible for cleaning in and around the organization

Washes glassware and utensils after each use.

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Cleaners (3)

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3.

SWOT Analysis

📁 Crazy Club

Crazy Club eSport, Inc. is in business to provide an ideal platform for gamers in Mount Pleasant – South Carolina to grow and compete at eSport competitions and at the same time to make profits. We are aware that there are competitions in the Video games

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Strength

One of the obvious strengths that will definitely stand as a plus for Crazy Club eSport, Inc. is the fact that our facility is centrally located in a densely populated area in Mount Pleasant – South Carolina; our location is in fact one of our major strengths coupled with the support from stakeholders in the industry. We equally have a team of highly qualified professionals who will work hard to win laurels.

Weakness

We critically looked into our Business model and we were able to identify two major weaknesses. One is the fact that we are a new business and the second is the fact that we may not have the financial resources required to match up with existing eSports in South Carolina when it comes to employing experts in the industry and generating the needed hype that can drive traffic towards our eSport.

Opportunity

The opportunities in this Green business are massive and it is growing by the day. In 2019, it was estimated that the total audience of e-sports would grow to 454 million viewers and that revenues would increase to over US\$1 billion. The increasing availability of online streaming media platforms, particularly YouTube and Twitch has become central to the growth and promotion of e-sports competitions.

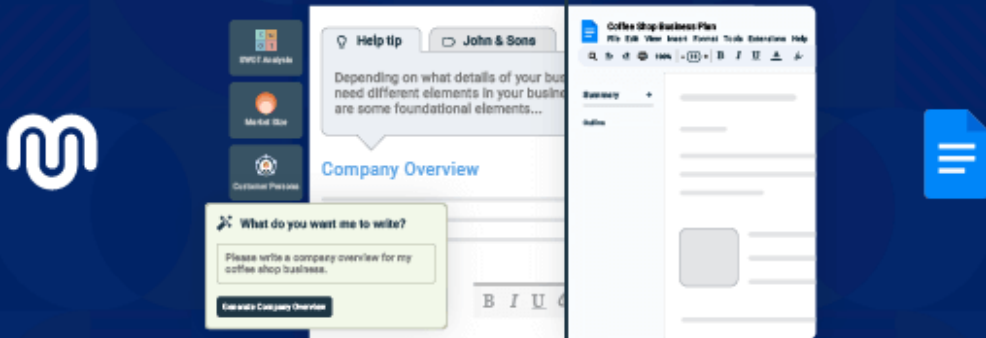
Threat

A major threat that may affect our business is unfavorable government policies. For example, despite its large video game market, e-sports in Japan is relatively underdeveloped, and this has been attributed largely to its broad anti-gambling laws which prohibit paid professional gaming tournaments.

Bad press can also affect our business – The legitimacy of e-sports as a sports competition remains in question.

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Market Analysis

Market Trends

Target Market

Competitive Advantage

Market Trends

☐ Crazy Club

Prior to this era, video games most often relied on high scores to determine the best player, but this changed with Street Fighter II, where players would instead challenge each other directly, “face-to-face,” to determine the best player, paving the way for the competitive eSport industry.

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Target Market

☐ Crazy Club

Aside from teenagers and children, the target market for eSport cuts across people of different walks of life. The fact that people visit video games centers for various reasons makes marketing the business interesting. Crazy Club eSport, Inc. will work to attract a diverse audience.

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Competitive Advantage

☐ Crazy Club

The Video games industry is indeed a prolific and highly competitive industry. Pro gamers will only join your team if they are comfortable with the games you have or if you can provide the enabling environment and facility for them to train, improve, and compete.

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5.

Sales And Marketing Strategy

Sources of Income

Sales Forecast

Pricing Strategy

☐ Crazy Club

Our marketing strategies will be directed towards achieving specific objectives that support the strategic goals of the organization. The truth is that all that we do will be geared towards creating new market channels, increasing sales via winning competi


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Sources of Income

☐ Crazy Club

Crazy Club eSport, Inc. is established with the aim of maximizing profits in the Video games industry and we are going to go ensure that we do all it takes to attract sponsorship deals and win competitions on a regular basis. According to the professional eS


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Sales Forecast

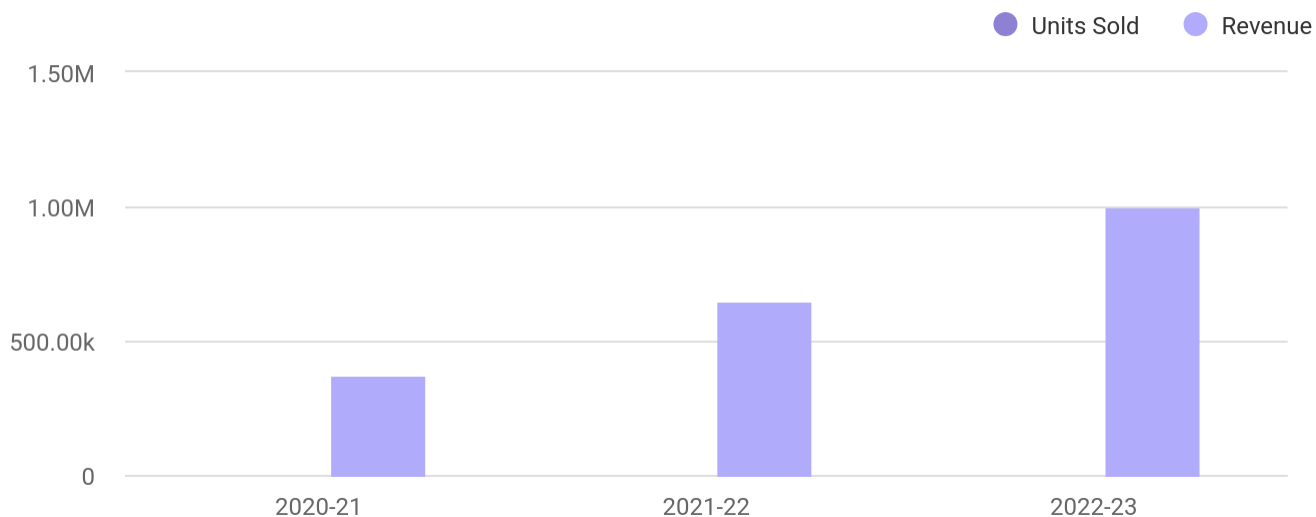
☐ Crazy Club

We are well-positioned to take on the available market in Mount Pleasant – South Carolina and on our online platforms and we are quite optimistic that we will meet our set target of generating enough income/profits from the first six months of operati

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No. of players v/s Revenue Chart



Financial Year	Units Sold	Revenue
2020-21	1,550	375,000
2021-22	1,800	650,000
2022-23	2,050	1,000,000

Pricing Strategy

☐ Crazy Club

An agency can help eSports teams negotiate, sign, and collect payments for sponsorship, and they also help to manage the relationship between the team and brand. Essentially, brands and eSports teams can benefit from sponsorship deals. Showing that we

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☐ Crazy Club

The payment policy adopted by Crazy Club eSport, Inc. is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and reg

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Payment Options

Start writing here..

6.

Publicity and Advertising Strategy

📁 **Crazy Club**

We have been able to work with our branding and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for clients in the

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7.

Financial Plan

Startup Expenditure (Budget)

Generating Funds/Startup Capital

Projected Profit & Loss

Projected Cash Flow

Projected Balance Sheet

Startup Expenditure (Budget)

☐ Crazy Club

From our market survey and feasibility studies, we have been able to come up with a detailed budget for achieving our aim of establishing a standard and one-stop eSport in Mount Pleasant – South Carolina, and here are the key areas where we will spend our


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Generating Funds/Startup Capital

☐ Crazy Club

Crazy Club eSport, Inc. is owned and managed by Mr. Eddie Jones. He decided to restrict the sourcing of the startup capital for the business to just three major sources.

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Projected Profit & Loss

	2024	2025	2026
Revenue	\$1,524,396.30	\$3,490,239.60	\$6,110,484
Tournament Ticket Sales	\$300,000	\$306,000	\$312,120
Unit Sales	6,000	6,120	6,242
Unit Price	\$50	\$50	\$50
Online Streaming Subscriptions	\$984,396.30	\$2,920,239.60	\$5,507,964
Users	13,484	31,178	55,047
Recurring Charges	\$10	\$10	\$10
Sponsorship Deals	\$240,000	\$264,000	\$290,400

	2024	2025	2026
Cost Of Sales	\$464,516.97	\$714,250.78	\$1,080,940.61
General Costs	\$464,516.97	\$714,250.78	\$1,080,940.61
Tournament Operational Costs	\$176,507.52	\$290,450.20	\$455,620.01
Venue Rental	\$146,019.59	\$220,645.42	\$333,410.33
Security Services	\$30,487.93	\$69,804.78	\$122,209.68
Production Crew	\$288,009.45	\$423,800.58	\$625,320.60
Production Crew	\$212,880.48	\$303,516.78	\$432,742.48
Equipment Rental	\$75,128.97	\$120,283.80	\$192,578.12
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,059,879.33	\$2,775,988.82	\$5,029,543.39
Gross Margin (%)	69.53%	79.54%	82.31%
Operating Expense	\$808,363.51	\$952,896.17	\$1,142,887.22
Payroll Expense (Indirect Labor)	\$670,680	\$694,780.80	\$719,785.68
Management Team	\$207,000	\$216,384	\$226,198.56
CEO	\$110,400	\$115,920	\$121,716
CFO	\$96,600	\$100,464	\$104,482.56
Operations Team	\$268,800	\$276,864	\$285,169.68
Event Manager	\$67,200	\$69,216	\$71,292.48
Technical Support Staff	\$201,600	\$207,648	\$213,877.20
Marketing Team	\$194,880	\$201,532.80	\$208,417.44
Marketing Director	\$80,640	\$83,865.60	\$87,220.20

	2024	2025	2026
Social Media Specialist	\$53,760	\$55,372.80	\$57,033.96
Public Relations Manager	\$60,480	\$62,294.40	\$64,163.28
General Expense	\$137,683.51	\$258,115.37	\$423,101.54
Marketing and Advertising	\$75,783.55	\$152,821.02	\$260,346.33
Online Advertising	\$45,731.89	\$104,707.20	\$183,314.51
Event Promotion	\$30,051.66	\$48,113.82	\$77,031.82
Technology and Equipment	\$18,000	\$18,480	\$18,973.20
Software Licenses	\$6,000	\$6,120	\$6,242.40
Hardware Maintenance	\$12,000	\$12,360	\$12,730.80
Administrative and General	\$43,899.96	\$86,814.35	\$143,782.01
Office Supplies	\$13,412.03	\$17,009.57	\$21,572.33
Utility Bills	\$30,487.93	\$69,804.78	\$122,209.68
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$251,515.82	\$1,823,092.65	\$3,886,656.17
Additional Expense	\$15,694.93	\$13,760.77	\$11,707.31
Long Term Depreciation	\$10,548	\$10,548	\$10,548
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$240,967.82	\$1,812,544.65	\$3,876,108.17
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$235,820.89	\$1,809,331.88	\$3,874,948.86
Income Tax Expense / Benefit	\$0	\$0	\$0

	2024	2025	2026
Total Expense	\$1,288,575.41	\$1,680,907.72	\$2,235,535.14
Net Income	\$235,820.89	\$1,809,331.88	\$3,874,948.86
Net Income (%)	15.47%	51.84%	63.41%
Retained Earning Opening	\$0	\$217,820.89	\$2,019,152.77
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	\$217,820.89	\$2,019,152.77	\$5,886,101.63

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,524,396.30	\$3,490,239.60	\$6,110,484
Cash Paid	\$1,278,027.41	\$1,670,359.72	\$2,224,987.14
COS & General Expenses	\$602,200.48	\$972,366.15	\$1,504,042.15
Salary & Wages	\$670,680	\$694,780.80	\$719,785.68
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$246,368.89	\$1,819,879.88	\$3,885,496.86
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0

	2024	2025	2026
Amount Received	\$300,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$0	\$0
Amount Paid	\$49,359.35	\$41,293.51	\$43,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$250,640.65	(\$41,293.51)	(\$43,347.12)

Summary

Starting Cash	\$0	\$427,009.54	\$2,205,595.91
Cash In	\$1,824,396.30	\$3,490,239.60	\$6,110,484
Cash Out	\$1,397,386.76	\$1,711,653.23	\$2,268,334.26
Change in Cash	\$427,009.54	\$1,778,586.37	\$3,842,149.74
Ending Cash	\$427,009.54	\$2,205,595.91	\$6,047,745.65

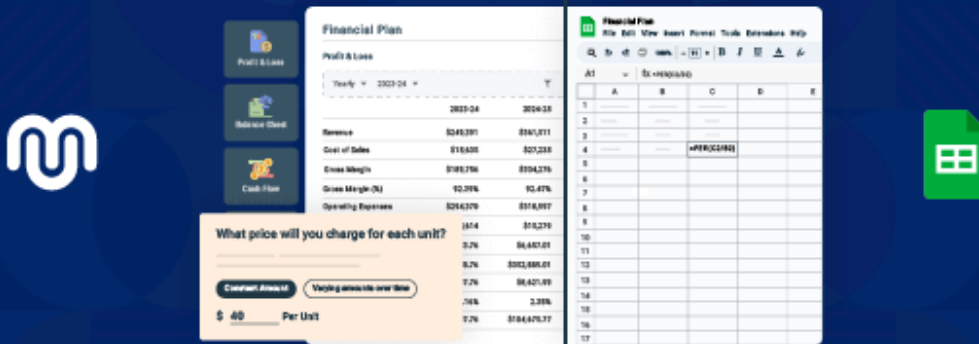
Projected Balance Sheet

	2024	2025	2026
Assets	\$486,461.54	\$2,254,499.91	\$6,086,101.65
Current Assets	\$427,009.54	\$2,205,595.91	\$6,047,745.65
Cash	\$427,009.54	\$2,205,595.91	\$6,047,745.65
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$59,452	\$48,904	\$38,356
Gross Long Term Assets	\$70,000	\$70,000	\$70,000
Accumulated Depreciation	(\$10,548)	(\$21,096)	(\$31,644)
Liabilities & Equity	\$486,461.55	\$2,254,499.91	\$6,086,101.63
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$417,820.89	\$2,219,152.77	\$6,086,101.63
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$200,000	\$200,000
Retained Earnings	\$217,820.89	\$2,019,152.77	\$5,886,101.63
Check	\$0	\$0	\$0

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.4%
Operating Expenses	\$214,379	\$118,987
	104	\$12,279
	0.2%	\$6,687.01
	0.2%	\$302,888.01
	0.2%	\$6,621.89
	0.6%	2,386
	0.2%	\$184,670.77

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8.

Sustainability and Expansion Strategy

📁 Crazy Club

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy, and business structure. If all of these factors are missing from a company, then it won't be too long before t

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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AI Business Plan Platform

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