

We provide high-end corporate Nerf experiences (Think Apple quality.)

Anybody can buy and rent out blasters. We provide a premium experience.

Target market

- Male, software developer
- Someone in management looking for something fun as a reward/incentive

Competition (none are direct competition)

- <http://www.partyxtreme.com/> in San Dimas
- <https://www.nerfpartyoc.com/> in OC
- <https://www.jungle-island.com/contact> Lake Elsinore

Related Websites

- <https://www.fairytaleyourparty.com/nerf-gun-party/>
- <https://www.nerfchallenge.com/>

Why We're Different

- Our target demographic is adults in a workplace environment
- We use premium, fully automatic blasters (way more fun)

Start up Costs

- ?20 Nerf Perses Rival Blasters
- \$300: 20 pairs eye protection
- ?: 360 Headshot rounds per blaster
- ?: xtra batteries?
- ?: GoPros
- ?: Vacuums
- ?: cases
- ?: Insurance
- ?: Business license

Ongoing Costs

- \$5/player
- Replacement ammo (estimate 15% loss per session)
- Replacement blasters
- Replacement batteries

Pain Points

- ~~Ammo cleanup~~
- People who don't want to play
 - What do we do for the person busy with work who can't be interrupted or the person who's morally against the idea?
 - Leave it up to the company to provide them workspace for the hour
 - Provide some sort of protection - a roll up "no launch zone" screen, ear plugs, and safety goggles.

- Popup mosquito net over their workspace
 - Try to somehow involve them in some other aspect of the game.
- PC corporate culture not wanting to be anywhere near something with a trigger
 - Always refer to them as blasters and balls never use the words gun, trigger, ammo, bullets, firing, shooting etc. in any marketing.
- Glasses vs goggles
 - Offer both

Name Ideas

- Balls and blasters
- Blastering
- Nothing but nerf
- Blasters Inc.

Names and Domains

- Sandiegonerfrentals.com
- Blasters inc (domain taken)
- Blastersco.com
- sandiegoblastersinc.com
- <http://blastersociety.com>
- <http://theblastersinc.com>
- www.Blastersat.work
- Blastersatwork.com
- sandiegonerf.com
- Ballsandblasters.com (sexist according to Brooke)

Language

- Blaster = gun
- Switch=trigger
- Ball=Ammo
- Launch=Fire/shoot
- Tagged=shot/hit

Packages & Pricing*

- Essential
 - \$249 up to 10 players
 - Fully Automatic Nerf Rival Blasters
 - You clean up
- Pro
 - \$499 up to 10 players
 - Fully Automatic Nerf Rival Blasters
 - Cleanup included
 - 1 Game manager
 - Soundtrack
 - *Things we do but don't advertise*
 - Bottled water provided

- Awards ceremony
- Elite
 - \$699 up to 10 players
 - Fully Automatic Nerf Rival Blasters
 - Cleanup included
 - 1 Game manager
 - Custom soundtrack
 - 2 Reload personnel
 - 4 GoPro cameras (body and/or static mount)
 - Post event recap video
 - *Things we do but don't advertise*
 - Drinks and snacks provided
 - Awards ceremony

Additional time

100/250/350 per hour

Additional players

20/40/55 per player

*Prices shown are for 90 minutes of play time. Additional hours are \$10 Essential/\$20 Pro/\$30 Elite. Contact us for custom packages and special requests.

Want a custom package? Just ask!

Marketing Strategy

- Website focused on corporate clients
 - Great photos
 - Promo video of staged event
 - Copy to another domain and focus on rich kid birthday parties
- Get into local publications/news
- Paid targeted ads on Google and Facebook
- Cold calls
 - Flyer with Rival round taped to it
 - Bring in 2 blasters and invite them to try it right on the spot
- Run free test events at a couple of businesses
 - Get experience and smooth out systems
 - Get feedback to improve experience
- Selling points
 - Team building
 - Incentives / reward
 - Culture building

Misc

- Future: Livestream video from body mounted cams
- Groupon

- Fog machine
 - Focus on team building games
 - Stickers to leave behind with people who played - web url on it
 - Trophy stickers for winners for cubicles
 - Marketing to event coordinating company
 - Custom options for corporate are a plus
 - Corp wants to know they won. Prizes, winners and losers
 - Let your employees invite their kids in for the game to join the fun.
 - Lower the cost to start. We don't want cost to be the thing that kills the idea to start.
 - Awards
 - Sharpshooter
 - "Who me?" - person who cheats the most
 - MVP
 - Team winners
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