Two Minute Drill

A GUIDE TO SUCCEED IN RUNNING A BUSINESS THAT’S FUN TO RUN.
Ideal Owner Guidelines

- Love kids and have a passion for spreading happiness
- Want to make an impact in your local community
- Enjoy customer interaction
- Able to train and develop frontline leaders
- Driver’s License and trailer towing experience

Referral Fee (IFPG)

IFPG Shall receive 30% of the total Franchise Fee.

Business Basics

- Industry: Private Events
- Year started franchising: 2008
- Year business started: 2006
- Franchise units open: 100
- Number company owned units: 1
- Investment range: $200k-400k
- Franchise fee: $49,500
- Required liquid capital: $150k
Business Features

- Our Products - We deliver fun, private events that grow friendships. Birthdays, corporate events, schools, colleges, festivals, carnivals, and much more…
- THE Industry Super Brand - We started it all!
We started the mobile video game party industry and have trailblazer innovation ever since day one.
- Always in Demand - The birthdays never stop!
A constant new flow of customers, plus big growth in the corporate events space as buyers look for more private event options.
- Always Mobile - No brick & mortar here!
No storefront or inventory required makes this mobile, home-based business easy to run.
- Tools of the Trade - Purpose built for the mobile business
An integrated point of sale, marketing, logistics, and reporting tool puts everything at your fingertips.
Business Characteristics

- No brick & mortar and low overhead
- Strong franchisor support systems in sales, marketing, and operations
- Mobile business means you bring the entertainment to the customer
- No consumables and no product purchase requirements
- No inventory
- Scale by adding additional services, more units, or more territory
- Set your own working hours

Business Model

- Mobile events business with a focus on video games and outdoor activities
- May be run as involved owner or semi-absentee
- Home based business outside of the events
- Exclusive territory based on geography and population

Function of Owner

- Sales expansion and area development
- Frontline staff training and coaching
- Manage customer relationships
- B2B and B2C

Is this right for me?

- You don’t need to be a video games expert. You do need to be passionate about spreading happiness to everyone you meet.
- Our training program will give you the technical skills needed to run the business
- You should enjoy being on the phone interacting with customers
- You should be able to develop leaders from your staff.

Royalty is waived for the first 3 months.
Earning Claim

- Each GameTruck video game theater should average 472 per year.
- LaserTag systems should average 12 bookings per month.
- 2021 Average Booking value is $391.
- Top 1/3 of franchisees average over $155k gross profit.

Competitive Advantage

- We are THE super brand of the industry
- Highest traffic website in the industry: gametruck.com
- More lead volume than anyone else
- The only national franchise system
- Robust franchisor support including marketing, sales, and logistics systems
- Purpose-built software tools to make the business easy to run

Territory Protection

Yes, Exclusive territory

Territory Description

Simply select pre-approved territories
Training

- 16 week course teaches you the technical skills you need to run the business
- Hands on training during ridealong day

Sales Tools

- Robust Online Booking
- Quote Builder
- Flexible / Demand Driven Pricing Options
- Reporting Insights and Analytics
- Industry Leading Inbound/Outbound sales teams.

Marketing and Business Tools

- Scheduling and Route Planning
- Integrated Phone System for Call Routing
- Automatic Customer Surveys
- Automated Lead Prospecting & Nurturing
- Website Management

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