

# Indoor Playground Business Plan Template

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A complete, fill-in-the-blank plan to launch and fund your venue

**Business name:**

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**Prepared by:**

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**Date:**

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**Contact:**

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**Version:**

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Template provided by BMI Leisure — all-in-one booking, POS & CRM software for family entertainment centers ·  
bmileisure.com

## How to Use This Template

This template mirrors what banks, SBA lenders, and investors expect to see. Work through the sections in order, but write your **Executive Summary last**. Replace every placeholder and \$ figure with real numbers from your own supplier quotes and local market research — the ranges in the companion guide are industry estimates only.

- **Be specific.** Vague plans don't get funded. Use real numbers, dates, and names.
- **Be conservative.** Realistic financials with a cash buffer beat optimistic fantasies.
- **Show the risks.** Acknowledging seasonality and ramp-up proves you understand the business.
- **Keep it current.** Update the plan as quotes and market data come in.

**Tip:** To fill this in digitally, open it in a PDF editor (e.g. Acrobat, Preview, or your browser's edit tools) and type into the boxes — or simply print it and write by hand.

### Contents

- 1. Executive Summary
- 2. Company Overview, Mission & Vision
- 3. Market Analysis & Opportunity
- 4. Target Audience & Ideal Customer Avatar
- 5. Unique Selling Proposition (USP)
- 6. Services & Revenue Streams
- 7. Marketing & Launch Strategy
- 8. Operations, Technology & Staffing
- 9. Legal, Compliance & Risk Management
- 10. Financial Plan (startup costs, operating expenses, projections, break-even, funding)
- 11. Implementation Timeline & Milestones
- Appendix & Pre-Submission Checklist

# 1. Executive Summary

*Write this section LAST. One page maximum. It's the first — and sometimes only — page an investor reads.*

## **Business concept (one sentence)**

*e.g., "A 6,000 sq ft themed indoor playground and café for families with children 0–10 in [city]."*

## **Location & size**

## **Target market**

## **Funding requested & use of funds**

## **Key financials (projected Year-1 revenue, break-even month, Year-3 revenue)**

## **Why this venue will win (your single strongest argument)**

## 2. Company Overview, Mission & Vision

### Mission statement (why you exist)

### Vision (where you'll be in 5 years)

### Core values

### Business objectives (SMART goals for Year 1)

*Specific, Measurable, Achievable, Relevant, Time-bound. e.g., "Reach 3,000 members by month 18."*

### Ownership & team

*Owners, their relevant experience, key hires, and advisors.*

## 3. Market Analysis & Opportunity

### Local demographics worksheet

*Pull free data from census.gov for a 15–20 minute drive radius around your target location.*

Metric	Your local data	Source / notes
Households with children 0–12		
Median household income		
Population growth (5-yr trend)		
Rainy / cold days per year		
Nearest direct competitors (#)		

### Competitor SWOT analysis

*Remember: competitors include trampoline parks, museums, malls, and cinemas — not just other playgrounds.*

Competitor	Strengths	Weaknesses	How you'll beat them

### Your market gap

*What does your area clearly lack? (e.g., no clean toddler-only zone, no venue with a real café.)*

## 4. Target Audience & Ideal Customer Avatar

*"Every local parent" is a red flag. Get specific — it decides your design, pricing, and marketing.*

### Primary customer avatar

Attribute	Your answer
Children's ages	
Parent profile / income	
Distance / drive time	
What they value most	
Main visit occasions	
What frustrates them about current options	

### Secondary audiences (schools, corporate, tourists, etc.)

## 5. Unique Selling Proposition (USP)

### Your one-sentence USP

*The single reason a parent chooses you over the alternative down the road.*

### Themed zones / signature features

### Proof you can deliver it (experience, suppliers, design)

## 6. Services & Revenue Streams

*Diversified revenue keeps you alive through slow weeks. Price each stream.*

Revenue stream	Price / avg spend	Est. % of revenue
Open play admissions		
Birthday parties & private events		
Memberships / recurring passes		
Café / food & beverage		
Add-ons (socks, retail, camps, classes)		
Other:		

### Seasonality plan

*How will memberships and weekday programs defend against slow summer months?*

## 7. Marketing & Launch Strategy

### Pre-launch (waitlist, founding-member pre-sales, partnerships)

### Grand opening plan

### Ongoing marketing channels & monthly budget

Channel	Tactic	Monthly budget
Google Business Profile / local SEO		
Reviews		
Meta (Facebook/Instagram)		
Memberships & referrals		
Birthday-party promotion		

## 8. Operations, Technology & Staffing

### Technology stack

Online booking, POS, memberships, waivers, CRM. An all-in-one system (e.g., BMI Leisure) prevents double-bookings and captures customer data for remarketing.

### Staffing plan

Role	# at peak	Pay rate	Notes
Floor supervisors			
Party hosts			
Café staff			
Cleaning			
Manager			

### Hours of operation & cleaning / sanitation schedule

## 9. Legal, Compliance & Risk Management

### Legal structure

*LLC, sole proprietorship, corporation, or franchise. Confirm with an accountant and attorney.*

### Licenses, permits & insurance checklist

Item	Status	Cost	Deadline
Business license			
Zoning / certificate of occupancy			
Health & fire inspection			
General liability insurance			
Liability waivers			
ASTM equipment compliance			
Staff background checks / CPR			

### Risk management & safety procedures

## 10. Financial Plan

### 10.1 Startup costs

*Replace every figure with real quotes. Play equipment is typically 40–50% of the budget.*

Line item	Your estimate (\$)
Play equipment & installation	
Buildout / leasehold improvements (flooring, HVAC, restrooms)	
Lease deposit (3–6 months)	
Licenses, permits & first-year insurance	
Furniture, fixtures & café equipment	
POS / booking / management software (setup)	
Grand-opening marketing	
Working capital (3–6 months buffer)	
Contingency (10–15%)	
<b>TOTAL STARTUP CAPITAL NEEDED</b>	

## 10.2 Monthly operating expenses

Expense	Monthly (\$)
Rent	
Payroll (largest expense — plan carefully)	
Utilities	
Insurance	
Software / POS	
Restocking (café, supplies)	
Maintenance & cleaning	
Marketing	
Loan repayment	
Other	
<b>TOTAL MONTHLY EXPENSES</b>	

## 10.3 Revenue projections (3 years)

*Build conservatively. Most venues take 2–3 years to reach solid profitability.*

	Year 1	Year 2	Year 3
Open play			
Parties & events			
Memberships			
Café / F&B			
Add-ons			
<b>TOTAL REVENUE</b>			
Total expenses			
Net profit			
Net margin %			

## 10.4 Break-even analysis

*Break-even = when monthly revenue consistently covers monthly expenses.*

Metric	Value
Average revenue per visitor	
Fixed monthly costs	
Variable cost per visitor	
Break-even visitors / month	
Expected break-even month	

## 10.5 Funding request & use of funds

*How much you need, the type (loan/investment), terms, and exactly where it goes.*

## 11. Implementation Timeline & Milestones

Milestone	Target date	Owner	Status
Secure funding			
Sign lease			
Permits approved			
Buildout complete			
Equipment installed			
Staff hired & trained			
Pre-launch marketing			
Soft opening			
Grand opening			

## Appendix & Pre-Submission Checklist

*Attach supporting documents and confirm your plan is investor-ready before you submit.*

### Attachments

- Floor plan / venue design
- Equipment quotes
- Lease terms / letter of intent
- Owner & team resumes
- Permits & licenses
- Detailed financial spreadsheets
- Market research data
- Insurance quotes

### Pre-submission checklist

✓	Check
	Executive summary written last and fits on one page
	Every \$ figure backed by a real quote or cited source
	Financials include a 3–6 month cash buffer
	Break-even is realistic ( $\approx$ month 24–30, not month 3)
	Seasonality addressed in revenue projections
	Multiple revenue streams, not just open play
	Defined customer avatar (not "everyone")
	Operations & technology plan included
	Risks acknowledged honestly
	Proofread; no placeholders left

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Template by BMI Leisure — all-in-one booking, POS & CRM software for family entertainment centers and indoor play venues. Learn more at [bmileisure.com](https://bmileisure.com). Figures referenced are 2026 industry estimates and vary by size, location, and finish level; verify with your own quotes before submitting.