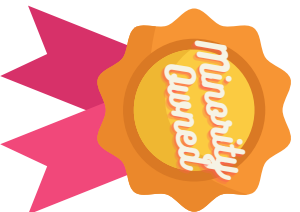
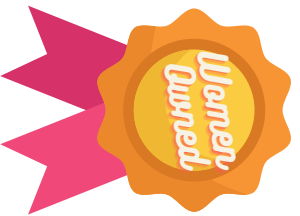


# Poppytots

## Play Cafe

*Indoor play and party space*



Poppytots

# Company Overview

## What is Poppytots

Poppytots is a children's party rental service that offers soft playgrounds, ball pits and bounce houses specifically for kids 5 and under. Since its inception in 2020, Poppytots has more than doubled its number of bookings each year and continues to exceed projections YTD, closing the first half of 2022 with over 140 completed bookings and over 70 deposited reservations through July thus far.

Poppytots is now ready to expand our offerings to a brick and mortar location to better serve the community and fill a much needed void for parents in the area.



# Poppytots Expansion

## What is Poppytots Play Cafe

Poppytots Play Cafe is an indoor playground and party space. We seek provide a clean, safe space for parents and caregivers to take their young children to explore a fun, exciting play area while they work, relax or interact with other parents in an upscale lounge and seating area.

Poppytots Play Cafe also serves as a private party venue for kids 5 and under.





# Mission

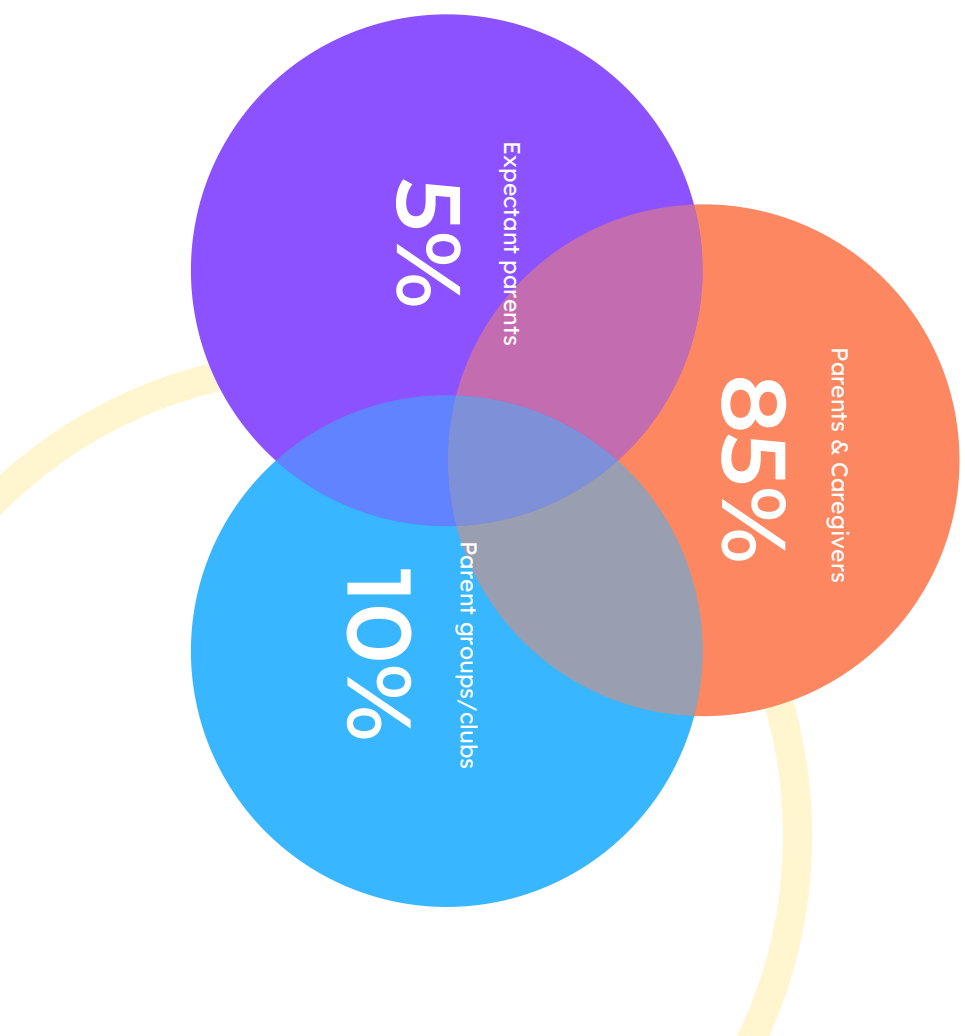
Poppytots Play Cafe provides parents and caregivers a place to bring their little ones to play in a safe, clean environment while they enjoy some much needed “me” time, interaction with other adults, and a warm cup of coffee... maybe even get a little work done. Once recharged they can join their little ones for all the fun!





# Market Targeting

Poppytots Play Cafe will focus on marketing to parents of children 5 and under, as well as those expecting new babies. It will have a special focus on parents who spend the majority of their time during the day at home with their kids, either acting as full time caregivers or working from home. Since older children will be welcome to accompany their parents in the seating area, we will not exclude these families but make them a secondary target.



# Market Validation

Based on the market analysis of the Novato area, the typical customer is:

Age: 21-45 (parents of children between 0-5)

Gender: Primarily female, not excluding male

Location: Residing within the town of Novato, CA or surrounding cities

Income Level: \$75,000+

Social Class and Occupation: The average family income within Novato, CA is \$101,000. Target market is the stay-at-home or work-from-home parent within these households, along with their caregivers.



# Market Size

While we are focused on the city of Novato, our reach will extend throughout Marin, Sonoma and other Bay Area counties.

## 5%



OF THE POPULATION IN NOVATO  
ARE KIDS UNDER 5 ~ 2,750 KIDS



MARIN COUNTY  
14,000 KIDS UNDER 5



SONOMA COUNTY  
30,000 KIDS UNDER 5



NAPA COUNTY  
8,000 KIDS UNDER 5



CONTRA COSTA COUNTY  
60,000 KIDS UNDER 5



SAN FRANCISCO COUNTY  
35,000 KIDS UNDER 5





# Competitors

In the greater Marin County area, stay at home parents and parents that work from home (full or part time) have virtually no options when it comes to places they can drop in, relax, and enjoy a bit of "me" time, or plug in and get some work done while their children play in a safe area within view.

Poppytots Play Cafe's market advantage lies in the uniqueness of our service, giving it full market share for this type of business. The play area will feature high quality equipment, and imaginative play toys that will be consistently reviewed and improved to make each child's experience enjoyable and filled with excitement and imagination. This type of innovation does not currently exist in my competitors.

## **Time out - Petaluma, CA**

- Website: [www.timeoutnplay.com](http://www.timeoutnplay.com)
- Distance: 15 miles away (22 minute drive time)
- Strengths: Mom owned, family friendly, can accommodate private parties and events, large party room equipped for many ages.
- Opportunities: Minimal seating for parents/adults, limited snacks with no healthy choices (candy/processed foods), parents have little viewable access inside play structures

## **Fox & Kit - San Rafael, CA**

- Website: [www.foxandkit.com](http://www.foxandkit.com)
- Distance: 11 miles away (18 minutes drive time)
- Strengths: Beautiful cafe and play structure, birthday parties, group play discounts
- Opportunities: Time limit on play, minimal interaction between parent and child, parent must accompany child inside the play area, parties are very costly



# Pricing

Monthly and yearly memberships will include “perks” such as discounts on private parties and birthdays, invitations to member only events and priority on signups for possible camps in the future.

## Drop in

- \$16 per child per day
- \$2 per child savings for each child for 3 or more children in one family
- \$4 grip socks (required for play)

## Annually

- \$800 annually for unlimited visits
- \$100 savings vs monthly
- One free coffee per visit
- 10% off on private party rentals
- 10% off special event tickets
- One free pair of grip socks

## Monthly

- \$75 a month for unlimited visits
- One free coffee per visit
- 10% off on private party rentals
- 10% off special event tickets
- One free pair of grip socks

## Special event

Pricing will be determined based on event





# PRIVATE PARTIES

## Basic - \$399

- DIY (Do it yourself)
- 2 hours of private play
- 30 minute setup time
- Bring your own paper goods, food and decor
- Cleanup included
- Up to 10 kids

## VIP - \$899

- We do it all!
- Basic & Hybrid package +
- Favor bags
- Digital invitation
- Basic balloon garland
- Coffee & Tea bar
- Charcuterie tray
- Up to 12 kids

## Hybrid - \$699

- DIT (Do it together)
- Basic package +
- Choose one of our themes
- Paper plates, cups, and napkins
- 2 Large cheese pizzas
- 12 Juice boxes/mini water
- 12 Cupcakes

## Weekday - \$299

- Monday-Thursday
- 4:30-6:30 pm
- Basic party package



# PARTY ADD ONS

## Refreshments

- Juice box/mini water (6 count) \$5
- Large cheese pizza \$25
- Large 1-topping pizza \$30
- Coffee and tea bar \$30
- Lemonade dispenser with cups \$15
- Charcuterie tray \$inquire

## Photos

- Selfie booth \$200
- Private photographer \$inquire

## Party

- Additional half hour \$75
- Additional hour \$150
- Additional child \$12 per child
- Balloons \$15 per dozen

## Entertainment

- Mini bounce house \$125
- Craft \$inquire
- Balloon artist \$inquire



# Special events



01

## Mommy & Me

Mothers club group play  
Yoga  
Music session

02

## Vendor fair

Holiday fair  
Local vendor spotlight

03

## Guests

Seasonal photo shoot  
Party with a princess  
Hang with a hero



# Total

# Monthly expenses

Rent	\$4,167	Cleaning	\$600
Payroll	\$6,146	Party supplies	\$75
Perishables	\$200	Loan repayment*	\$800
Non-perishables	\$100	Misc	\$500
Insurance	\$1,080		
Utilities	\$550		
Paper goods	\$500		
POS system	\$250		
Credit card/bank fees	\$700		
Retail stock	\$50		
Wifi/Security	\$200		
<b>Total</b>		<b>\$15,918</b>	

\*Loan not yet requested

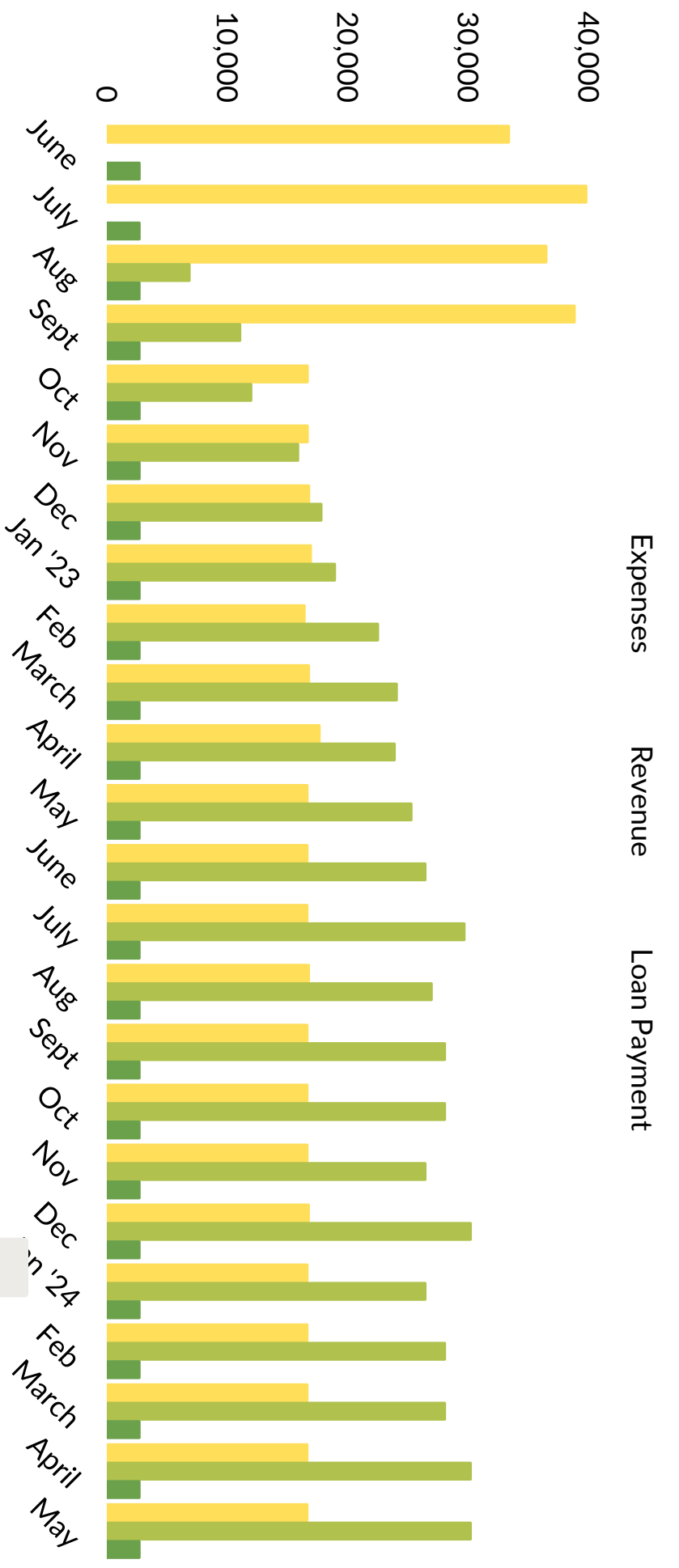
# Monthly income

Daily drop in		\$500
• 25 kids/day @ \$16		\$600
• Based on 20 days		\$12,337
Monthly memberships		
• 15 members @ \$75		
Annual members		
• 5/month @ \$800		
Member events		
• 2/month @ \$15		
• 10 participants		
Grip socks		
• 60/pairs @ \$4		
	\$8,000	
	\$1,125	
	\$4,000	
	\$300	
	\$240	
Retail sales		
Drinks and snacks		
Private parties		
• Basic: 10 @ \$399		
• Hybrid 6 @ \$599		
• VIP 4 @ \$899		
• Weekday 2 @ \$299		
• Add ons 10 @ \$55 avg		
Total		
\$27,102		



# 24-month projection

Considering \$2,800/mo payback of initial \$175K investment





# Thank You

We are so thankful to have had the opportunity to share our vision with you!

## Poppytots Play Cafe

### 📍 Address

1559 So. Novato Blvd, C-1, Novato, CA 94947

### 📞 Telephone

415-328-1366

### 🌐 Website

[www.poppytots.com](http://www.poppytots.com)

### ✉ Email

[tracy@poppytots.com](mailto:tracy@poppytots.com)

