

MADISON AXE

MADISON, WI



DOMESTIC BEERS

Budweiser 5%
Classic American lager.

Busch Light 4.1%
Light and crisp.



Busch Light 4.7%
Light and crisp.

Pabst Blue Ribbon 4.7%
Iconic American lager.



Michelob ULTRA 4.2%
Low-calorie, smooth.

Hamm's 4.7%
Traditional Wisconsin lager.



Miller Lite 4.2%
Easy drinking classic.



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Easy drinking classic.



Coors Light 4.2%
Crisp and refreshing.

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Modelo **Modelo Especial** 4.4%
Mexican lager, crisp.



Spotted Cow (New Glarus) 4.8%
Iconic Wisconsin farmhouse ale.

CRAFT BEERS



Truth (Rhinegeist) IPA
Limited stock, Hoppy & juicy.

Dark Matter Porter (Delta Beer Lab)
Rich and malty.



Atomic Amber Ale (Delta Beer Lab)
Smooth and amber-colored.



Blueberry Wheat (Hinterland)
Fruity and light.



Chaos Pattern (3 Sheeps)
Hazy New England style.



The Commuter (One Barrel)
Light and clean.



Hazy Beer Hug (Goose Island)
IPA - Imperial style, tropical notes.



Wisconsinitis (3 Sheeps) (Cream Ale)
Smooth Wisconsin favorite.



Packerland Pilsner (Hinterland)
Crisp and refreshing.



Big Juicy Beer Hug (Goose Island)
Light and citrusy IPA.



Two Hearted IPA (Bell's)



Belgian White (Blue Moon) Witbier



HARD SELTZERS

Untitled Art - Mango Dragonfruit
Untitled Art - Blackberry Agave
Untitled Art - Navel Orange Yuzu
Untitled Art - Prickly Pear Guava
White Claw - Green Apple, Mango & Black Cherry.



SIGNATURE COCKTAILS

The Axe Thrower \$10
Whiskey, ginger beer, lime & bitters

Madison Mule \$9
Vodka, ginger beer, lime in a copper mug

Badger Berry Smash \$10
Gin, muddled berries, lemon & soda.



* This is the original plan we submitted when applying and gaining our original Class-B Beer license. We have been open for 3 years and have continued following our original (this) business plan. Nothing will change besides adding liquor and wine.

Madison Axe

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Executive summary

Madison Axe is a partnership that will provide a unique axe throwing entertainment to its guests, in addition to other games & entertainment. The axe throwing experience will include the latest software & technological advances for Interactive Games, Dynamic Targets & Digital Scoring. With various games from traditional targets, Zombie & Duck Hunt, Tic Tac Toe, Cricket and many more. We are planning to build out 8 axe throwing lanes, each separated with lane dividers so there will never be more than one participant in a lane or throwing at a target. As compared to some facilities that have 2 targets in one lane or booth.

Madison Axe's ideal customer/guest is most anyone capable of holding or throwing an axe. Our minimum age restriction will start at 12 years or older, with parent/guardian consent and on-site during. The most prevalent age group observed, drawing from actual statistics, has shown to be 25–45-year-old men & women.

Given the unique quality of our entertainment we will be priced at a premium at or exceeding our local competition currently established. We will operate at higher costs with software & technology components and attracting talented/high skilled or educated team members. There will be significant amount of large group requests, with volume discounts for larger groups or extended visits. Madison Axe will promote its products heavily on social media platforms, google & digital advertising, through a mix of trade shows, partnerships with local business or chamber organizations.

Madison Axe is an extension of another axe throwing venue with one member having direct ownership to Appleton Axe Throwing, in Appleton Wisconsin. With several years of experience & drawing conclusions from other operators, we feel certain that we will launch in the most ideal time of year & exceed our debt repayment obligations in the first 6 months.

Company overview

Business structure

Madison Axe is a partnership to be operated by two husband and wife teams, Kyle & Chelsea Van Abel and Brandon & Katherine Long. Brandon Long will be the on-site operations leader working closely with Kyle to recreate a similar business operation already successfully formed in Appleton over a 2-year span.

Nature of the business

Madison Axe sells axe throwing experiences for 75-minute axe throwing sessions, to be booked online primarily. We expect to hold many small to large group events, facility rentals, private meeting spaces & entertainment packages. Groups and larger events, will often be 2-to-3-hour events, with discounted pricing & package deals. We will not be providing food. We will have merchandise & apparel for sale, which can also be incorporated into our group pricing package (when paired with our fun axe throwing tournaments, typically best saved near the end of your axe throwing experience).

Industry

Madison Axe operates in the axe throwing & entertainment industry primarily, and sells services, games & experiences that are uniquely catered for Family Fun, Corporate & other reasons for celebrations.

Background information

Kyle Van Abel, the founder of Madison Axe, has several years of experience in the axe throwing industry as an owner, operations leader and all functions required to operate a safe & unique axe throwing experience not currently being provided in Madison. Brandon Long will be the operations leader in Madison.

Business objectives

Brandon & Katherine will be working closely with our partner Daredevil Consulting on the website, google & social marketing advertising program as we launch in the early Fall of 2022. In the early weeks leading up to our first day of business we will begin promotions on Facebook, with giveaways or drawings as we get our brand or word out. Additionally, we will track our progress as the store develops, teasing the upcoming launch. Given our hopeful timeline, we will be launching a large Black Friday and Cyber Monday Online Gift voucher sale to help generate revenues from the holiday season shopping enthusiasm. Our service & fun makes for great Christmas presents!

Team

Kyle Van Abel is an owner with Appleton Axe Throwing in Appleton Wisconsin. With 2 years of experience & currently overseeing operations in this facility while expanding the business model into Madison Axe with local leadership & new partners Brandon & Katherine Long. Brandon will be the main point of contact, Team & Operations leader performing all duties as necessary. Brandon will be performing these duties as long as needed, eventually replacing himself in the first 12 months, as we look to another location in the greater Madison market. Meanwhile, we will be hiring approximately 6 to 8 other team members to work alongside Brandon & other soon to be named assistant/shift leaders within the organization.

Market analysis

Market size

Madison is large vibrant city with many industries, institutions and organizations that would appeal to Madison Axe. With over 250,000 people calling Madison home. Our key focus initially will be on Corporate & Team Building events for both companies, sports teams & clubs and the like. In addition to other key segments such as Bachelor (Ette) Parties, B-2-B activities, Date Nights, Family Fun and Fundraisers & Benefits.

SWOT analysis

	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Ownership team has several years of experience in this industry & nearly similar business model• Software & Advanced Gaming Technology• Existing connections in the industry for potential partnerships• Local leadership• Ownership has attended UW Madison & Madison College, holding degrees from those institutions	Weaknesses <ul style="list-style-type: none">• Industry competitors in the market already• Competitors providing inferior & lower cost type of services
External	Opportunities <ul style="list-style-type: none">• Strong growth in the corporate market• Continued advancement of the software & technology coming very soon – Self Scoring & target/axe recognition	Threats <ul style="list-style-type: none">• Other competitors in operation• Medium barriers to entry

Competitive analysis

Madison Axe has competitors within city limits, with establishment dates in exceeding 2 or more years.

Axe Throwing

While there are no greeting card companies offering customization based on paw prints, there are artists who sell greeting cards customized with artwork of your pet, although they're typically at a very high price point given the labor-intensive process of creating custom art. Beyond that, one of the biggest competitive forces in the greeting card industry for Paw Print Post is the convenience factor. Pet lovers may decide too late that they'd like a custom card, and opt for a card they can buy in person instead.

Deck Shuffleboard & Yard Games

Our deck shuffleboard & yard games area will include 2 of each at each lane. These lanes can be booked or packaged with axe throwing online & with group event planning. In addition to these games, in their respective area in the store, this space will also serve as a meeting space for companies, parties or other meeting types complete with overhead projection and equipment necessary to take your meeting to us! When not in use we will use these for sports games and other broadcasts throughout the year.

Differentiation

Madison Axe will rely on differentiation to stand out in the market. Pictures and reviews alone will visually show the difference. Over time our reviews and testimonials will accumulate describing such.

While there are two competitors in Madison, Madison Axe will be providing a significant elevation to the gamification of axe throwing, fun and excitement. Madison Axe will not compete on price nor rely on discounting our services to attract our guests. In contrary, our team member service will be completely unmatched in the industry & consistently the main focus.

Products and services

Madison Axe's flagship product/service is the unique axe throwing experience unlike anything currently provided in the Madison market. With several years of experience operating this software and assisting in the development of some of the key games that are known today, we are confident that our learning curve will be relatively much shorter, allowing us to move much quicker & most effectively.

Deck Shuffleboard & Yard Games:

We will have a snap in shuffleboard court (unofficial size) complete with biscuits and cues. Those lanes will serve as multipurpose lanes that will also contain a set of corn hole boards/bags along with various on yard games including:

- Giant Yard Pong
- Giant Yard Dice
- Giant Ring & Ladder Toss
- Putter Ball and more.

Our facility will have both products/services separated by a wall with 3 openings/walkways to move about the facility and view all angles.

Bar & Beverage Service:

We are planning to provided canned or bottled soda, water, juice & beer. Beer only and no liquor. We are not a bar, rather an entertainment facility that will serve a beer or two during your visit. We will not be aggressively offering drinking specials or happy hours. We will not be encouraging additional consumption at any point. We have considered a two-drink maximum while throwing. Our team will be very diligent with these policies. Also, important to note, we will have a critical eye & policy for guests whom may appear or are intoxicated prior to their arrival to Madison Axe.

Marketing plan

Price

We will be providing 75-minute axe throwing sessions for \$25 per person plus tax for anyone 12 years and up. Minimum of 2 people per lane up to 6 per lane. Our multipurpose game lanes can be booked for 2-8 people at a fixed rate of \$30 per lane.

Product

Our signature product axe throwing will uniquely set us a part from most all other axe throwing venues around the state of Wisconsin. Aside from one other location we are aware of, all other locations using our software either have direct ownership in Madison, with Kyle an Appleton Axe. Or his partners from Appleton Axe and their endeavors elsewhere, not affiliated with Appleton or Kyle.

Promotion

Madison Axe will rely on three main promotional strategies. Given Kyle's experience in the axe throwing industry, he has identified the needle movers. First, in store service from team members is most crucial. Our team will be "Axe-Cellent" safety promoters & teachers of axe throwing & our unique games. From there they will help us grow reviews, recommendations, check-ins and taking group photos for their phones & our phones for promotional purposes. Additionally, we have existing relationships with several decision makers, business owners, department heads and head coaches to speed up the booked events, building of promotional materials & testimonials. Finally, digital ads on both Facebook and Instagram will help her reach Madison Axe's ideal guests.

Place

Madison Axe will have a website, which will have online booking software integrated. We expect the vast majority of our business to come through our website as most events are booked & paid in advance online. We will allow for walk-ins when those occur however never encouraged.

Operations plan

Suppliers

We will be sourcing our bar & beverage needs from local vendors. Axe throwing suppliers will include World Axe Throwing League (WATL) for axes. Our lumber will be sourced in Green Bay as it is the current provider for Appleton Axe. We will be exploring options in and around the Madison market for these needs. To date, we have not found that solution however not fully necessary at this time.

Facilities

On site we will have an office for day-to day operations, to meet with potential & booked group events. All revenue producing events will happen in our store.

Equipment

Madison Axe will be securing software solutions from a third party for the axe throwing entertainment. All hardware components will be owned by Madison Axe.

Inventory

Our inventory will consist of axe throwing inventory including axes, lumber & construction materials. Additionally, we will have bar & table service inventories including can or bottled soda, water, juice, domestics beers, seltzers, lps, ales and other craft beverages.

Financial plan

Opening during the months of November through April, the busy season for axe throwing venues, we anticipate fulfilling our debt obligations to our bank and our build out costs in the first 12-18 months. We will aggressively shrink our liabilities with the funds generated from our busy season, as we understand that the summer months are significantly leaner.

If we are to meet our debt payback goals, it is our plan to look for additional opportunities or locations around the Madison market with similar opening dates (Late Fall season) & plans for such an endeavor as defined above.