

The Guild Business Plan

The Guild Alcohol License Application

About The Guild

The Guild is a start-up gaming entertainment platform designed to provide a new dimension of gaming and leisure. We aim to utilize our gaming lounge premises to provide a haven for both gamers and content creators to unite and collaborate to bolster discoverability and provide opportunities for local talent.

At The Guild, we're redefining the gaming experience. Our state-of-the-art lounge is designed to cater to both casual gamers looking for a relaxing time and aspiring content creators seeking a dynamic space to bring their ideas to life. Here's why you'll love what we offer:

Cutting-Edge Gaming: Immerse yourself in the latest and greatest games on powerful gaming rigs that deliver unparalleled performance. From solo adventures to multiplayer showdowns, we've curated an impressive library of games to suit every taste and skill level. Join fellow gamers in epic battles, embark on thrilling quests, or simply unwind with some friendly competition.

Collaboration Opportunities: The Guild is more than a place to game; it's a community hub where like-minded individuals connect. Forge new friendships, team up with fellow gamers, or collaborate with content creators who share your passions. Our lounge is designed to foster a vibrant atmosphere where networking, sharing ideas, and forming creative partnerships come naturally.

Comfort and Convenience: Step into a space designed with your comfort in mind. Comfortable seating, ambient lighting, and a cozy environment create an inviting atmosphere that encourages you to settle in for hours of entertainment. And when hunger strikes, we serve up delectable treats and refreshments to keep you fueled and focused.

Events and Tournaments: Get ready to be part of thrilling events and tournaments that celebrate the gaming and content creation community. From exclusive game launches to cosplay contests, there's always something exciting happening at The Guild.

Tentative Menu

-Ramen Noodle Bar

-Japanese Sandwiches

-Assortment of chips, candies and confectionery

-Level 5 Donuts

-Espresso Bar

-Bubble Tea

-Sodas and Red Bull

Hours

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12pm-10pm	3pm-10pm	3pm-10pm	3pm-10pm	3pm-12am	12pm-2am	12pm-2am

Why are we applying for Class B (Liquor) License?

We would like to increase our service options and diversify our revenue options to ensure financial sustainability due to high operating costs (rent and utilities). Alcohol will be a supplement to an experience of video gaming, community events and great food, never the main event.

What is our security plan?

Due to the expensive equipment we have in our space, we have invested in 6 security cameras that will be monitored at all times. We also plan to work with a local security company to provide security services daily from 4pm to close.

We intend to only serve alcohol to customers who are in at our leased premise. Customers will place their orders with a server. The server will immediately check the customer's ID. Servers will be instructed to card everyone that wishes to purchase liquor. If above 21+, the server will immediately serve the customer's order to prevent any confusion. All our staff members are age 21+ and will be trained to serve alcohol, as per training guide approved by the Wisconsin Department of Revenue.

EXHIBIT A

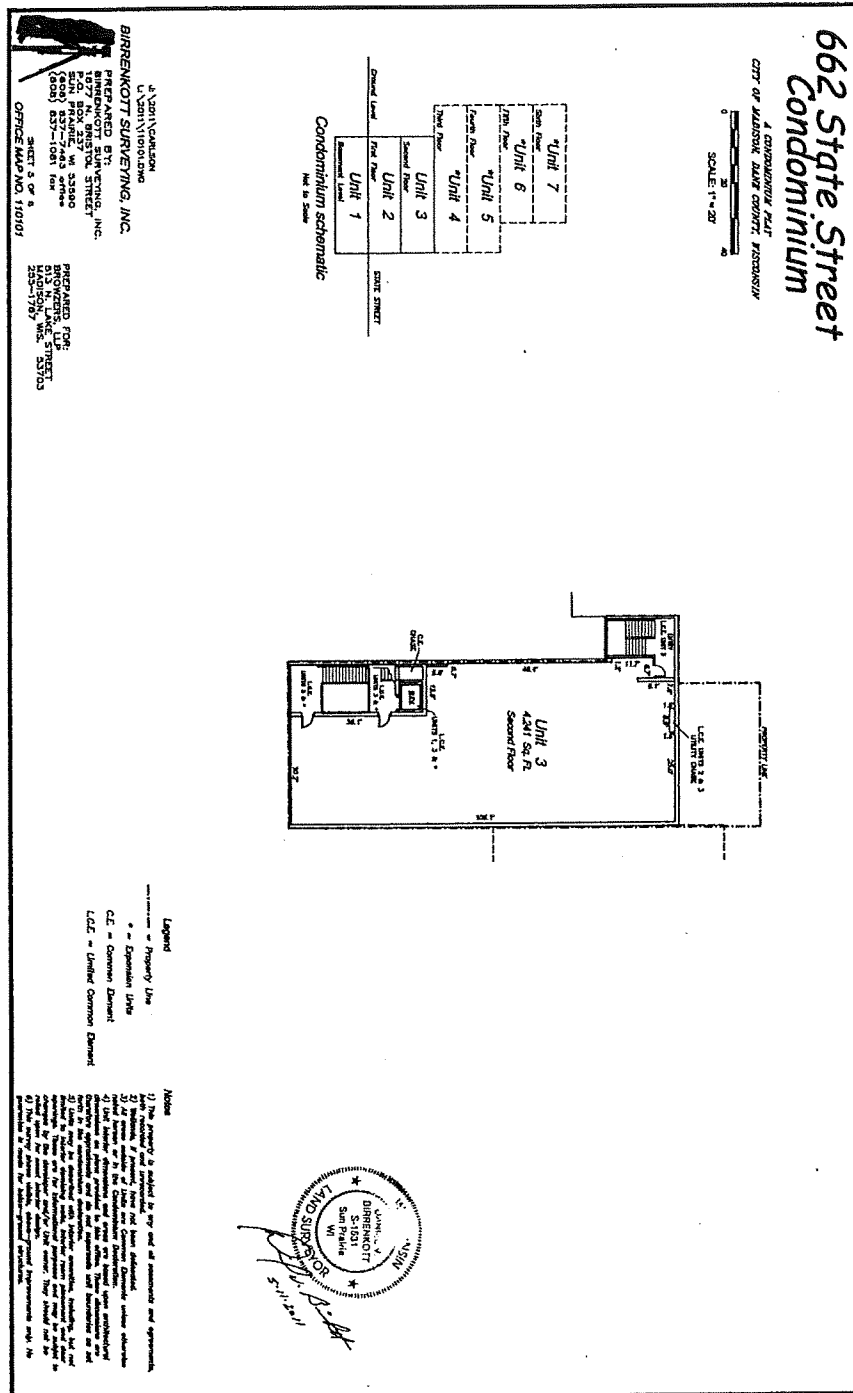


EXHIBIT 2.1
Base Building and Site Improvements

Landlord may at its option and expenses and from time-to-time increase, reduce, alter, eliminate or otherwise modify the Common Areas and may construct additional Units adjacent to or above the Premises, which may or may not be similar to plans prepared by Knothe Bruce.



EXHIBIT 3.1

