



LOCAL MOTIVE

Alcoholic Beverage - \$7

Artisanal Wine

Craft Beer

Cider

Cocktail

Non-Alcoholic Beverage - \$5

Kombucha

Flavoured Soda

Non-Alcoholic Cocktail

Food - \$2

Chips

Local Motive – Brian Shubat

A. Company and Background

Local Motive is a carefully crafted event space in a restored rail car, which can be tailored to fit any need. The rail car is located at the train depot in the heart of downtown Madison. The location of the railcar and the interior renovation work make the business a viable option in the niche market for event space.

B. Market Opportunity

Our event space will be one of the go-to hotspots for hosting events our customers want to curate. Madison needs a lot of event space accommodating diverse groups of customers to meet their specific needs. There is a lack of new and exciting quality event spaces in downtown Madison for business meetings and other small gatherings.

Trains and rail cars carry a history and elegance of the past. An inbuilt aspect of art, history and beauty is embedded in the train car which lends an air of memory to their character. The space has never been transformed into a problem solver till now. We have carefully laid our investments in renovating the rail car. Now putting those things together, we have a new trendy event space in downtown Madison.

C. Mission Statement

Local Motive provides a unique event space in a restored rail car for customers wishing to host a function or gathering, creating a one-of-a-kind experience for their clients. Our multi-use, customizable setting presents a blank canvas to our customers, while facilitating a rich user experience during focused events.

D. Management Team

Local Motive is owned by Brian Shubat through his single person MADISON LOCAL MOTIVE LLC. Brian Shubat's creativity and vision will excite our potential customers. Robert M Snihur will be our Bar Manager and Liquor Agent; he will actively promote our business and ensure efficiency all-round.

E. Target Customer

The geographic location is in the heart of downtown Madison, making it easily accessible to businesses. We expect to draw customers from within a 20-25 minute drive-time radius. The business is easily walkable from campus and downtown, and has plenty of parking for those driving to the venue.

Target-1: Event Space Rentals

- Wedding Events
- Baby Showers
- Photo shoots
- Holiday Parties
- Product Showcase
- Business Meeting
- Social Events

Target-2: Lounge Car

- Regular Customers
- Kohl Center Customers
- Tourists
- Customers looking for new trends
- Bike Path Customers
- Ample Parking Customers

F. Competitive advantage

Madison's growing needs are always on the lookout for the next niche or hot trend. Event planners want to bring uniqueness to their events to stand out. Local Motive offers just such an exciting venue, while making the entire event production hassle-free.

Experience: Guests can walk around outside safely without fear of any car or rail traffic, take photos in our historic surroundings, and enjoy the cool vibe of the train depot. The event space itself, located inside a beautifully refurbished train car, will invoke a sense of elegance.

Hassle Free: With one-touch booking and built-in PA functionality, our customers will feel less anxious and more comfortable, which results in satisfied customers. This will increase the word of mouth marketing and will raise our brand value.

Location: It's an attraction to customers visiting Madison, Train Depot, Kohl Center & Bike Path.

G. Products and Services

We make our revenue through providing a rental event space and a lounge car to our customers. Our event space can be rented out 5 days a week for private clients. The rental can be either hourly/daily/weekly or recurring.

The rail car will be opened to the public for two days of the week as a lounge car, where we will be serving our customers artisan wine, locally sourced cider, craft beer, alcoholic/non-alcoholic cocktails.

Our rental prices are crafted after extensive research and through customer feedback. The price starts from \$75 and varies depending on the day and time of the week. Our drinks prices are very affordable starting at \$7.

H. Future Growth:

- Event Planning Services
- Rail Car -2 – Seating & Prep Kitchen

I. Limitations:

- Storage Space / Harsh Weather