

TACTICAL ACTION GAMES LLC

Outsource/Insource Proposal

Executive Summary

Tactical Action Games LLC specializes in hosting on-site, laser-tag events for large group activities. Our Frontline division is a mobile, outdoor, laser tag unit. We bring equipment and instructors directly to our clients and host scenario-objective games at the location of their choice. Frontline offers team building, leadership development, and tactical training. We also provide franchise opportunities and outsource/insource solutions for competitors and new entrants in our industry. *Our strategic partners take advantage of our experience curve, brand equity, and marketing channel to accelerate the development of new ventures or enhance the effectiveness and efficiency of existing operations.*

The Need

While mobile-outdoor laser tag is positioned in the white space of our industry's strategic canvas, our embryonic sector is growing rapidly and continues to attract new entrants. We have seen at least one new competitor enter our space every two years. Most remain viable for an average of one year before exiting, usually through divestment and liquidation. None have survived more than three years. Why?

Many in the action pursuit industry are hobbyists or enthusiasts, and they openly acknowledge their lack of experience on the business end. While these industry players may offer important contributions to their ventures, they struggle to survive as their companies grow and develop. The greatest obstacle facing new entrants is the build/buy question. In order to be successful, these companies must create good standard operating procedures based on experience they do not yet have. They must also build brand equity and must create a strong marketing channel. It is sometimes possible for a first-mover to build these components, but late comers must either buy them or risk competing head-to-head against a company that already has these intangible assets in place. We are that company.

The Solution

Frontline has developed a sustained competitive advantage in the action pursuit industry. This competitive advantage is built on superior cost structure, process innovation, customer responsiveness, and efficiency. Many trade secrets, competencies, and standard operating procedures underlie these building blocks. Some may be learned, but most are extremely difficult to replicate without extensive training and experience. Fortunately, we are willing to share our knowledge and even our resources with strategic partners who are looking to buy rather than build.

At Frontline, we have an abundance mentality, and we believe in force multiplication and synergy. We are always open to corporate alliances and strategic partnerships. Frontline has outlasted and outperformed every challenger in the Utah market; however, we believe we can gain mutual benefit from working together with competitors that have invested heavily in resources yet lack the knowledge and skills to use those resources efficiently and effectively. Competitors who are willing and able to meet our standards for quality can take advantage of our expertise, brand equity, and marketing channel to enhance their own operations.

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FRONTLINE

Company Profile

URL: www.uvtag.com

Founded: March 2005

Employees: 20

Contact:

Joshua Uda

joshua_uda@uvtag.com

801.494.9444

Management

Erin Lynne, President

Joshua Uda, CEO

Jacob Glazier, COO

Sarah Ioane, CMO

Equipment Arsenal

Sport Set X 60

Sport Set Elite X 20

Shock Tag X 20

Party Tag X 18

Battle Tag X 16

Performance Notes

Over 200 percent annual growth

Operations in over 30 cities

Locations in three states

Over 20,000 Clients Served

Including:

- Adobe
- 1-800-Contacts
- Xango
- Hill Air Force Base
- Seven Peaks Resort
- BYU Football
- Sundance Resort
- BYU, UofU, UVU
- Alpine School District

Insured NAIC# 36684

\$1 million per incident

\$2 million aggregate

Expertise

Our company motto is “Live and Learn.” We submit After Action Reports after every game to reflect on lessons learned, and we aggressively seek feedback from our customers. Our clients find that we are constantly reflecting on experience and feedback, adapting to our growing understanding of customer needs, and redeploying our resources to improve the TAG Experience. Our focus on continuous improvement TQM efforts has helped us perfect our standard operating procedures.

We are experts in public presentation and crowd control. We have developed the most efficient and effective procedures for equipment processing, safety and tactical training, game briefing, and field deployment. We have mastered methods of feed-forward and concurrent control to ensure the safety of participants, and all of our instructors are medically trained and experienced EMTs or WFRs. We are also experts in hosting the most intense and entertaining tactical scenarios for action pursuit.

All of these components are necessary to create the level of quality for which Frontline is renowned, and we bring all of this expertise to the operations of our outsource partners to **save** them the *time, effort, and cost* of gaining these competencies on their own.

Brand Equity

Frontline has developed a solid reputation as the best laser tag operation in Utah. We are currently ranked 30/30 (Extraordinary to Perfection) on Google+. We have a Five-Star rating on Yahoo Local, and our Facebook wall is plastered with rave reviews. We have a strong brand image and solid brand recognition. It took nearly ten years to build the reputation we have today, but qualified outsource partners can take a shortcut and quickly **build recognition, goodwill, and consumer trust** by resting on our hard-earned laurels and branding their products with Frontline.

Marketing Channel

Frontline has spent nearly a decade developing a large and loyal client base. Since our initial pilot program launched in 2003, we have served over 20,000 clients in over 30 cities, and our client base is growing exponentially each year at a rate of over 200 percent. We have also invested heavily in our marketing channel. Our company appears organically six times on the first-page results of a Google search for “*laser tag Orem.*” We have thousands of names on our mailing list, over 500 fans on Facebook, and over 2000 subscribers to our SMS text blasts. We also spend nearly \$1,000 every month on Google Adwords, Facebook ads, and listing sites. This marketing channel gives us tremendous accessibility, and our outsource partners can **increase** their own *accessibility, reach, and penetration* by using our channel to connect with their target market segments.

Value Proposition

Frontline can save you the time, effort, and cost of creating a quality experience. We can give you the brand recognition, goodwill, and consumer trust you need to attract customers, and we can utilize our market reach, penetration, and accessibility to boost attendance at your events. Please contact us to discuss possible outsource solution for you or your organization.

Insource Proposal

Management Contract:

Client will insource management of all laser tag operations and events to Tactical Action Games LLC (Frontline Division)

Client will purchase Frontline services at wholesale markdowns of 20 percent off normal prices.

Frontline will provide instructors, EMTs, field props, and equipment as necessary to host events.

Frontline will use its resources to plan, organize, promote, and manage all events.

Client may resell Frontline products under the Frontline brand at normal price or under their own brand at a markup price.

All Frontline SOPs and trade secrets must be protected from independent adoption and use by an NDA between the parties.

Google Plus Reviews



Facebook Comments



Thank you for your consideration!