

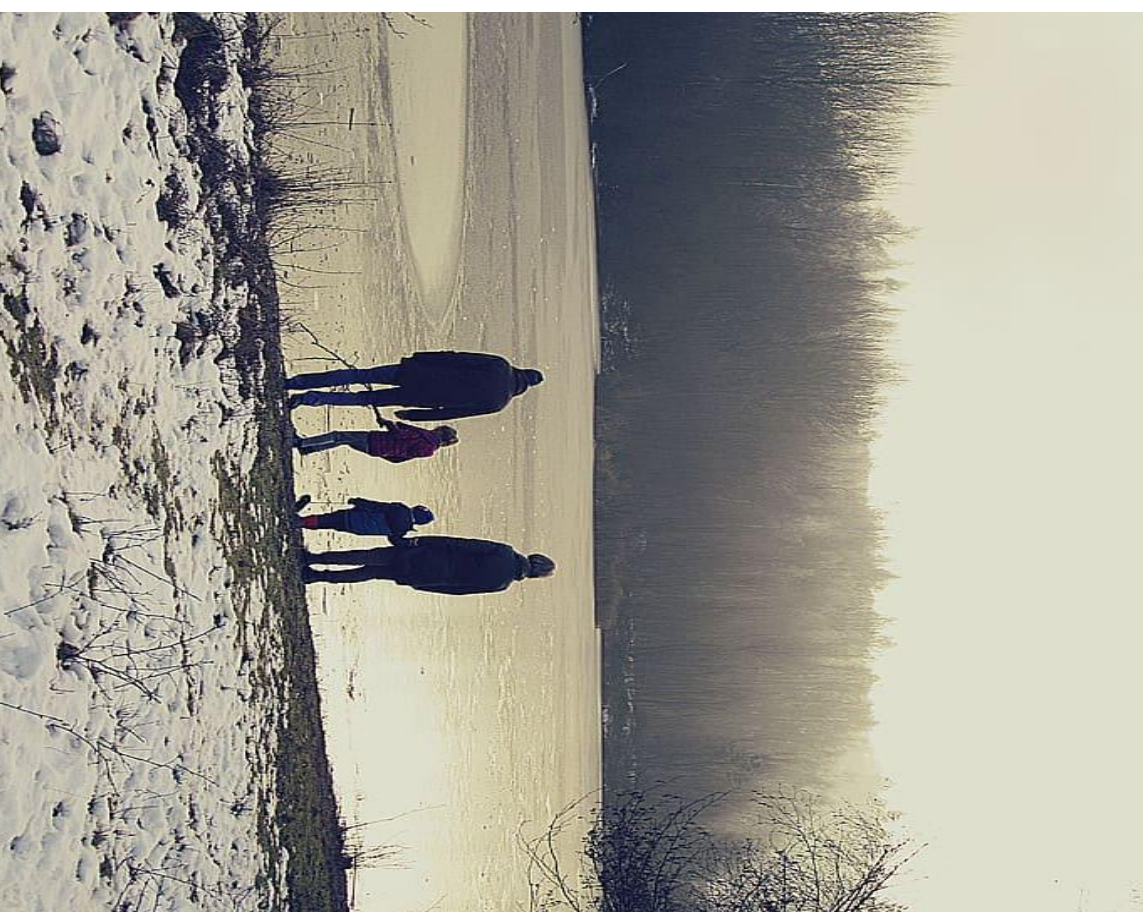


**Kids & Coffee**

# Our Story

As working parents, my wife Vivian and I, Ken, faced challenges finding high-quality indoor play areas that fostered our daughters Layla and Ellie's growth while also offering parents a chance to relax.

Realizing the lack of viable alternatives, we embarked on a mission to establish a safe, nature-inspired, and innovative environment. A place where both parents and children can flourish and evolve side by side.





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Safe Playground is important for kids.  
however, modern day parents live busy lives.

# Situation



Indoor playgrounds are loud, over stimulating and cookiecutter for modern parents and their children.

# Problem

01. Indoor Playground have become a displeasing place for parents to avoid for its design, noise, and comfort level
02. children require a secure play environment, allowing adults to engage or unwind, assured of children's safety.





## Problems of Existing Indoor Playgrounds

Traditional Playgrounds  
are not the most relaxing  
places for parents.



### Play Design

- Clash of colors.
- Play structures with minimal purposes.
- Does not encourage learning



### Comfort Level

- High noise level
- Overwhelming
- Chaotic
- Crowded



### Amenities

- Below average food and beverage
- No seating area for adults
- Does not offer concierge services on party planning

“Children need the freedom and  
time to play. Play is not a luxury.  
Play is a necessity”

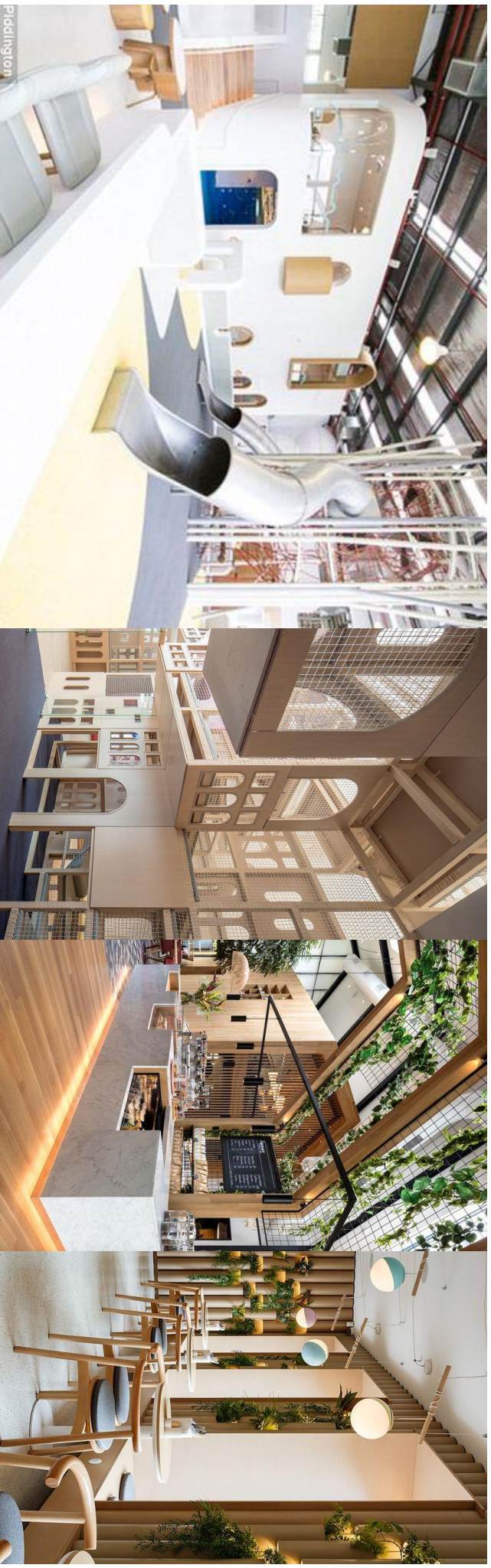
- Kay Redfield Jamison,  
Psychologist and Writer





Crafted from our own needs as well as those of like-minded parents and partners, Kids & Coffee stands as an adventure playground café. Here, families can connect, children can delight in play, parents can engage in social interactions, or simply unwind with a comforting cup of coffee.

# Solution

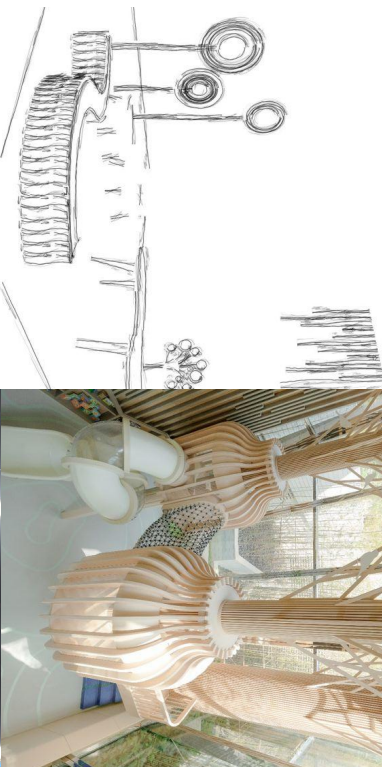






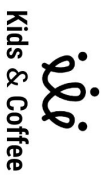
# Our Services

1. **Playground**
2. **Events**
3. **Cafe**
4. **Lounge**



# Playground

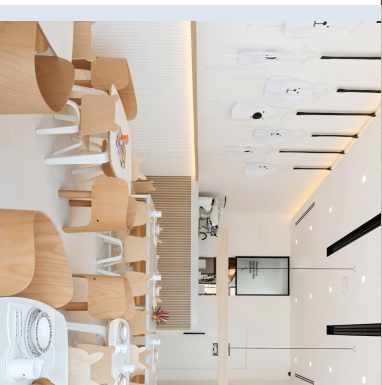
Collaborating with renowned playground design firms to craft captivating, nature-inspired play areas and playgrounds, offering a safe and stimulating experience for children aged 0 to 12.



Kids' parties are about celebrating milestones and creating memories. From selecting themes to arranging treats, we handle all the details, letting you savor every moment.



## Events/ Celebrations



## Cafe

Offering swift counter service and a menu featuring wholesome beverages, fresh seasonal salads, artisan sandwiches, and delectable pastries.

# Lounge

A comfortable spot for parents and caregivers to unwind, enjoy their beverages, and watch their little ones play.



“Before car was invented, if I had asked people what they wanted, they would have said faster horses.”

- Henry Ford

# Kids and Coffee A CUT ABOVE PLAYGROUND EXPERIENCE



We are the new innovator in this space, carving the better future for modern parents and their children.

# Market Overview

1. Macro Trend
2. Our Key Business Drivers

Consumer spending is expected to grow over the next five years, benefiting Food & Entertainment Complexes

Furthermore, over the five years to 2027, the industry is expected to experience growth as the economy recovers from the coronavirus pandemic and social distancing regulations continue to subside.

Revenue

**\$4.5bn**

Profit

**\$504m**





# Key Business Driving Trends

## Children Business

Growth in per capita disposable income is expected to benefit the industry as child care services are likely to remain in high demand



## Remote Work

A changing workforce that includes more telecommuters is expected to support industry demand



## Children's Health

Industry growth has been driven by rising per capita disposable income and growing awareness of child obesity



## Event Planning

Demand for professional event and party planning will grow since households will have less time to spend on organizing and coordinating social events



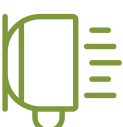
## Early education

Greater public attention paid to early education is expected to keep industry demand afloat



## Coffee Break

Specialty coffee has become an experience and it will continue to grow



# Key Success Factors



## Easy access

A high profile location offering easy access and parking can provide a competitive advantage



## Having a good reputation

The safety of children and the cultivated environment will increase the use of the indoor playground cafe



## Aggressive marketing

Since services are fairly uniform in the industry, heavy advertising is essential to alerting possible customers



## Exceptional Experience

From our thoughtfully designed play areas inspired by nature to our cozy nooks for parents, every detail is curated to create a memorable and one-of-a-kind experience.



## Experienced workforce

Skilled staff that can assist customers and teach classes are important to attract repeat customers.



## Provision of appropriate facilities

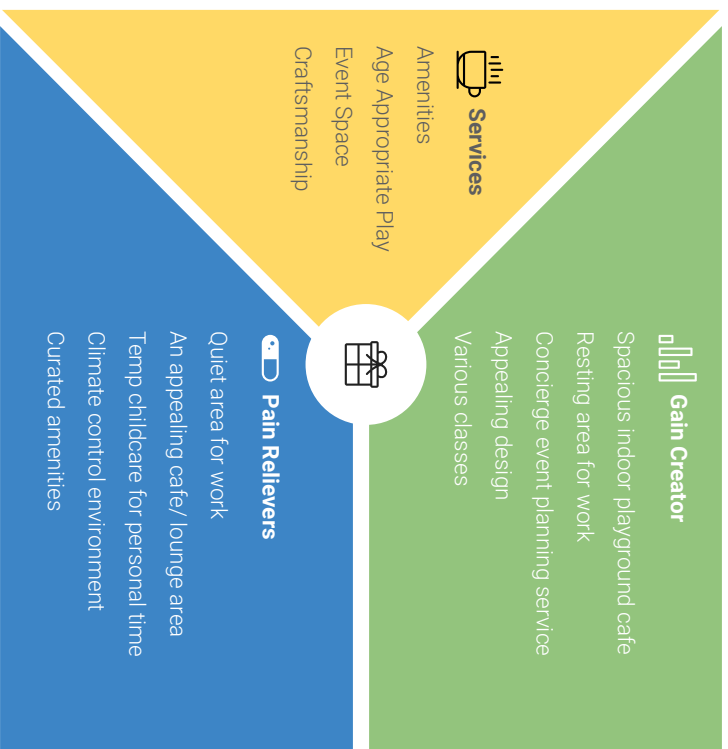
Providing and regularly maintaining appropriate equipment is essential to attract and retain customers.



# Business Model

1. Value Proposition
2. Kano Model
3. Revenue Stream
4. Revenue Analysis
5. Operating Expense
6. Growth Prediction
7. Marketing Plan

# The Value Proposition Canvas



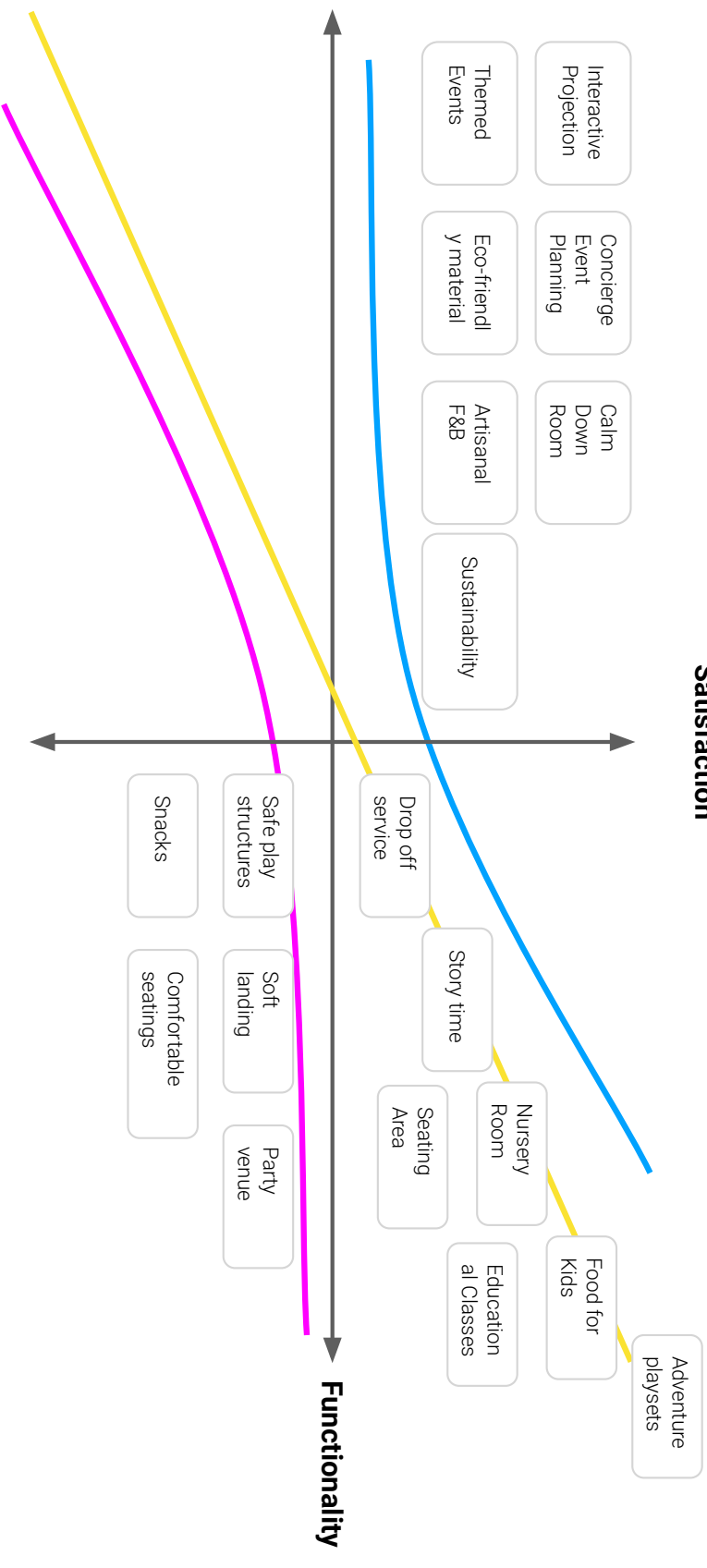
**Value Proposition**



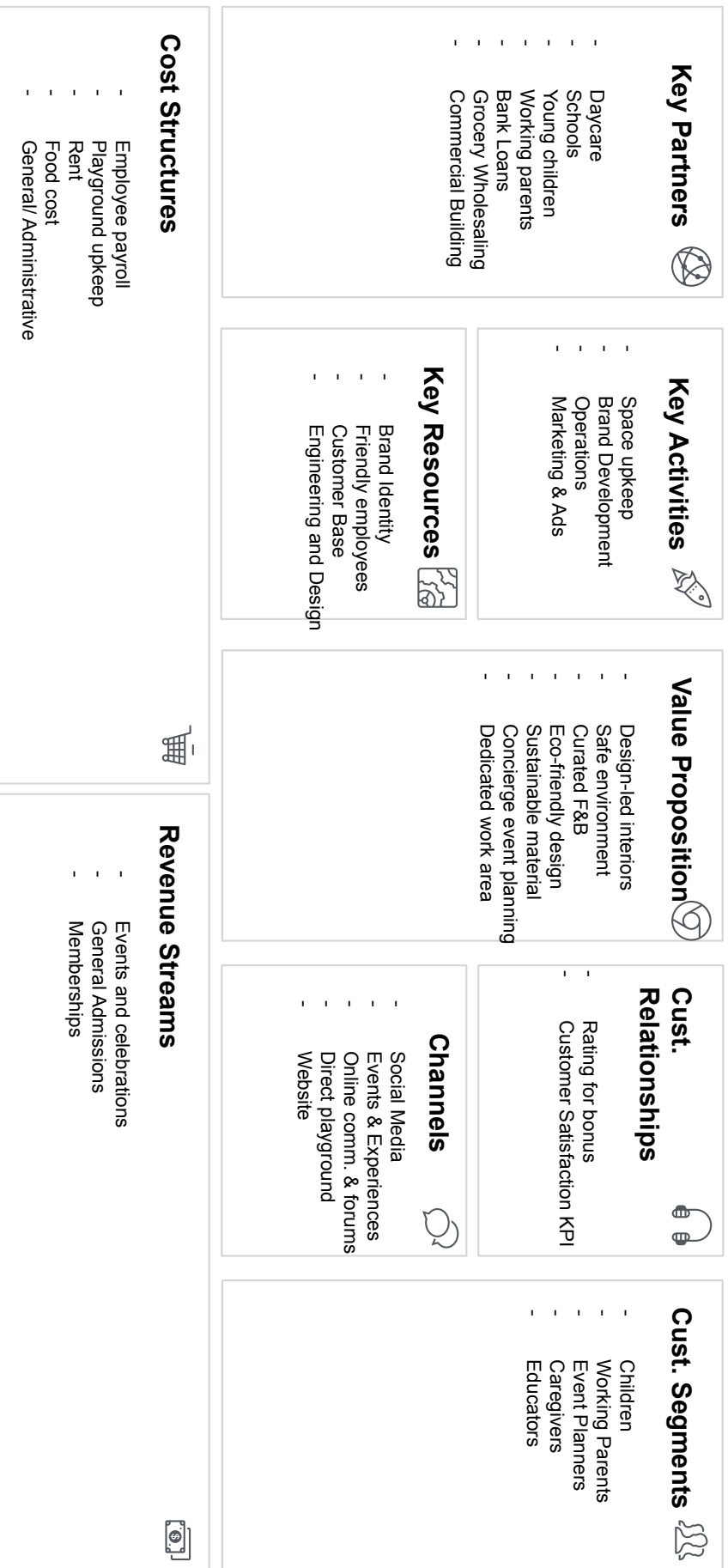
**Customer Segment**

# Kano Model

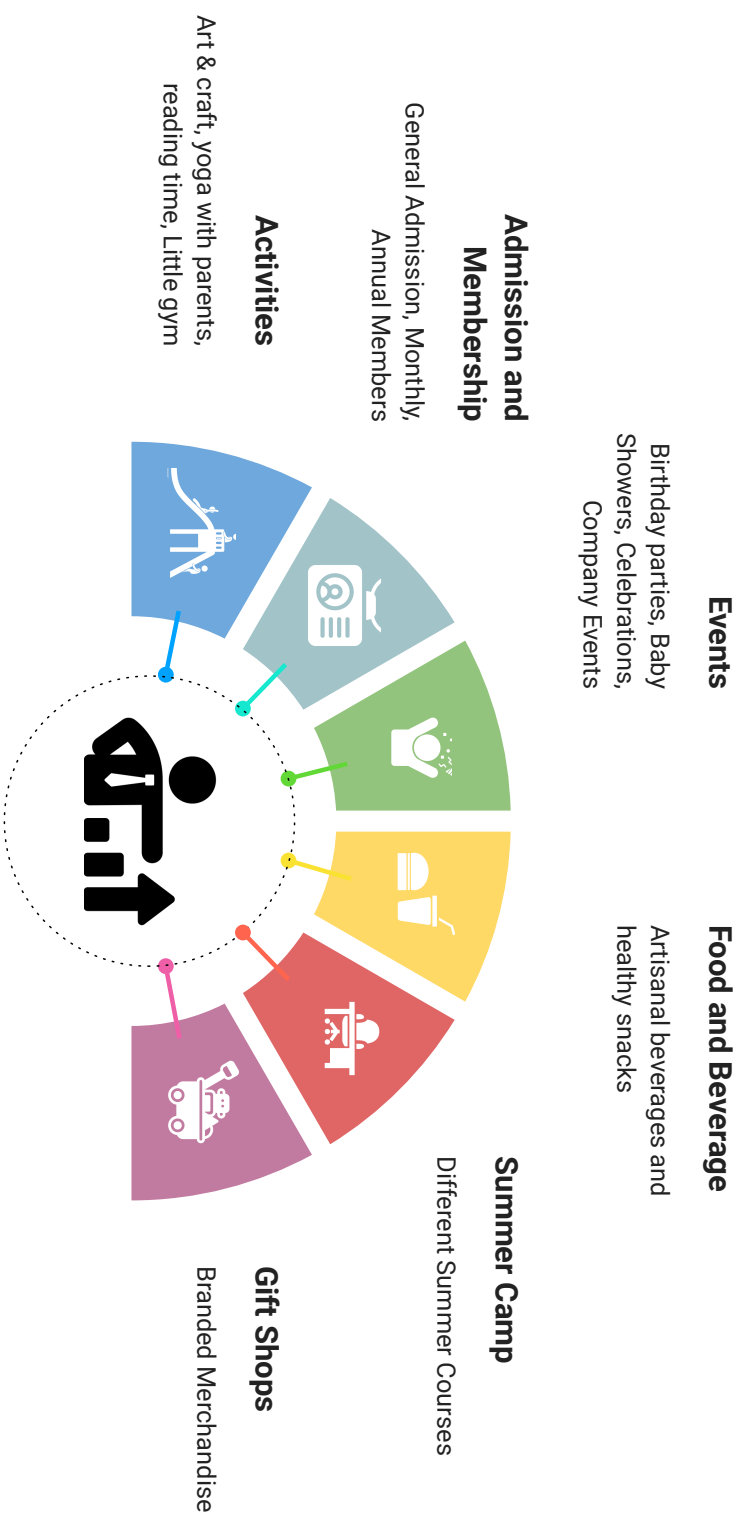
Satisfaction



# Business Model Canvas



# Revenue Stream





Realistic assumptions based on on-site observations from similar facilities

# Financial Assumptions



## Admission Cost

Open play at \$30/ child, include 1 FREE adult, each additional adult is \$10.  
Average Customers 90/ day. (65 Kids plus parents)



## Event

Classic Package starting at \$1,000  
Premium Package starting at \$1,500  
Average events 8 - 12/ week



## Membership

Play Passes - 10x Play Pass \$250  
Monthly Membership - \$150

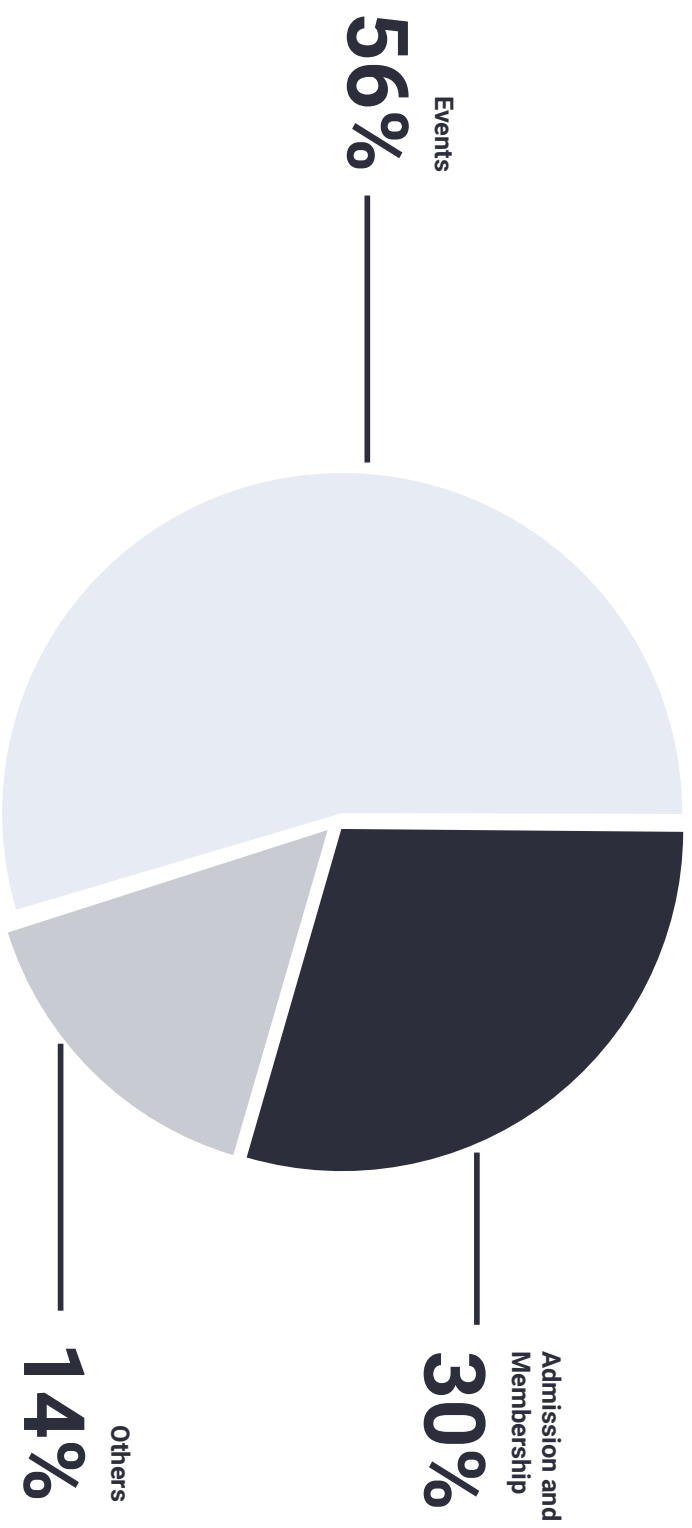


## Cafe

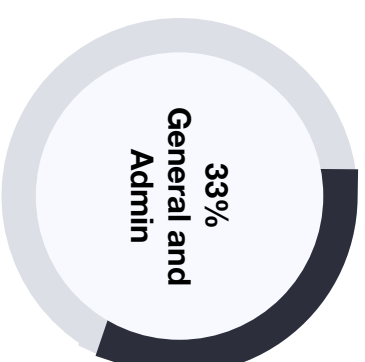
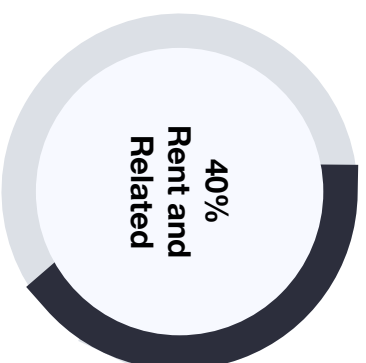
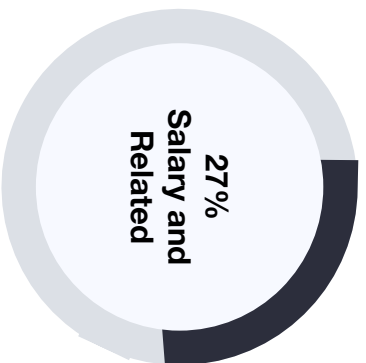
Healthy drinks, seasonal salads, artisan sandwiches and pastries ranging from \$5 - \$10 per item.



# Annual Revenue Analysis



# Operating Expense Analysis



## **TRADITIONAL**

Print Media and Display Media  
Events and Experience  
Personally Selling



## **DIGITAL**

Search Ads  
Social Media Ads  
Online Communities and  
Forum  
Word of Mouth

KIDS & COFFEE will implement  
both traditional and digital  
marketing tools.

# **MARKETING PLAN**



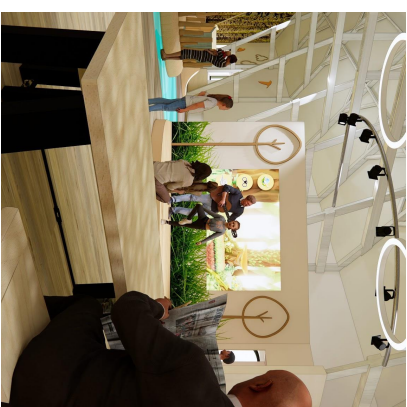
**Print Media / Display Media**

Eye-catching signage in the neighborhood and magazines



**Events and Experiences**

Create brand related Interaction with sponsorship such as cause events, community outreach and street activities.



**Personal Selling**

Open houses and Incentive program to generate buzz on our value proposition



### **Search Ads**

Including Search Engine  
Optimizer, Google AdWords,  
Company website



### **Online Communities and Forums**

Customer engagement through  
third apathy forum and blogs



### **Social Media Influencers**

Including Instagram, facebook,  
YouTube, mobile apps



### **Word of Mouth**

To encourage post sharing  
and testimonials to generate  
WOM buzz

# Hello, Kids & Coffee is on its way

[www.kidsandcoffee.co](http://www.kidsandcoffee.co)





## KEN LI

Layla and Ellie's father, husband and entrepreneur with over 17 years of background in user experience design in various industries.

## VIVIAN HO

Layla and Ellie's mother, wife and woman in business. Vivian's has over 15 years of hospitality experience and over 10 years of financial operations experience across multiple industries.

# Meet the parents behind Kids & Coffee

The background of the entire page is a detailed architectural floor plan. It features various rooms, corridors, and structural elements. Key features include a large circular area on the left side, possibly a courtyard or a large room, and several rectangular rooms of varying sizes. The plan is annotated with numerous technical symbols, such as circles containing numbers (e.g., 8, 10, 11), triangles, and lines representing walls, doors, and furniture. A vertical grey bar is positioned on the right side of the page, partially overlapping the floor plan. The text is centered within this bar.

# Thank You,

Let's provide an innovative solution for modern day parents and their children to **Connect, Talk and Play.**