



THE INDUSTRY BUILT  
AROUND THE POWER OF PLAY



Ask any child what makes them happy and they will likely say it is to play something – play pretend, play a game, play with friends. Ask any parent what they want most for their children and they will likely tell you it is for them to be healthy and happy. In fact, according to a survey of over 5000 parents in 16 countries, 64% said their child's happiness is what they want most for them in life, followed by a healthy lifestyle.<sup>1</sup> It is from these basic human desires that the Family Entertainment Center (FEC) industry was born.

- The FEC market is estimated to grow at a Compound Annual Growth Rate (CAGR) of 13.5%.<sup>2</sup>
- The FEC market was valued at US\$ 22,783.9 million in 2018, and is expected to grow significantly to reach US\$ 80,641.5 million by 2028.<sup>3</sup>
- According to Lazer Tag Encyclopedia, FECs that offer multiple choices for activities usually outperform centers that only offer one choice.

Ranked third in the above-mentioned survey, behind happiness and good health, parents want their children to have a successful life, and that begins with education. Leo F. Buscaglia was a world-renown American author, speaker, and professor at the University of Southern California. He said, "It is paradoxical that many educators and parents still differentiate between a time for learning and a time for play, without seeing the vital connection between them." Buscaglia coined that phrase back in the 1960's. Turns out, he was on to something big.

- Play is essential to development because it contributes to the cognitive, physical, social, and emotional well-being of children and youth.<sup>4</sup>
- Play is so important to optimal child development that it has been recognized by the United Nations High Commission for Human Rights as a right of every child.<sup>5</sup>
- According to the Michigan State University Extension program, activities like ball play, tag and obstacle courses help develop gross motor skills and hand-eye coordination which help children learn to control and coordinate the movement of their bodies.
- Good hand-eye coordination has been linked to success of early readers.<sup>6</sup>



<sup>1</sup> <https://www.strengthsmining.com/2015/07/what-parents-really-want-for-their-children/>

<sup>2</sup> <https://www.prnewswire.com/news-releases/familyindoor-entertainment-centers-market-revenue-is-expected-to-surpass-us-80-641-5-mn-by-2028-persistence-market-research-300795714.html>

<sup>3</sup> <https://www.prnewswire.com/news-releases/familyindoor-entertainment-centers-market-revenue-is-expected-to-surpass-us-80-641-5-mn-by-2028-persistence-market-research-300795714.html>

<sup>4</sup> <https://pediatrics.aappublications.org/content/119/1/182>

<sup>5</sup> <https://pediatrics.aappublications.org/content/119/1/182>

<sup>6</sup> <https://ilsllearningcorner.com/2016-02-hand-eye-coordination-how-hand-eye-coordination-helps-early-readers/#:~:text=Hand%20Deye%20Coordination%3A%20How%20Hand%20Deye%20Coordination%20Helps%20Early%20Readers&text=Hand%20Deye%20coordination%20is%20one,essential%20for%20reading%20and%20decoding.>



And finally, ask parenting experts what parents need to be good parents, and they will inform you that parents need a break – to take care of their own needs so they can better take care of their families. In fact, parent burnout is a real thing, a diagnosable condition, and can cause everything from health issues and sleep disorders, to increased irritability and emotional detachment from their children.

FEC's are not day care centers, so they cannot provide breaks for parents in that way. Some offer summer camps and enrichment classes for kids without parent involvement, but generally they are places parents go with their kids. So how does that help parents obtain their well-deserved break?

A good FEC business model will consider the needs of parents as equally as the needs for kids. By providing opportunities to sit comfortably and observe their children at play or socialize with other adults, parenting adults will look forward to time spent at an FEC as much as kids do.

#### OTHER WAYS A GOOD FEC WILL SUPPORT PARENTS:

- Safe, clean environment and equipment so caregivers feel confident in their choice.
- Multiple activities to keep kids engaged.
- Party planning!
- Healthier menu options to fuel the entire family (This is good news for the FEC business owner: Next to admission fees, the food and beverage sector is projected to be one of the most lucrative revenue sources of the FEC market share).



And coffee! Over 50% of Americans over 18 years of age drink coffee every day. This represents over 150 million daily drinkers. 30 million of those American adults drink specialty coffee beverages daily; which include a mocha, latte, espresso, café mocha, cappuccino, and frozen/iced coffee beverages. The likelihood of keeping parents in the door may simply come down to providing a good cup of joe.

And if sitting things out isn't what makes a parent happy, then a good FEC will have equipment and activities parents and caregivers can do with their children. The Center for Parenting Education says doing something fun with your children will enliven the parent/child relationship, increase optimism and joyfulness, and be great modeling for kids to witness.

<sup>7</sup> <https://dailyvoice.com/new-york/nassau/lifestyle/identifying-signs-and-symptoms-of-parental-burnout/771258/>

<sup>8</sup> <https://www.alliedmarketresearch.com/family-entertainment-centers-market>

<sup>9</sup> <http://www.e-importz.com/coffee-statistics.php#:~:text=Coffee%20Consumption%3A%20Over%2050%25%20of,%2Ficed%20coffee%20beverages%2C%20etc.>

<sup>10</sup> <https://centerforparentingeducation.org/library-of-articles/focus-parents/parents-needs/>





## THE FLIPPO'S FIT

Flippo's checks all the boxes for what parents and kids want, which translates into an excellent franchise opportunity for those looking to reach their professional goals through business ownership in the FEC industry.

### TESTIMONIAL:

"This place is amazing. One of the things I immediately realized was how clean everything was. No dirt, no dust. There is SO much to do here, it's like it never ends. They have obstacle courses over obstacle courses, a basketball area, toddler area, laser tag, mini arcade, a food court. I'm pretty sure I had more fun than my daughter. It is so much fun." Kara W., Facebook <sup>11</sup>

"BEST BIRTHDAY PARTY EVER!!! The staff went five steps above for us all day, including the night before by texting a video of the room set up. Every guest, kid and parent told us how great it was. I know because we spend most weekends at kids' parties. These people know how to please. Cleanliness, service, food, magic show, party room, etc... all are perfect tens. The magic show was great for all ages. I can't say enough.... go to Flippo's!" – TripAdvisor

Flippo's was founded by parents to create the perfect FEC for other parents and their kids. Dimitriy and Victoria Kim found themselves with limited options for indoor family entertainment. Seasonal weather fluctuations, school breaks, and kids in need of activities meant that finding a place where children could remain active and have fun, while indoors, was often a challenge. They realized there was a substantial gap in the family entertainment center market to serve the needs of families looking for a year-round solution to this challenge.

### KEY DIFFERENTIATORS

The Kims didn't create a typical Family Entertainment Center. They took the industry to new heights with their innovative concept that not only thrills families but offers an incredible option for prospective franchise owners to break into the FEC market.

### FLIPPO'S OFFERS AN ATTRACTIVE FAMILY EXPERIENCE FOR YOUR CUSTOMERS.

- Indoor playground with multiple slides, tubes and climbing opportunities for all ages.
- Toddler area gives littler ones a place all their own.
- Lazer Maze for exciting and competitive laser tag.
- Time Freak lets your customers race against the clock (and a friend!) in this reflex-testing game of speed.
- Sports Court is a place for budding athletes to test and practice their skills.
- Arcade games for kids and adults alike!
- Ropes course (optional) offer opportunities to practice focus, balance – and courage!
- Climbing wall (optional) offers a terrific way to practice climbing skills, stamina and concentration.
- Snacks, meals and drinks from the Café to fuel visiting families and campers through all of their activities.



- Party packages at three different price points to meet the budgets of all your customers.
- Camps and afterschool programs add value and revenue streams to your Flippo's business.
- Cooking classes and other enrichment activities fill in the week between busy, party-filled weekends.

Flippo's is a business model designed with multiple revenue streams: entry to play, food and beverage, enrichment classes, camps, and the best birthday parties on the block!.

### WHAT YOUR PARTY THROWING PARENTS CAN EXPECT:

- Evites to get party guests to the right place at the right time.
- All day play for all guests and free admission for all adults.
- Private party room decked out in the theme of their choice, plus goody bags (depending on package).
- Pizza and juice.
- Free passes and a gift for the birthday star.
- Flippo the Hippo appearance.
- Additional activities per location.

### MORE OF WHAT MAKES FLIPPO'S STAND OUT

#### THE FOOD.

A menu that satisfies the pickiest little eaters to more sophisticated palates. At Flippo's, you'll provide starters, salads, paninis, sandwiches, burgers, pizza, smoothies and other beverages – and COFFEE!.

#### THE ENRICHMENT OPPORTUNITIES

Flippo's is more than just a playground. Our business model includes attractive enrichment opportunities parents, caregivers and coaches love.

- Afterschool enrichment programs like cooking and painting.
- Classes for Mommy and Me.
- Holiday inspired classes and events.
- Field trip packages for teams, schools, homeschooling groups, church groups.

#### THE SAFETY

- 24/7 surveillance and monitoring.
- Trained, attentive staff.
- Clean – super clean! – reliable, state-of-the-art structures.
- Unique wristbands for secure entry and exit.
- Carefree, secure and modern play area.



<sup>11</sup> [https://www.facebook.com/pg/flippossunrise/reviews/?ref=page\\_internal](https://www.facebook.com/pg/flippossunrise/reviews/?ref=page_internal)



## STRONG SUPPORT TO CLIMB TO THE TOP

The Flippo's leadership team offers resources, support, training, and tools for the right franchise candidates.

- Input on how to design and best construct or renovate your 8,000 – 15,000 square feet entertainment center as a Flippo's franchised location.
- Flippo's will provide a pre-opening training program for franchisees at their corporate headquarters, as well as onsite support at the franchisee's location.
- Periodic support visits during the operation of the center covering finances, management, customer service, quality control, etc.
- List of supplies from approved vendors. For new franchisees, assistance in planning and ordering initial inventories from selected suppliers.
- Assistance with the many key suppliers of Flippo's equipment, products and services.
- Confidential Operations Manual, digital or hardcopy, detailing important operational procedures food safety, products, reporting, equipment maintenance, marketing, customer service, etc.
- Technology tools that have been vetted and approved by franchisor for inventory, POS, accounting, and more.
- Marketing support; guidance on local marketing campaigns and social media.

And that is only the beginning. At Flippo's, we want our franchise owners to experience the joy we have found through business ownership. The Flippo's concept was created to bring happiness to the families we serve, and to bring an exciting and thriving business opportunity to those who seek it.





## IS FLIPPO'S RIGHT FOR YOU?

For more information on how you can step into the ideal business climate to open your own Flippo's franchise, contact us today.

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