



Mobile Battlefield Live is all the fun of the fair and a great little money spinner

## FACT SHEET —

# OPERATION: MOBILE

**B**attlefield Live using our new patent pending urban inflatables enable business people to deploy combat games at events across a region. This has many advantages over other options for a combat game business.

Individual sections of doorways, windows and walls

are lashed together to form an “instant” close quarters battlefield.

Combined with our state of the art infrared gaming games. You now have a compelling, fully transportable attraction.

The mobility and flexibility means Battlefield Live can

be operated at just about any event.

There are two basic ways you can make money from mobile deployments:

- Attract passing trade from people walking by at a significant event looking for something fun to do.
- Operate like a ride where event pays you a fixed fee to operate for fixed number of hours.

This system includes 10 Battlefield Sports gaming guns and 16 inflatable urban sections.

You can choose from a military or a sci-fi theme. If you want a military theme select Spitfires and M4. If you prefer a sci-fi theme go for Scorpions, Commando Carbines and Pulse Heavy Rifles.

All packages include at least 2 referee guns for rapid game turnaround. Plus all packages include electronic spares kits for on-field maintenance to ensure limited down-time.

We also include battery charger/s, headbands, a Battlefield Live Banner, and a 60watt mains powered air blower.

Our experience at Battlefield Live is that it is quite easy to be granted space in smaller events such as festivals and school fund raisers leading to immediate income.

TABLE 1: SYSTEM FEATURES	FEATURE EXPLANATION
<b>Low cost setup</b>	With the fire team pack for mobile deployments the start up costs are low compared to other business start-ups. Because no expensive marketing is required, a start up budget of less than \$30,000 is adequate.
<b>Anti Cheating</b>	Unlike paintball and airsoft, Battlefield Sports equipment stops the player the shooting the instant they “die”. The result is an amazing reduction in conflict between the players and between the players and the referees.
<b>Compelling Weapons</b>	Unlike traditional lasertag, Battlefield Sports all metal guns with authentic scopes which are a draw card at any event.
<b>Compelling Inflatables</b>	The painted urban inflatables set up next to busy pedestrian traffic is very eye catching. This helps spark player interest, much more so than old style “paintball” inflatables.
<b>Safety</b>	Paintball and airsoft are totally unsuitable for public events unless very expensive safety netting is erected. With the harmless infrared technology used by Battlefield Sports, there are no such problems. By using inflatables, Battlefield Live is provides a soft play field reducing injury risks.
<b>Ease of Operation</b>	By catering for only 10 players at a time running straight forward “Death Match” games only when operating at public events means this business is very easy to operate. Battlefield Sports equipment is designed to be simple to use both for the player and the operator. The referee gun is a vital tool to allow rapid re-spawns without using the key.
<b>Low customer acquisition cost</b>	One of the determining factors in any business for success is the marketing costs associated with acquiring new customers compared to the value of those customers. In traditional combat games businesses, that are located at a fixed location, customer acquisition costs can prove prohibitive requiring extensive and consistent paid advertising. Deploying combat games at busy events, no advertising is required, just operate the game where people can see it in action and they naturally come over to see what it’s about. The “advertising cost” is the payment to the event organizer, typically 20% of sales.

TABLE 2: MORE SYSTEM FEATURES	FEATURE EXPLANATION
<b>Very low overheads</b>	Most businesses have high fixed costs sometimes called “Overheads” that put the business under constant pressure to make a high volume of profitable sales. With the fire teams packs, overheads are incredibly low. No need to rent commercial premises, the equipment can be stored and maintained at home. Transport is simply a large trailer pulled by an average automobile. Bookings can be taken on a cell phone etc. Since the vast majority of festivals are on the weekend, there is no need for most people to give up their day job. Maintenance is likely to be one evening per week to do zeroing, charging and minor repairs.
<b>Negligible Marketing</b>	Marketing is a matter of contacting event organizers and meeting with them to show them the product. A good place to start is a list of your contacts—your child’s school, their Soccer club, your local Church, the annual village fair, etc. A simple web site can be helpful for marketing as well.
<b>No need to permanently lease or own land</b>	For those without access to existing permanent facilities with toilets, car parking and a forest to play in, this business model lets you start in combat game industry without delay.
<b>Trailer transportable</b>	Because 16 inflatables can be stored in a large trailer, most people can use their existing motor vehicle to tow everything required to operate games. The weapons will be stored in the car itself during transport. The trailer will need to cater approximately 992 pounds (450 kilograms).
<b>Step towards a Fixed Location</b>	The best thing that can be done to promote a fixed site is to develop a regular presence at local busy events with the inflatable game acting as a product sample. Battlefield Live is consistently much better than people expect, so the provision of a product sample is vital for effective promotion of a premium fixed field product. Mobile deployments allows the operator to become well established before opening a local venue, just about guaranteeing the success of the fixed field.

With the Fire Team package, games can be run with 2 to 3 staff. Upgrade to the platoon pack, and you can run games of 20 or 20 with, usually, not more than 4 staff.

Most games are 5-10 minutes long. It is possible to operate around 4 to 6 games per hour, if you charge \$5 per game then running at full capacity, well you do the math.

You may also consider a fixed charge for a set number of hours of games. Actual charges will depend on local conditions and how long the event is for.

Depending on the number of inflatables, setup takes

about 90 minutes and pack up around 45 minutes. Field size is typically 65 feet x 65 feet (20x20 meters).

The key to marketing is to make the field visually compelling, this is why the development of the patent pending urban inflatable

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barricades combined with all metal Battlefield Live guns is vital to make this business work.

The primary means of winning new business is by being seen operating at existing public events that inevitably leads to bookings for private functions and other public events.

Examples of business sources include:

- Festivals and fairs with passing trade
- Festivals and fairs with fixed price entertainment paid by the event
- Private birthday parties at wealthy individuals private properties
- Corporate functions including indoors in conference centres
- School events/ fundraising either in gymnasiums or on a sports field.

Some operators focus purely on providing backyard birthday parties on weekends, there is tremendous demand for this type of service.

There is no need to provide camouflage clothing with inflatable games; this is a major saving in time and resources over running forest locations.

This model is the simplest of all the possible business models for someone to get started in the Battlefield Live business because:

1. Equipment can be carried in a large trailer pulled by normal motor car
2. The lower costs overall mean it's profitable to provide the service for smaller events and birthday parties, events that are very easy to get into.
3. Because you often only need around 2 people to operate, keeping everything

going correctly is simple.

4. The game can be run on as little as 26ft x 26ft (8m x 8m) area.

At the entry level, experience has shown that leveraging off busy local events is a fun business. It is ideal for a Father and Son team, or Husband and Wife team.

Talk to us and you will understand how with this business you can contribute to your community, how you can make a difference. How you can have a winning business that can expand year after year...

#### **How to get started**

Battlefield Sports training, tools and techniques are a vital ingredient in the operator's success. Call us to see what we can do for you.

To your success,  
Peter Lander  
Commander in Chief

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