

2026 ULTIMATE TRAMPOLINE PARK & FEC BUSINESS PLAN

**A Step-by-Step Guide to Securing
Funding & Launching a Profitable Venue**

PREPARED FOR:

(Venue / Project Name)

PREPARED BY:

MARWEY Global Strategy Team

"The shift from single-activity trampoline parks to comprehensive Family Entertainment Centers (FECs) is the defining trend of 2026. This document is your roadmap to success."

1 Executive Summary

This section is the "Hook" for your investors or bank loan officers. It must be compelling, demonstrating both passion and financial prudence.

1.1 Mission Statement

Our mission is to establish the premier family entertainment destination in the region, providing a safe, high-energy environment where physical activity meets digital innovation. We aim to combat sedentary lifestyles by offering an engaging space for children, teenagers, and families to bond, exercise, and celebrate. Unlike traditional gyms or playgrounds, our facility will leverage "Gamified Fitness" to make movement fun and addictive.

1.2 Business Model Strategy

Structure: ☐ Independent Brand (Recommended) ☐ Franchise

MARWEY Insight: The industry landscape has shifted. Choosing an **Independent Brand** model is statistically more profitable for active owner-operators. By avoiding the standard **6-8% Franchise Royalty Fees** and 2-3% Marketing Levies, we can reinvest approximately \$50,000 - \$100,000 annually back into the business. This capital is better spent on:

- Upgrading to 2026-edition attractions (e.g., Valo Jump, Interactive Tag).
- Localized marketing campaigns that resonate with our specific community.
- Higher staff wages to ensure better customer service and safety retention.

1.3 Financial Highlights (Forecast)

Based on a conservative capacity utilization model (30% weekday, 75% weekend), the following projections have been estimated. These figures reflect a standard 1,500 - 2,500 sqm facility in a suburban location.

Metric	Year 1 Target	Notes
Total Revenue	\$ _____	Ticket Sales, Parties, F&B
Net Profit Margin	_____ %	Industry Benchmark: 20-35%
Break-Even Month	Month _____	Typically Month 14-18
ROI (3 Years)	_____ %	Return on Initial Capital

2 Market Analysis

2.1 Target Audience Segmentation

Understanding who walks through the door is critical for maximizing "Revenue per Square Meter." We have identified three core pillars of traffic:

- **The "Junior Jumpers" (Ages 5-15) - 60% of Traffic:** This is the core demographic. They drive weekend ticket sales and, crucially, the Birthday Party business. They are influenced by YouTube trends and "Active Play." **Strategy:** Focus marketing on moms (the decision-makers) via Instagram and local school partnerships.
- **The "Social Teens" (Ages 16-25) - 30% of Traffic:** This group populates the venue during Friday nights ("Club Nights") and holiday breaks. They require "Instagrammable" moments, challenging Ninja Courses, and competitive attractions like Dodgeball. **Strategy:** Host monthly tournaments and "After Dark" DJ events.
- **Corporate & Team Building - 10% of Traffic:** Off-peak revenue source. Companies are seeking active alternatives to boring dinners. Our facility offers structured team challenges. **Strategy:** LinkedIn outreach to HR directors of local firms.

2.2 Competitor Analysis (SWOT)

Why will customers bypass the established franchise down the road to visit us?

Competitor Weakness	Our Strategic Solution (The MARWEY Advantage)
Stagnant Attractions	Innovation First: Competitors are using 2015-era equipment. We will launch with 2026 Interactive Tech (Gamified trampolines, Laser Tag integration).
High Ticket Prices	Value Pricing Strategy: Without the burden of franchise fees, we can undercut competitor pricing by 10% while maintaining higher margins.
Safety Perception	Certified Excellence: We commit to 100% ASTM F2970 / EN1176 compliance, featuring redundant padding and daily logged inspections to reassure parents.

2.3 Industry Trends: The Rise of the FEC

The market is moving away from "Just Trampolines." The 2026 standard is the **Family Entertainment Center (FEC)**. This means combining trampolines with Adventure Zones (Climbing, Ropes Courses) and high-margin arcades. This "Product Mix" increases dwell time from 1 hour to 2.5 hours, significantly boosting F&B spend. Parents are more willing to travel further for a venue that offers "All-Day Play" rather than a 60-minute session.

3 Operational Plan

3.1 Facility Requirements Checklist

Securing the right building is 50% of the success equation. We are looking for an industrial warehouse conversion that meets these strict criteria:

- ☐ **Ceiling Height:** Minimum 5.2m (17ft) clear height from floor to lowest obstruction (lights/sprinklers). This allows for high-performance trampolines and multi-level play structures.
- ☐ **Column Spacing:** Wide spacing (grid > 8m) to maximize court layout and visibility for safety monitoring. Fewer pillars mean fewer blind spots.
- ☐ **HVAC Capacity:** High-efficiency cooling is mandatory. Active bodies generate significant heat. Bad air quality kills repeat business faster than high prices.
- ☐ **Parking:** Minimum 1 spot per 30 sq. meters of facility space, plus dedicated bus drop-off zones for school groups.

3.2 Product Mix (The Attractions)

A balanced park needs a mix of High Capacity (volume) and High Retention (replay value) zones.

Zone Type	Selected Attractions Strategy
High Capacity	<ul style="list-style-type: none"><input type="checkbox"/> Main Court: The visual centerpiece.<input type="checkbox"/> Dodgeball Arena: Hosting monthly leagues.<input type="checkbox"/> Airbag Pit: Safer and cleaner than foam pits.
High Retention	<ul style="list-style-type: none"><input type="checkbox"/> Ninja Course: Timed runs for competitive play.<input type="checkbox"/> Climbing Walls: Catering to different skill levels.<input type="checkbox"/> Valo Jump: Interactive video game integration.
High Revenue	<ul style="list-style-type: none"><input type="checkbox"/> Party Rooms: The highest margin per sq. meter.<input type="checkbox"/> Arcade Area: Passive income generation.<input type="checkbox"/> Café/Bistro: Parents need coffee and WiFi.

3.3 Safety & Insurance Strategy

Safety is our brand's foundation. One accident can ruin a reputation.

- **Standards:** We will strictly adhere to ASTM F2970 (USA) or EN1176 (Europe) standards.
- **Insurance:** Partnering with certified manufacturers like MARWEY allows us to present "Certificate of Compliance" to insurers, potentially reducing premiums by **15-20%**.
- **Staffing:** All Court Monitors will undergo a rigorous "Safety Marshal" training program, focusing on proactive intervention rather than passive watching. We will maintain a ratio of 1 monitor per 20 active jumpers.
- **Maintenance:** Daily logs (see our Safety Logbook) will be digitized to ensure legal compliance and equipment longevity.

4 Financial Plan (The Money Part)

Accurate estimation is the key to securing funding and preventing cash flow crises during launch. The following estimates are based on current 2026 market rates.

4.1 Startup Capital Requirements (CapEx)

Item	Estimated Cost (\$)
Leasehold Improvements (Demolition, HVAC, Electrical, Lighting, Restrooms, Flooring)	
Attraction Equipment (Trampoline & Adventure Zones) (Manufacture, Shipping, Installation, Certification)	[MARWEY Quote]
Technology Suite (POS System, Gates, Sound System, CCTV, Server)	
Pre-opening Marketing Blitz	
Licenses, Permits, & Legal Fees	
Working Capital Reserve (6 Months)	
TOTAL ESTIMATED STARTUP COST	\$

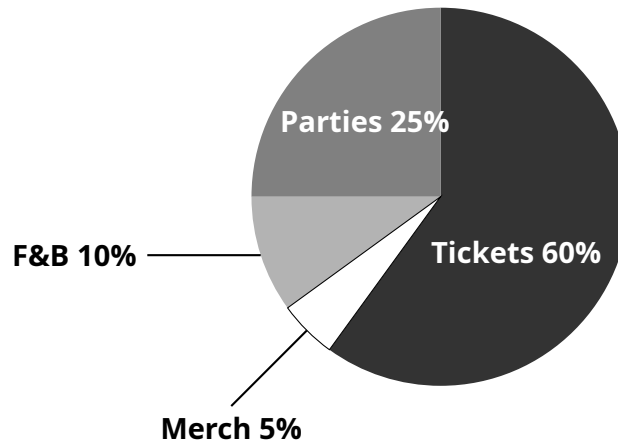
4.2 Operational Expenses (OpEx)

Don't underestimate the hidden costs. A robust model accounts for:

- **Rent & CAM:** Target 15-20% of Gross Revenue. Negotiate a "Rent-Free Period" during fit-out.
- **Labor:** Target 20-25% of Revenue. This is the biggest variable cost. Efficiency in scheduling is key.
- **Marketing:** Target 3-5% of Revenue. Consistent ad spend is required to refresh the customer base every 3 months.
- **Utilities:** Electricity for AC and Lighting can be substantial in large warehouses.
- **COGS:** Food, Beverage, and Grip Socks typically run at 20-30% of their specific sales revenue.

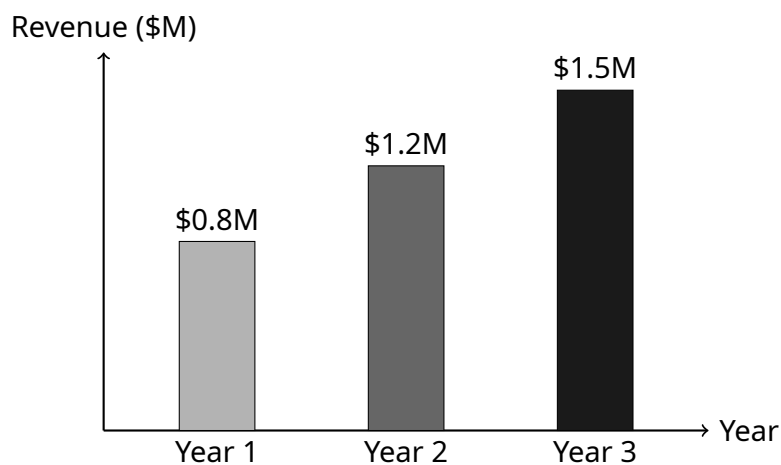
4.3 Revenue Streams Forecast

Diversification is key. A healthy park does not rely solely on hourly jump tickets. The diagram below illustrates the ideal revenue split for a mature FEC.



4.4 Three-Year Revenue Growth Projection (Sample)

We anticipate a "Honeymoon Period" in Year 1, followed by stabilization and growth through optimized party bookings in Year 2 and 3.



4.5 Break-Even Analysis

This calculation determines the survival line. How many customers must enter the door monthly just to cover costs?

$$\text{Break-Even Tickets} = \frac{\text{Total Monthly Fixed Costs}}{\text{Avg. Ticket Price} - \text{Variable Cost per Customer}} \quad (1)$$

Your Calculation:

- Fixed Monthly Cost (Rent + Salaries + Loan): \$ _____
- Avg. Ticket Price: \$ _____
- **Result:** I need to sell _____ tickets/month to break even.

5 Marketing & Launch Strategy

5.1 Pre-Opening Buzz (The "Ramp Up")

The goal is to have cash in the bank before the doors open. A strict timeline is essential:

- **Month -3 to -2:** Launch website and social media. Post "Behind the Scenes" construction videos to build anticipation. Run a "Name the Mascot" contest to engage local schools.
- **Month -1:** Launch "Founder's Club" Memberships. Sell the first 100 Annual Passes at a 50% discount to create brand ambassadors. Establish partnerships with local influencers.
- **Week -1:** Soft Opening for family, friends, and local VIPs only. This is a stress test for operations, kitchen flow, and check-in speeds.

5.2 Grand Opening Event

This is a PR event, not just a sales event.

- Invite the Mayor, School Principals, and local press for a ribbon-cutting ceremony.
- Hire a DJ and professional photographer/videographer to capture high-quality content for future ads.
- Partner with local food trucks if the internal kitchen isn't fully stress-tested to ensure food variety and speed.

5.3 Membership Model (Recurring Revenue)

The "Netflix Model" for Trampoline Parks. Memberships stabilize cash flow during slow months (e.g., September).

- **Standard Pass (\$25/mo):** Unlimited jumping Monday-Thursday. Encourages week-day traffic and fills the park during low-occupancy hours.
- **VIP Pass (\$45/mo):** Unlimited access anytime + 10% off Birthday Parties + Free Grip Socks + Priority Check-in. This tier targets the most loyal customers.

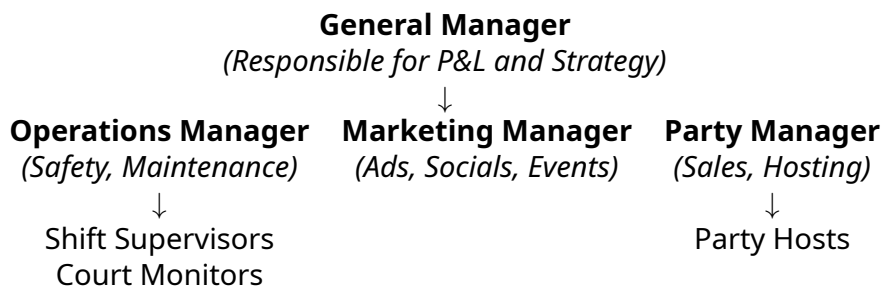
6 Appendices

6.1 Sample Equipment Layout

(Please attach the custom 3D Design Proposal provided by MARWEY here. This visual is crucial for investors to visualize the product.)

6.2 Staffing Hierarchy

A clear chain of command ensures safety and efficiency.



6.3 Recommended Supplier List

We recommend working with verified partners to ensure quality and compatibility.

- **Equipment Manufacturer:** MARWEY (www.marweyarcade.com) - *Factory Direct Pricing.*
- **Socks & Merchandise:** MARWEY Supply Division - *Custom branded non-slip socks.*
- **POS Software:** (Select a local provider compatible with waiver management).

Ready to fill in the numbers?

A business plan is only as good as its data. Contact the MARWEY Team for a custom equipment quote to make your financial plan accurate and fundable.

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