

A person in a dark shirt and pants is crouching in a forest, holding a paintball gun. The background is a dense forest with green foliage and tree trunks. The text is overlaid on the image.

# Paintball Experience Jülich GmbH

Outstrip your occupational stress

A Business Plan by Westhäuser, Hagebusch, Czogalla

# Agenda

- what? - description of paintball & the project
- where? - location & environment
- why? - motivation & setting
- who? - membership & partners
- how? - investments
- BUT - future



# What?

- paintball as attractive, demanding and strategic „war-simulation“ (cops & robbers)
- usually played by two groups of two or more members with own flag-station
- use of weapons (markers) to eliminate your rival
- different mode possible

# What?

- capture the flag:
- in capture the flag mode, two equal teams are facing each other
- each team starts from a given starting point
- at this point, the own flag is clearly visible
- the aim is to rob the flag of the opposing team and get them in their own starting point
- it is the most common version of the game



# What?

- center flag:
- here the teams compete against each other for a flag that is mounted in the center of the pitch

# What?

- operation VIP:
- the VIP game is played with two groups that are not necessarily the same size
- a group has the task to bring one of its players, the VIP, which is usually without markers, to a particular terrain feature, without being marked
- the game is won or lost if the terrain feature is achieved or the VIP was labeled



# What?

- the wiper game:
- it allows new players to stay a long time in the game in order to familiarize themselves with the situation and the environment
- if a player is tagged, he has not to leave the penalty area, but looking to the next arbitrator who wipes him/her clean again, so that the player can continue playing
- so you can stay on the pitch until you give up or you are out of paintballs

# What?

- elimination:
- also in elimination, two teams confront each other
- the game is over, when the last remaining player on a team was highlighted
- this variant is for players who come for the first time
- it is well suited, because you do not have to be distracted by other objects



# What?

- last man standing:
- last man standing is a free-for-all game and therefore has nothing to do with team-play
- participating players start at different points
- each selected player must leave the field and the last player wins
- to avoid possible permanent reluctance of players, the so-called "Sudden Death" mode is announced after a certain time
- here the players have to reach a previously agreed-upon point, which leads to immediate victory

# What?

- equipment (around 300€):
  - marker
  - „Schüttelhopper“
  - hp-flask
  - neck-shelter
  - chest-armor
  - gloves
  - mask
  - battlepack



# What?

- paintball park at Jülich, NRW
- cooperation with Painballpark Aachen (30 km)
- challenging and thrilling outdoor action
- training course in separate area for first-time users
- individual training of higher skills

# Where?

- outdoor area near campus FH Aachen, Jülich
- located at woodland of „Sophienhöhe“ with dugouts, bunkers and more realistic scenes
- easily accessible by public transport
- authentic and demanding „war“-simulation

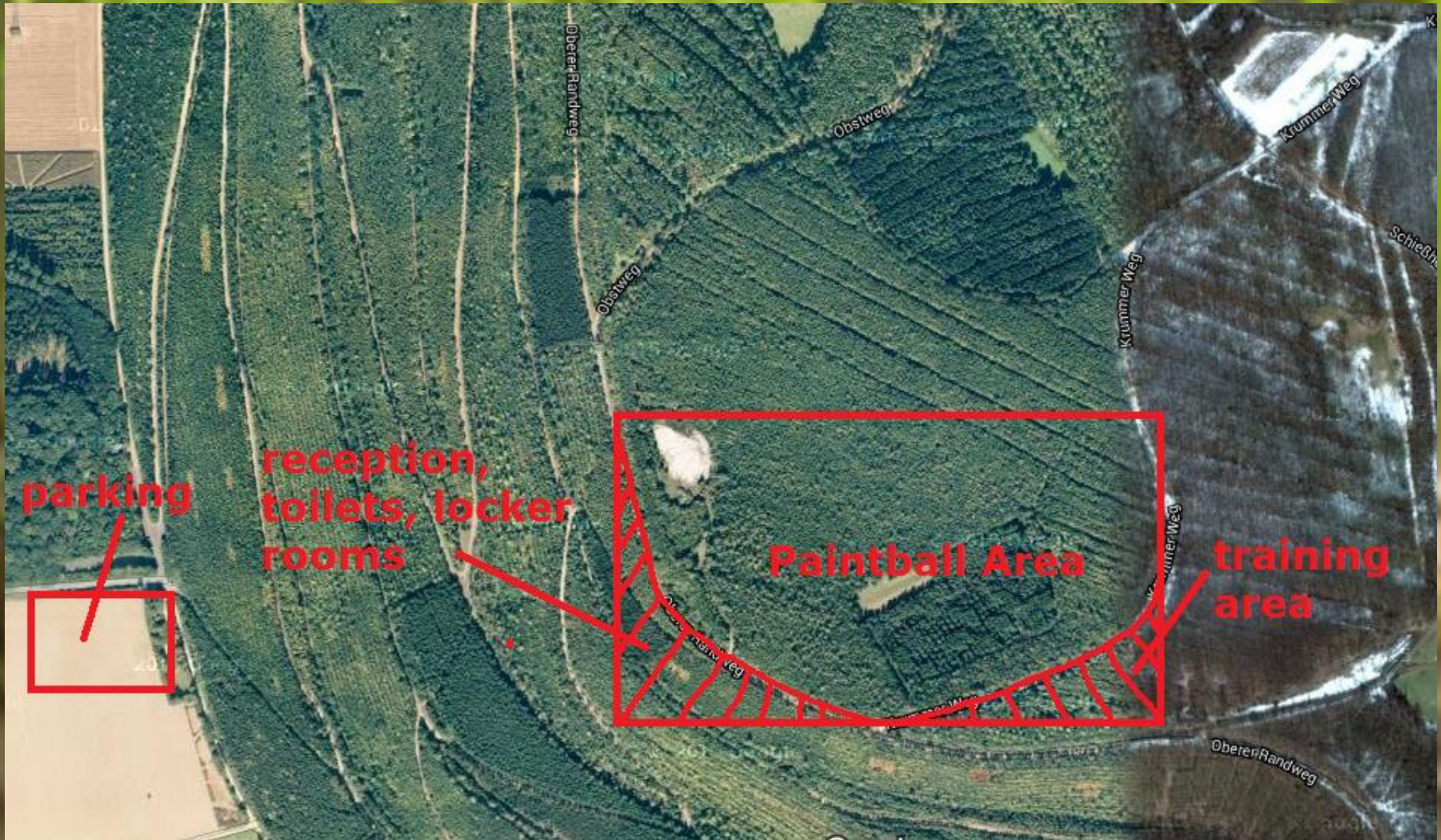


# Where?





# Where?





# Where?

- separated areas for parking, locker rooms and training
- locker rooms also include sanitary installations and safe deposit boxes

# Why?

- little offer of free time activity in Jülich
- only small offering of sports by the FH
- paintball as collective experience/team work
- timeout/compensation for everyday life



# Who?

- basically students of FH & RWTH Aachen
- members of Paintballpark Aachen
- and of course all others who are interested in escaping from occupational stress (16+)

# How?

- founding of Paintball Experience Jülich GmbH
- two managing directors (Hagebusch & Westhäuser) with overall 100.000€ own capital
- one co-partner (Czogalla) without own capital, employed as staff



# How?

- participation of FH Aachen and RWTH Aachen
- participation of Paintballpark Aachen
- loan of Sparkasse Düren about 203.000€
- membership-free, but higher rental rates

# How?

- 40 players per day (estimation!)
- 20 days per month (12 weekdays and 8 days at weekend), independent of weather
- use of facility preferential after prior consultation (min 1h before starting)
- playing with own equipment and by way of loan



# How?

- 750 paints included in equipment fee
- cost of land: 1€/m<sup>2</sup>
- building and interior costs are estimated for easy settings (including fences, bunkers, etc.)

# How?

Investment	Costs [€]	Depreciation [a]	Depreciation Costs [€/a]
Property	125000		
Building Cost	75000	20	3750
Interior	45000	20	2250
Furniture	3000	10	300
Computing	1000	4	250
Equipment	30000	10	3000
Sanitation	4000	20	200
Unforeseen	20000		
<b>Sum</b>	<b>303.000 €</b>		<b>9.750 €</b>



# How?

Staff	Salary [€/month]	Annual Salary [€]
Manager (2)	10000	120000
Receptionist (1)	2500	30000
Workers (3)	9000	108000
Cleaner (1)	450	5400
<b>Sum</b>	<b>21.950 €</b>	<b>263.400 €</b>

# How?

<b>Costs</b>	<b>Per month [€]</b>	<b>Yearly amount [€]</b>
Credit repayment		20300
Interest (year one)		12180
Paints	10000	120000
Heating	100	1200
Electricity	100	1200
Water	200	2400
Marketing	200	2400
Other	200	2400
<b>Sum</b>	<b>10.800 €</b>	<b>162.080 €</b>



# How?

Services	Per person [€]	Per month [€]	Per year [€]
Students & members of Paintballpark Aachen	10	8000	96000
Non-students	20	16000	192000
Equipment fee	30	24000	288000
<b>Sum</b>		<b>48.000 €</b>	<b>576.000 €</b>

# How?

	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover/Revenue	576.000	576.000	576.000	576.000	576.000
Depreciation costs	9.750	9.750	9.750	9.750	9.750
Labour costs	263.400	263.400	263.400	263.400	263.400
Upkeep	129.600	129.600	129.600	129.600	129.600
Financing costs	12.180	10.962	9.744	8.526	7.308
Profit before taxes	161.070	162.288	163.506	164.724	165.942
Taxes (40%)	96.642	97.373	98.104	98.834	99.565
Profit after taxes	64.428	64.915	65.402	65.890	66.377
Cash-flow	74.178	74.665	75.152	75.640	76.127
Repayment credit	20.300	20.300	20.300	20.300	20.300
Dividend	53.878	54.365	54.852	55.340	55.827



# How?

	Year 6	Year 7	Year 8	Year 9	Year 10
Turnover/Revenue	576.000	576.000	576.000	576.000	576.000
Depreciation costs	9.750	9.750	9.750	9.750	9.750
Labour costs	263.400	263.400	263.400	263.400	263.400
Upkeep	129.600	129.600	129.600	129.600	129.600
Financing costs	6.090	4.872	3.654	2.436	1.218
Profit before taxes	167.160	168.378	169.596	170.814	172.032
Taxes (40%)	100.296	101.027	101.758	102.488	103.219
Profit after taxes	66.864	67.351	67.838	68.326	68.813
Cash-flow	76.614	77.101	77.588	78.076	78.563
Repayment credit	20.300	20.300	20.300	20.300	20.300
Dividend	56.314	56.801	57.288	57.776	58.263

## - BUT -

- all calculations are estimations
- training lessons are not included in calculations (first check, whether is needed)
- 1-3 month of proof are needed
- if rentable, further plan of the future: indoor paintball at Jülich