



Student Name 1: Gordon Xiao

Grade- 11

Student Name 2: Omar Rangel

Grade- 11

School: Diamond Technology
Institute

Teacher: Michael Tenant

Business Name: Cyber Panda Cafe

CYBER PANDA
Games for your buck.



Hook/ Introduction

Are you bored at home? Do you not have a computer to type up documents on? Is your PC not powerful enough to play games at high frame rates and you don't want to spend hundreds to upgrade your PC? Well do we have the solution for you. At Cyber Panda Cafe we offer multiple different stations with a variety of games whether single or multiplayer. All this at a reasonable price.



Lean Canvas: Table of Contents

- A. [What does my company do?](#)
- B. [How does my company make money?](#)
- C. [Business Name/ Logo/ Slogan](#)
- D. [Dream / Vision Statement](#)
- E. [Company Mission Statement](#)
- F. [Problem/ Unmet Need](#)
- G. [Solution](#)
 - G.1 [Assessment of Opportunities \(SWOT\)](#)
- H. [Competition](#)
- I. [Key Activities](#)
- J. [Key Partnerships](#)

- K. [Unique Value Proposition](#)
- L. [Target Market Analysis](#)
- M. [Customer Relationships](#)
- N. [Key Metrics](#)
- O. [Distribution Channels](#)
- P. [Definition of One Unit](#)
- Q. [Costs/ Expenses](#)
- R. [Revenue Streams](#)
- S. [Year 1 Sales Projections](#)
- T. [1 minute commercial/ Elevator Pitch](#) (Embedded and Link shared)

A. What does my company do?

Our company rents out a computer space where other people could play video games or just browse the internet for however long they want. They could pay for a reservation for seats next to each other. They can use the computers for general browsing or work. For covid times, we will enforce social distancing by limiting it to 5 customers at a time and they would have to sit at the stations farthest from each other.



B. How does my company make money?

We will charge our customers 15 cents for a minute on our computers equipped with RTX 3060 graphics card and the Ryzen 5 3600 CPU water cooled with an aio.



C. Name of business



Games for Your Buck.



D. Dream Business Vision Statement

Our dream is to make enough money to have multiple locations in California and each location having around 10 stations.



E. Company Mission Statement

Cyber Panda's mission is to create an enjoyable place with gaming computers for people to hang out and play games with their friends or by themselves.



F. Problem/Unmet Need

- a. The first problem is the consumers not wanting to commit spending over a thousand dollars on computers
- b. Another problem is the consumers not wanting to spend hundred of dollars on games
- c. Finally, our third problem is the consumer wanting a place to play games with their friends when they either don't have enough computers to do that or they don't have a place to do that.



- a. The solution to the first problem lies in the fact that our store has high end computers that charge by the minute.
- b. The solution to the second problem is that our computers have many multiplayer and singleplayer games with accounts tied to them.
- c. The solution to the third problem is solved because our store has up to 10 computers that could be used post covid.





G.1 Assessment of Opportunities

SWOT Analysis

Strengths:

Hold monopoly of pc rentals
 Low maintenance costs
 Work hours don't require much labor
 Specs of pc's being above average
 Relatively cheap start up cost compared to other businesses

Weaknesses:

Each station costs a lot in software and hardware
 Stations needs to be cleaned often
 Dust needs to cleaned out for maintenance
 Needs to build a trust relationship with local customers
 Shop will be in red for the beginning





Opportunities:

There are not direct competitors in the same city
 San Jose being a big tech city
 San Jose has a big population

Threats:

Other hangout spots in the city
 Net cafes in the city over
 High costs of operating in San Jose

H. Competition

	Your Business & Logo 	Direct Competitor 1 & Logo 	Direct Competitor 2 & Logo 	Indirect Competitor 1 & Logo 
Factor 1	Systems are better than both direct competitors	Offers multiple systems and consoles for playing video games at a cheaper price 5 dollars an hour	Bad equipment, decent pricing, charges for equipment separately	Does not offer computers only work space
Factor 2	Helpful knowledgeable staff	Helpful and knowledgeable on Computers	Not knowledgeable	Expensive drinks
Factor 3	Offer food and drinks	Offers food and drink	Does not offer food or drink	Offers food and drink
Factor 4	Selling by the minute instead of by the hour	Comfortable stations	Dirty stations and bad chairs	Very clean and somewhat comfortable seating

Competitors store reviews



Wingkei L.

Outer Sunset, San Francisco, CA

📍 0 📅 2 📩 1

★ ★ ★ ★ ★ 2/22/2020

Worst customer service ever. I wish i could give zero star. I was looking for a gaming place and I gave this place a call. This Chinese dude picked up and said hi. I asked for their price and packages, he then HUNG UP ON ME. I called again and he just rejected my call. I guess this store is so popular they dont need new customers.



Useful



Funny



Cool



Eli G.

Sunnyvale, CA

📍 37 📅 16

★ ★ ★ ★ ★ 3/13/2020

I would not recommend coming here. The staff is unfriendly, the equipment is sub-par, and the cleanliness is beyond underwhelming. I wish I had something positive to say about my experience here, it's a great idea, but sadly there is nothing I can say about this place.



Useful



Funny



Cool



Tony D.

Alum Rock, San Jose, CA

📍 2 📅 7 📩 3

★ ★ ★ ★ ★ 1/20/2019

I went with my friend and we both agreed this place is definition of "GHETTO". When we just entered we got stared down by the cashier he didn't give a very friendly vibe. The room was already dark and the lights gave the feeling of entering your friends "man cave" but more gross. The computers are alright but then again we just played league so ya know. The computers were beyond dirty so they gotta clean more often. The walls and tables they use for setup are literally fucked and just so old. This place overall I would not go again even if the price is tempting. Im sorry but im gooooooood



Useful 4



Funny 3



Cool 1



Levan L.

Los Altos, CA

📍 0 📅 1

★ ★ ★ ★ ★ 3/15/2021

It is not good place to play a computer games. Workers don't know anything. Computers are old and old staff



Useful



Funny



Cool

These were just some of the reviews we read for our competitors

I. Key Activities

1. A reputation for being a reliable and good cafe would help our company to run successfully.
2. We need decent computers that satisfies the needs of our customers to run successfully.
3. Another key to our business' success are advertisements to get our store known and draw in customers.



J. Key Partnerships

1. Who will you work with? Why

We could work with a computer parts distributor or some computer retail chain like Micro Center since they align with our goal of making competent computers accessible to the public.

2. Who is instrumental in the success of your company?

Partners, customers, sponsors, and influencers are influential to our company's success.

3. Who are your key vendors

Our key vendors will be people that enjoy pc gaming or people that need a space to get some work done if they don't have a personal computer.



NVIDIA®





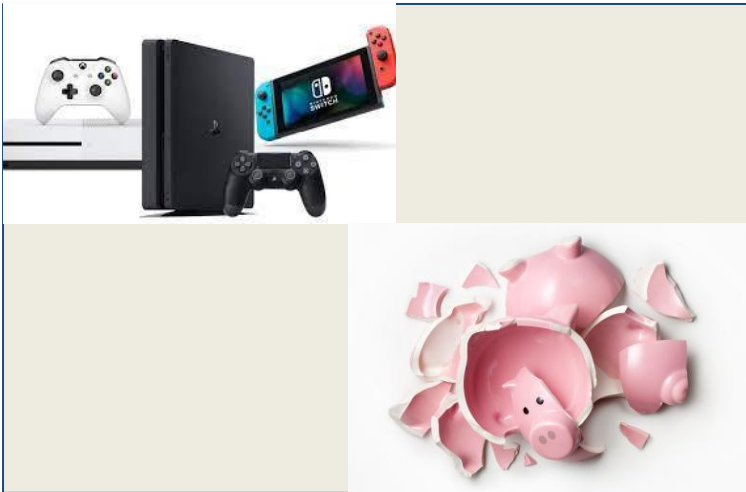
K. Unique Value Proposition

“Competent computers at your service for cheap”





L. Target Customer Analysis



Description of Primary Target Consumer

Demographics

Our target consumers are males above the age of 13

Psychographics

The psychographics are the people that need to or want a strong stable internet connection with access to capable gaming computers and games



L. Target Customer Analysis

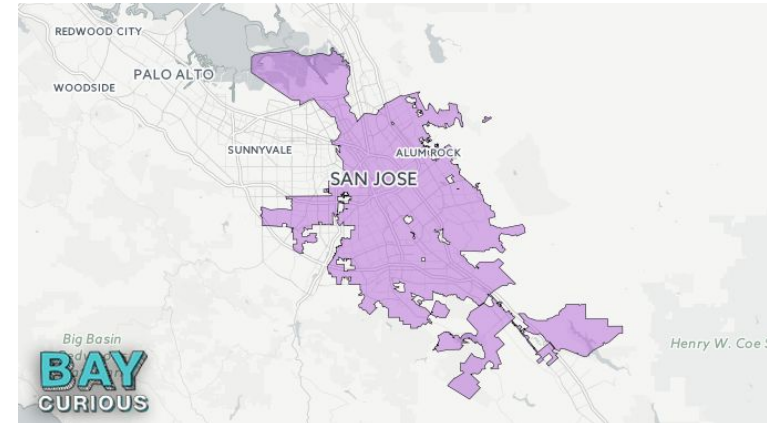
Description of Primary Target Consumer

Geographics

The geographics are the people in the city of San Jose.

Buying Patterns

Gamers will usually have to buy a display whether it be a tv or monitor a controller or mouse and keyboard a possible online service such as xbox live or PS+ they will also need a internet connection and they will need to also purchase games lastly they would usually buy a gaming console or a prebuilt PC or the components to build their own PC





M. Customer Relationships

Our company will communicate with our customers through email, phone calls, and or in person at the store.

Our company would interact with our customers be kind to them offering help and taking suggestions to better our business. They can submit requests to changes or new additions to the store; for example, the software we have or the food items we offer. After every few months we use the profits of the shop to add in popular requests to our store. We will greet our customers and offer to give them a quick explanation of how things work in our store for the first time customers.



[Back to Table of Contents](#)



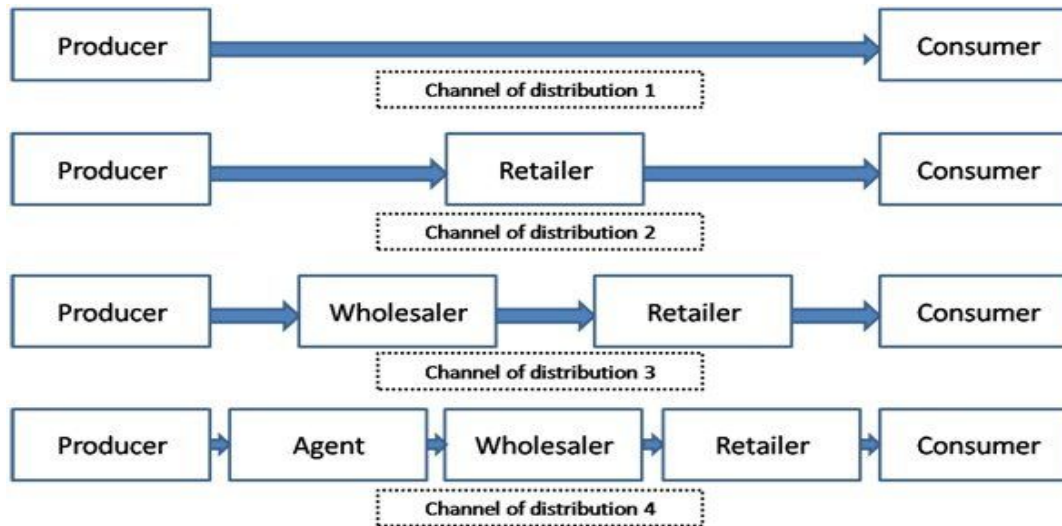
- **Increase in Customer traffic**
- **Increase in group reservations (3+ stations reserved at a time)**
- **Increase in minutes sold in a day**





O. Distribution Channels

The pc parts are going to be bought online and assembled in store. Then the pc stations are going to be rented in the store. They will have to come into our store to use our stations. We will be distributing these sales in store, at San Jose.





P. Definition of One Unit

Definition of Primary Unit

A unit is half a table and a whole station worth of computer accessories and peripherals. Then the unit of sale is by every minute that we rent out the station.

Economics of One Unit

Selling Price		\$0.15/minute
Cost of var. materials exp. per unit	\$0.0029	Usefulness of pc over time
Cost of labor	\$0.06	2 employee wages
Estimated Other variable costs	\$0.0014	Electricity
Total COGS/ COSS		\$0.0643
Dollar Contribution Per Unit (Contribution Margin)		\$0.0857



Economics of a station

	A	B	C
2	[Cyber Panda Cafe]		
3	Cost of Materials & Labor		
4	Materials		
5	Material Description	Cost/Total Quantity	Cost per Unit
6	MSI B550 PRO-VDH WIFI	\$108/ Motherboard	\$ 216.00
7	Ryzen 5 3600	\$200/ CPU	\$ 400.00
8	RTX 3060 12 gb DDR 6	\$326/ Graphic Card	\$ 658.00
9	Cooler Master MasterBox MB311L	\$60/ Case	\$ 120.00
10	Seagate BarraCuda 2TB HDD	\$55/ Hard Drive	\$ 110.00
11	OLY DDR4 3200 MHz CL16 2x8 gb	\$78/ Kit of Ram	\$ 156.00
12	EVGA 600 BR 80+ Bronze Non-modular	\$51/ Power Supply	\$ 102.00
13	Corsair HS50 Pro Headset	\$42/ Headset	\$ 84.00
14	Asus 23.8" 144hz IPS 1ms response time monitor	\$179/ Monitor	\$ 358.00
15	Shuanghu Gaming Chair	\$100/ Chair	\$ 200.00
16	Havit Mechanical Keyboard & Mouse Combo	\$38/ Set	\$ 76.00
17	Solid Core Wooden Slab Door	\$40/ Half Door	\$ 40.00
18	Cooler Master LC240E 240mm AIO CPU cooler	\$76/ Cooler	\$ 152.00
19	QLLY 28 inch legs	\$18.5/ 4 Legs	\$ 18.50
20	COD MW 2019	\$60/Game	\$ 60.00
21	Minecraft Java	\$30/Game	\$ 30.00
22	Minecraft Bedrock	\$30/Game	\$ 30.00
23	Cyberpunk 2077	\$60/Game	\$ 60.00
24	DOOM Eternal	\$60/Game	\$ 60.00
25	FIFA 21	\$60/Game	\$ 60.00
26	Assassin's Creed Valhalla	\$60/Game	\$ 60.00
27	ARK Survival Evolved	\$60/Game	\$ 60.00
28	Escape from Tarkov	\$45/Game	\$ 45.00
29	Total Material Cost per Unit		\$ 3,153.50
30			
31	Labor		
32	Labor Cost per Hour	Time (in Hours) to Make One Unit	Labor Cost per Unit
33	\$ 18.00	3	\$ 54.00
34	\$ 18.00	0	\$ 5.94
35			
36			
37			
38	Total Labor Cost per Unit		\$ 59.94
39			
40	COGS Per Unit		\$ 3,213.44
41			



Definition of Primary Unit

Definition of a Unit is 1 minute on the computers.

Description of Monthly Expenses

Variable Material Expenses	Total: \$
Item	\$
Snack items	263.94
Toiletries	49.53
Fixed Expenses	Total: \$
Item	\$
Building lease	7755
Water Bill	100
Electric costs (not including computers)	98.56
Internet	150.50
<u>Wages for 2</u>	11160



R. Revenue Streams? Where will my sales come from?



Year Round:

- Money from renting time on our computers, in store, to gamers around in the San Jose downtown area.

Seasonal:

- More sales in seasons where teens that play games have time away from school.



S. Y1 Sales Projections

Total Units
1301760

Gross Revenue
\$195264

Net Profit
\$10550.40

Monthly Break Even Units

\$8417.53

=

98221

≈

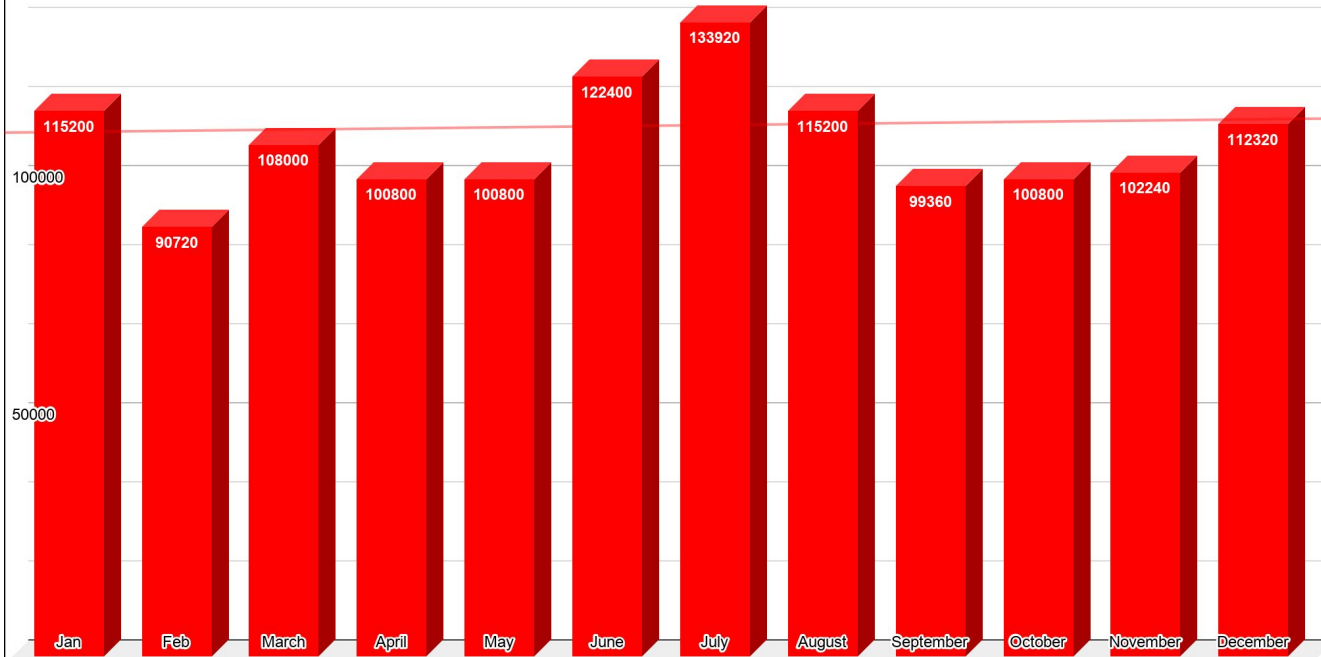
10259/\$879.20

\$0.0857

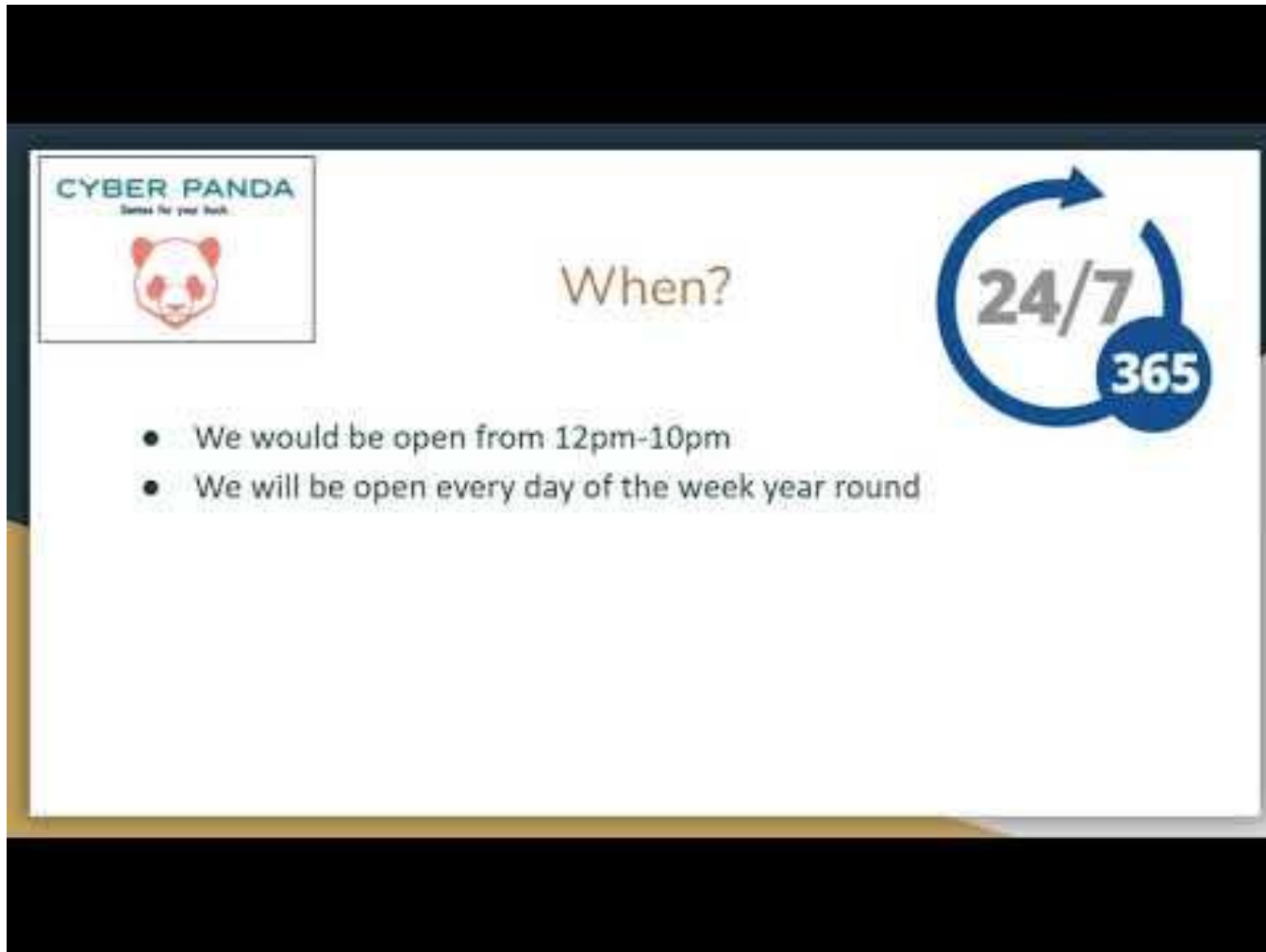
Projected Units Sold per Month Y1 vs.

Projected Monthly Units Sold Y1 / # Projected Units Sold per Month Y1

Average units per month would be 108480



T. 1 Minute Commercial or Elevator Pitch



CYBER PANDA
Games for your buck.

When?

- We would be open from 12pm-10pm
- We will be open every day of the week year round

24/7
365

CYBER PANDA
Games for your buck.



Slogan: Games for Your Buck