



Presentation to the Roundtable

June 24, 2016

Chris Godin

Founder and Owner Starlite Gaming

Who we are

- Chris Godin
 - Founder/Owner/operator of Starlite Gaming
 - Long time entrepreneur
 - Bachelor of Science degree in Aerospace Engineering (Embry-Riddle Aeronautical University)
 - Collecting video games, comics and toys for more than 20 years
 - Managed \$2.5 Million bowling center in North Jersey
 - Responsible for P&L, employees, scheduling, training, customer satisfaction
 - Interfaced with higher level management



What we do

- Family oriented, locally owned video game store
- Buy/Sell/Trade video games, comics, collectibles
- Repair cartridge based systems and games
- Work with other local businesses to build a stronger community
- Work with local and national charities to benefit those who are less fortunate
- Local conventions
- Host events
- Star Student Award (\$5 gift card for A or A/B honor roll students)



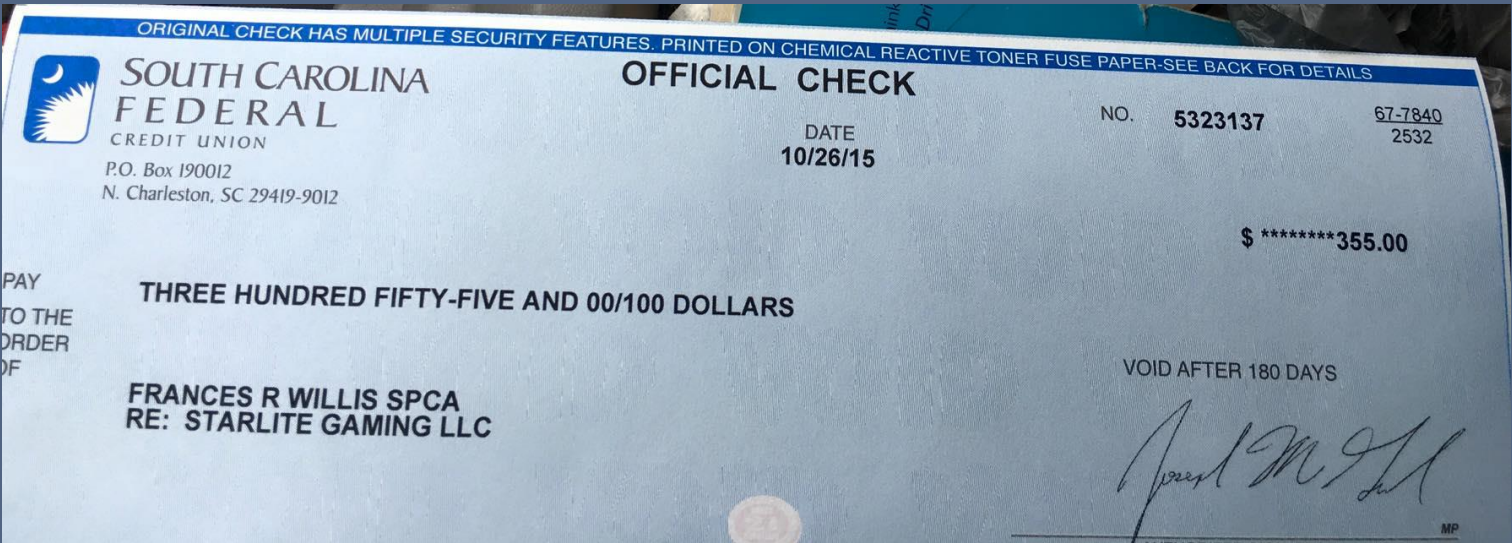
Goofing off at Oakbrook Elementary Halloween Party



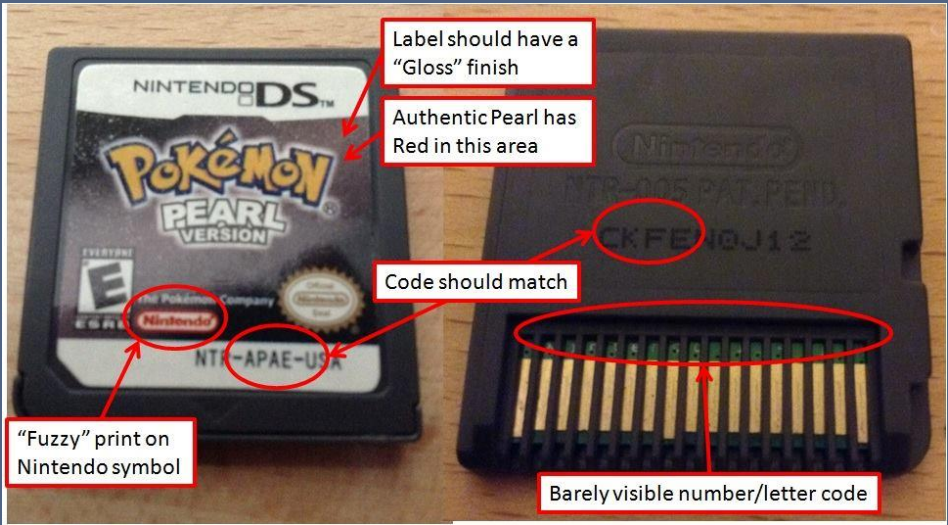
Nintendo Rep table setup at First Anniversary Party



Convention table setup



Donation to local animal shelter



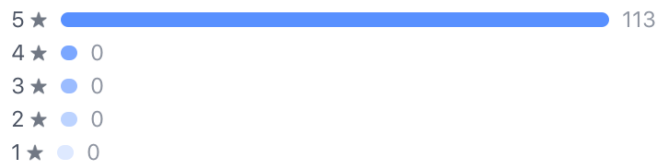
Educating friends of the store

Strategic Partnerships

- Local Comic and Table Top Gaming Stores
 - Soundwave Comics, Summerville
 - Here Be Books & Games, Summerville (in our strip center)
 - Final Round Game Shop, Summerville
 - Turtle Gaming, Goose Creek
 - Raptor Comics, Summerville
- Benefits
 - Customer sharing
 - Cross Promotions
 - Events

Customer Feedback

5.0 ★ Ratings



5.0 of 5 stars from 113 ratings



Jay Rodriguez reviewed Starlite Gaming — 5★

July 21, 2015 · 🌐

A bit of retro video game love!! Friendly staff, reasonable prices but the selection is what it is, which is half the fun!! Much like visiting a thrift or comic store you'll spend hours browsing through what is available and reliving the virtual childhood moments playing video games in a time killing dose of nostalgia. I highly recommend stopping by and, if you're lucky, you'll walk away with a piece of your childhood to replay and relive again.

Starlite Gaming

1 Comment

Like · Comment · Share



Starlite Gaming Thanks for the kind words Jay!!!

Like · Reply · 1 · Commented on by Chris Godin [?] · July 21, 2015 at 1:01pm



Jay Rodriguez NP, keep up the awesome work!!

Unlike · Reply · 1 · July 21, 2015 at 1:12pm



Mike Carpenter reviewed Starlite Gaming — 5★

June 20, 2015 · 🌐

Walking into this store brought back great memories of my childhood. I even got the opportunity to let my child experience the pain and pleasure of playing games back in the 80's and 90's. The staff members were extremely courteous and the games were reasonably priced. I will definitely be going back so I can build up my stock of NES games.

Like · Comment · Share

Starlite Gaming and David Alan Snider Jr.



Starlite Gaming Thanks for the kind words Mike!!! Glad the little one could experience the pain of retro g



Dan Bolden reviewed Starlite Gaming — 5★

July 14, 2015 · 🌐

Great environment, the best quality in retro products, and super informative and helpful customer service. I fully support these guys and highly recommend the visit(s).

Like · Comment · Share

Starlite Gaming and Dennis Lee Stiegelmeier II



Starlite Gaming Thanks for the kind words Dan! Glad you like the shop! Look forward to seeing you soon 😊

Like · Reply · 1 · Commented on by Chris Godin [?] · July 14, 2015 at 6:53pm



Dillon Humbert reviewed Starlite Gaming — 5★

December 2, 2015 · 🌐

Went to trade in a few things today had a grand time got more then expected on cash and a lot more in store credit then I would have even begin to think thanks guys I will be back

Like · Comment · Share

Starlite Gaming



Starlite Gaming Glad we were able to go above and beyond for you! It was great seeing you today! Looking forward to your next visit 😊



Johnny Young III reviewed Starlite Gaming — 5★

April 24 at 4:15pm · 🌐

The nostalgia set in instantly. Great selection of games from my childhood. Will be there every weekend from now on.

Like · Comment · Share

Starlite Gaming



Starlite Gaming Glad to hear you had a great time! It was great seeing you today! Looking forward to your next visit 😊

Like · Reply



Emily Lucille Freeman reviewed Starlite Gaming — 5★

September 12, 2015 · 🌐

Starlite Gaming truly lives up to the reviews people give them! We just moved to Charleston and I heard about this shop through Game Stop, as I was trying to sell old XBOX games. They highly recommended Starlite, so I surprised my husband with the adventure and we were blown away when we arrived! Truly the nicest and most informative employees, they are a wealth of knowledge! They have all the gaming consoles set up on TV's and you can play games (I wasn't allowed to play video games growing up, so I played some games on PS1, now I want a redo of my childhood :)) On top of a great experience, they gave my husband a ridiculously fair price for all of his XBOX games, which we were able to turn around and use to buy an N64 and corresponding games. Starlite Gaming, you have 2 new frequent shoppers now!

Like · Comment · Share

Starlite Gaming



Starlite Gaming Thanks for the kind words Emily!! So glad to hear you enjoyed your experience!!!

Like · Reply · 1 · Commented on by Chris Godin [?] · October 6, 2015 at 7:57am



Johnny Ruin reviewed Starlite Gaming — 5★

May 9 at 3:08pm · 🌐

Excellent local video game shop! Courteous staff and a fun family friendly atmosphere.

Like · Comment · Share

Starlite Gaming



Starlite Gaming Glad you like the shop! Thanks so much for the kind words!! Glad we are meeting the expectations we strive for!

Like · Reply · 1 · Commented on by Chris Godin [?] · May 9 at 3:10pm

Advertising



Starlite Gaming
Written by Chris Godin [?] · June 1 at 11:08pm · 🌐

Locally owned and operated! Video games from all generations! Come try before you buy!



Starlite Gaming
Charleston's only LOCAL video game store.

✓ Liked ▾

25,306 people reached

Like

Comment

Share

Allen Yeh, Ryan Smith and 40 others


Top Comments ▾

Ad Preview



Starlite Gaming
Sponsored · 🌐

Locally owned and operated! Video games from all generations! Come try before you buy!



Starlite Gaming
Charleston's only LOCAL video game store.

👍

42 Likes 2 Comments

👍 Like

💬 Comment

Ad Summary

\$232.91 Amount Spent	26,835 Paid Reach
New Likes	29
Daily Budget	\$10
End Date	Tuesday at 11:08 PM

Social Media

●●○○ Sprint LTE 7:26 PM 96%



 **Starlite Gaming**
@Starlite_Gaming


Summerville's home for video games and related merchandise


📍 Summerville, SC
[facebook.com/starlitegaming](https://www.facebook.com/starlitegaming)

73 FOLLOWING 83 FOLLOWERS

●●○○ Sprint LTE 7:26 PM 96%

☰ Page Promote



 **Starlite Gaming**

SEND MESSAGE ✎

Publish Photo Video Event

Very responsive to messages
100% response rate, 15-mins response ti... ▾

Send Message
8 clicks over past 7 days

View Local Business Promotion


2,111 likes

Invite Friends to Like Your Page >

Visitor Posts >


●●○○ Sprint LTE 7:26 PM 96%

STARLITEGAMING ⚙️

 108 posts 250 followers 279 following

Edit Profile

Starlite Gaming
www.facebook.com/starlitegaming



2015 Financial Roll Up

- Total 2015 Revenue (\$113,915.47 Collected)
 - Brick & Mortar Store Revenue - \$150,769.98
 - PayPal Revenue - \$1,193.98
 - Amazon Revenue (After Fees) - \$3,657.82
 - Gift Card Sales - \$392.89
 - Sales Tax Collected - \$7,065.86 (Pass through expense)
 - Net Refunds - \$303.96
 - Discounts taken at Register - \$48,861.10
 - Total 2015 Expenses - \$122,826.20
 - Net 2015 Cash Loss \$8,910.73
- 2015 Starting Inventory - \$15,000
 - 2015 Ending Inventory - \$30,000
 - Net Profit of \$4,700 including inventory growth (from 2015 Tax Return)

2016 Financial Roll Up

- 2016 Revenue (Jan-May) (\$94,840.61 Collected)
 - Brick & Mortar Store Revenue - \$115,682.80
 - PayPal Revenue - \$426.01
 - Amazon Revenue (After Fees) - \$177.18
 - Gift Card Sales - \$127.03
 - Sales Tax Collected - \$6151 (Pass through expense)
 - Net Refunds - \$712.13
 - Discounts taken at Register - \$26,458.24
- 2016 Expenses (Jan-May) - \$90,508.35
- Net 2015 Cash Profit/Loss \$4,332.26

- 2016 YTD Brick & Mortar Revenue as of COB 6/23
\$129,888.45

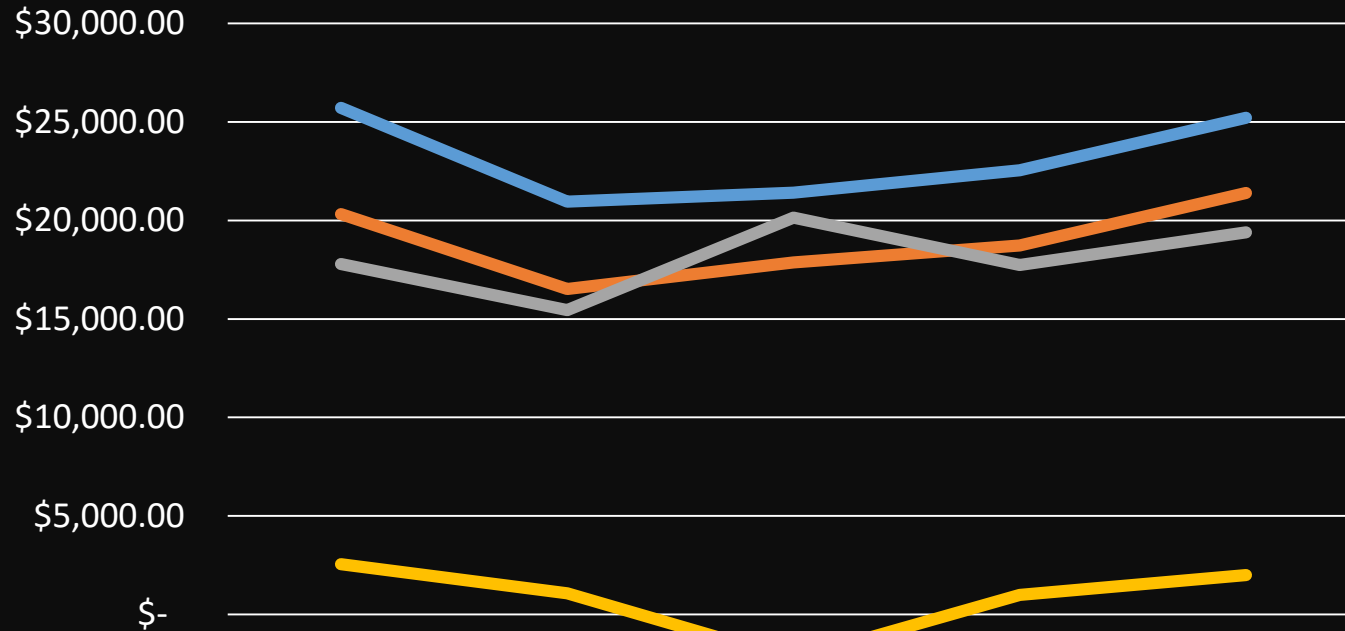
- 2016 Starting Inventory - \$30,000
- 2015 Current Inventory - \$65,000
- Net Profit of \$39,332.26 including inventory growth

- Rolling 12mo revenue as of COB 6/23 \$257,347.88

2016 Financial Roll Up

- Inventory Growth through 5/31 \$35,000
- Projected Year End Revenue \$298,800 (includes 20% holiday bump)

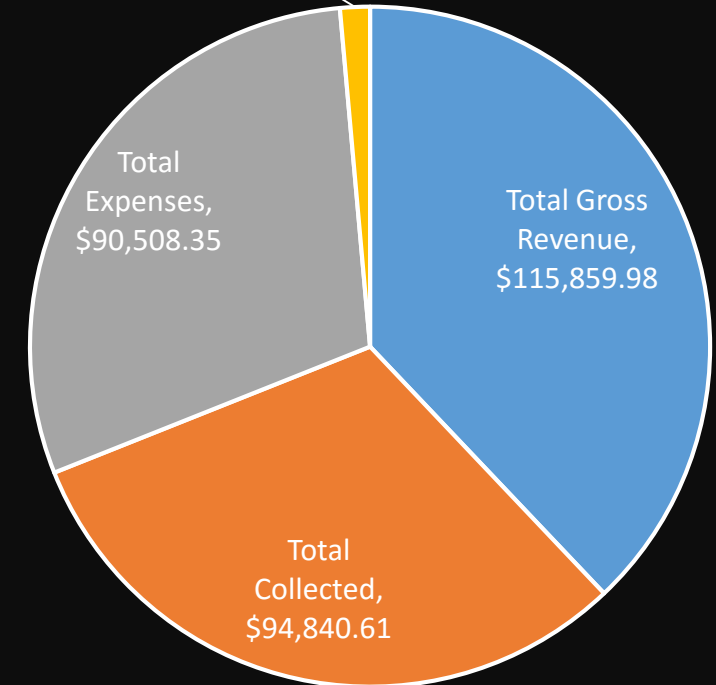
P&L Chart



\$(5,000.00)

	January	February	March	April	May
Gross Revenue	\$25,723.38	\$20,959.62	\$21,408.81	\$22,555.20	\$25,212.97
Net Revenue	\$20,327.87	\$16,519.88	\$17,868.05	\$18,732.00	\$21,392.81
Total Expenses	\$17,781.20	\$15,450.18	\$20,142.10	\$17,745.00	\$19,389.87
Profit/Loss	\$2,546.67	\$1,069.70	\$(2,274.05)	\$987.00	\$2,002.94

Profit/Loss, YTD Information

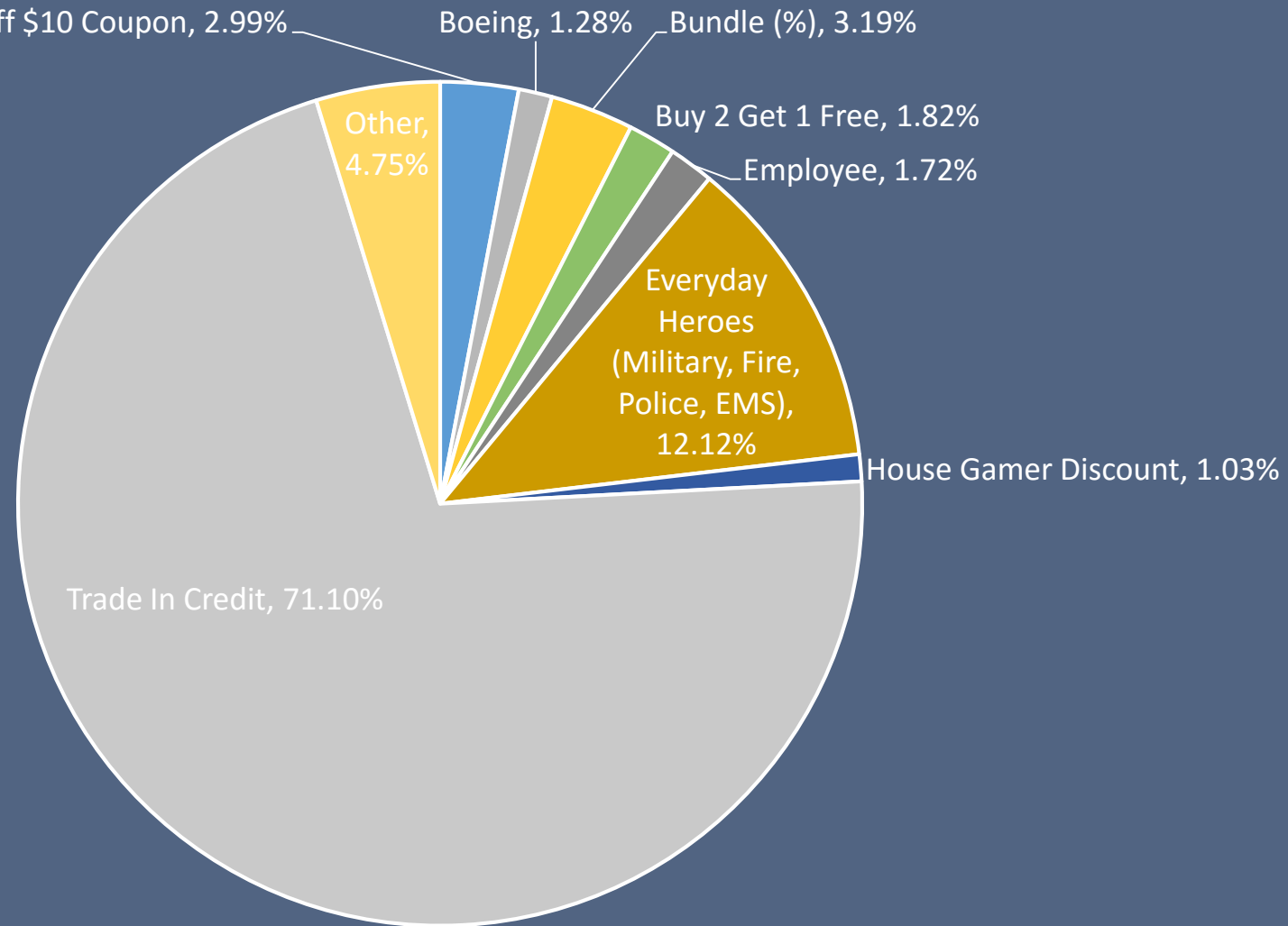


	January	February	March	April	May	2016 Total	Monthly Average
Expenses minus Inventory	\$ 10,752.85	\$ 8,440.17	\$ 11,262.73	\$ 9,576.82	\$ 10,500.16	\$ 50,532.73	\$ 10,106.55
Expenses minus Inventory & Payroll	\$ 7,360.07	\$ 5,010.60	\$ 6,843.48	\$ 6,034.29	\$ 5,715.57	\$ 30,964.01	\$ 6,192.80

Breakdown of Discounts offered

Percentage of total discounts given at register, only displaying 1% of total or higher

- 2016 Discount Total approximately \$21k
 - Trade-ins account for nearly \$15k
- 2015 Discount Total approximately \$49k
 - Trade-ins account for nearly \$35k



Current Financial Status

COB 6/21/16

- Cash on hand - \$7,717.81
- Debt
 - \$5,000 Line of credit through our Credit Union
 - \$1,000 used
 - \$4,000 available
 - Square Capital (Initial amount \$21,340.19) [two distributions taken 9/2015 and 2/2016]
 - Balance of \$9,510
 - 55.4% Paid, 44.6% remaining
 - Estimated payoff 11/2016
 - Owe 11% of Credit Card sales until remaining balance is paid off
- Current Inventory
 - Wholesale - \$65,000
 - Retail - \$150,000

Finish building our online presence

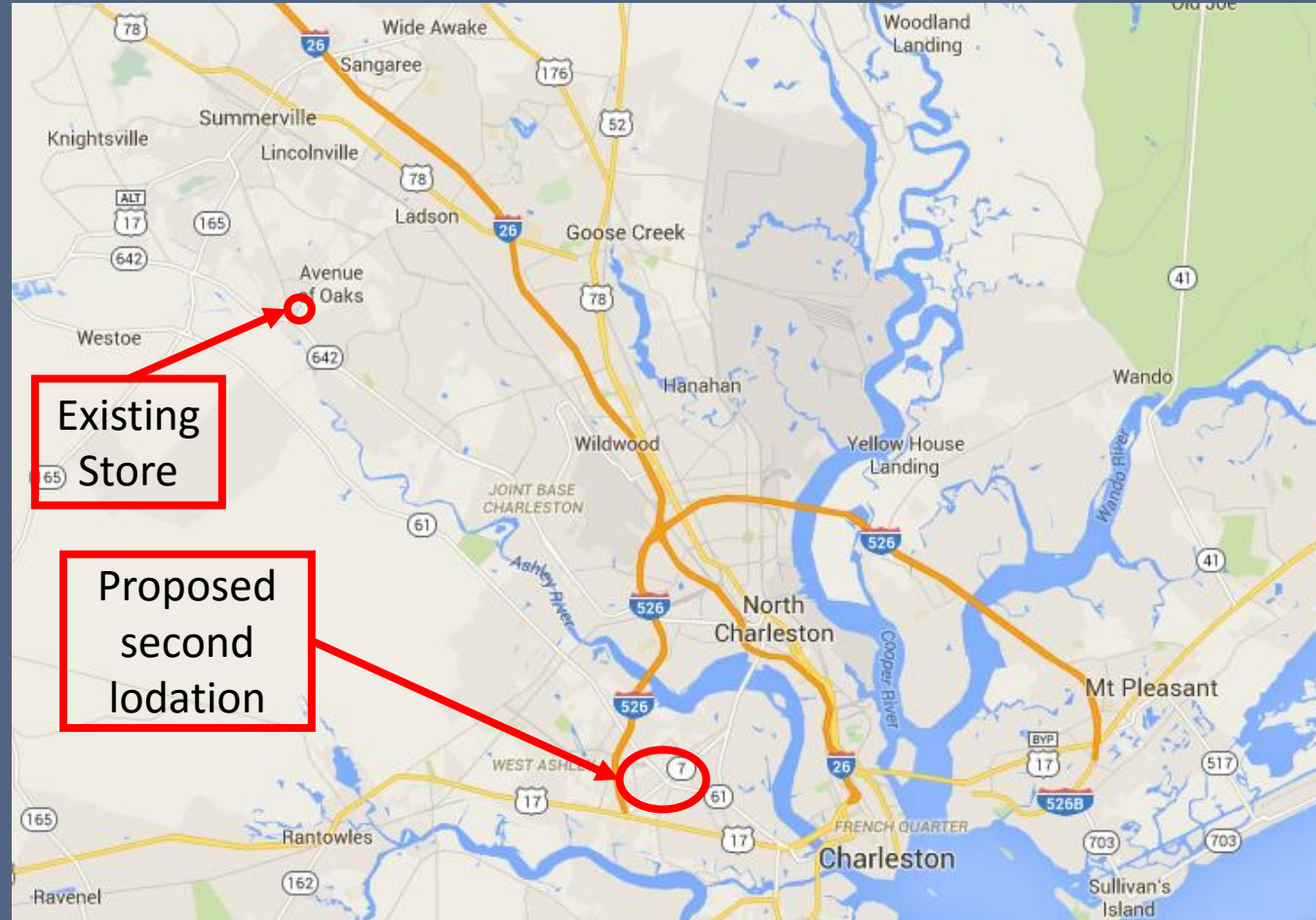
- Develop and initiate our own proprietary buy/sell/trade portion of our website (starlitegaming.com)
- Buy list will allow us to purchase games from anywhere in the US
 - Customer will be able to fill out a “shopping cart” with games they are trading in accounting for condition of the items (Customers will have access to our grading system via the website)
 - Once submitted a team member will “approve” the trade
 - Customer will receive UPS shipping label tied to our account
 - Once games are received condition is checked against initial list and money is sent (trade dollars on the website or PayPal for cash purchases)
- Grow inventory and sales exponentially using marketing techniques
 - Targeted Social Media advertising
 - Buy/Sell/Trade groups
 - YouTube/Twitch channels
- Offer unmatched customer service in every aspect of the transaction

Develop Point of Sale Software

- Must be programmed for use on a tablet, preferably an iPad
- Ability to accept trade-ins
 - Accounting for condition of each item
 - Priced based on current inventory levels and average number of days in stock
 - As soon as transaction is completed, price labels are printed and item is added to inventory (all automated, no manual “push” required)
- Tie into pricecharting.com database to have access to 99% complete database of all video games ever manufactured
- Integrate processing of credit/debit cards
- Paperless receipts
- Notifications of price changes from big box retailers (ie Gamestop)
- Alerts based on inventory levels to allow for restocking before items are sold out
- Link all stores in our chain together and allow sales and/or inventory transfers between stores (sale can occur in store 1 for store 2, store 2 ships to customers home)
- “Wish List” to allow customers to be notified when items they are seeking arrive in stock

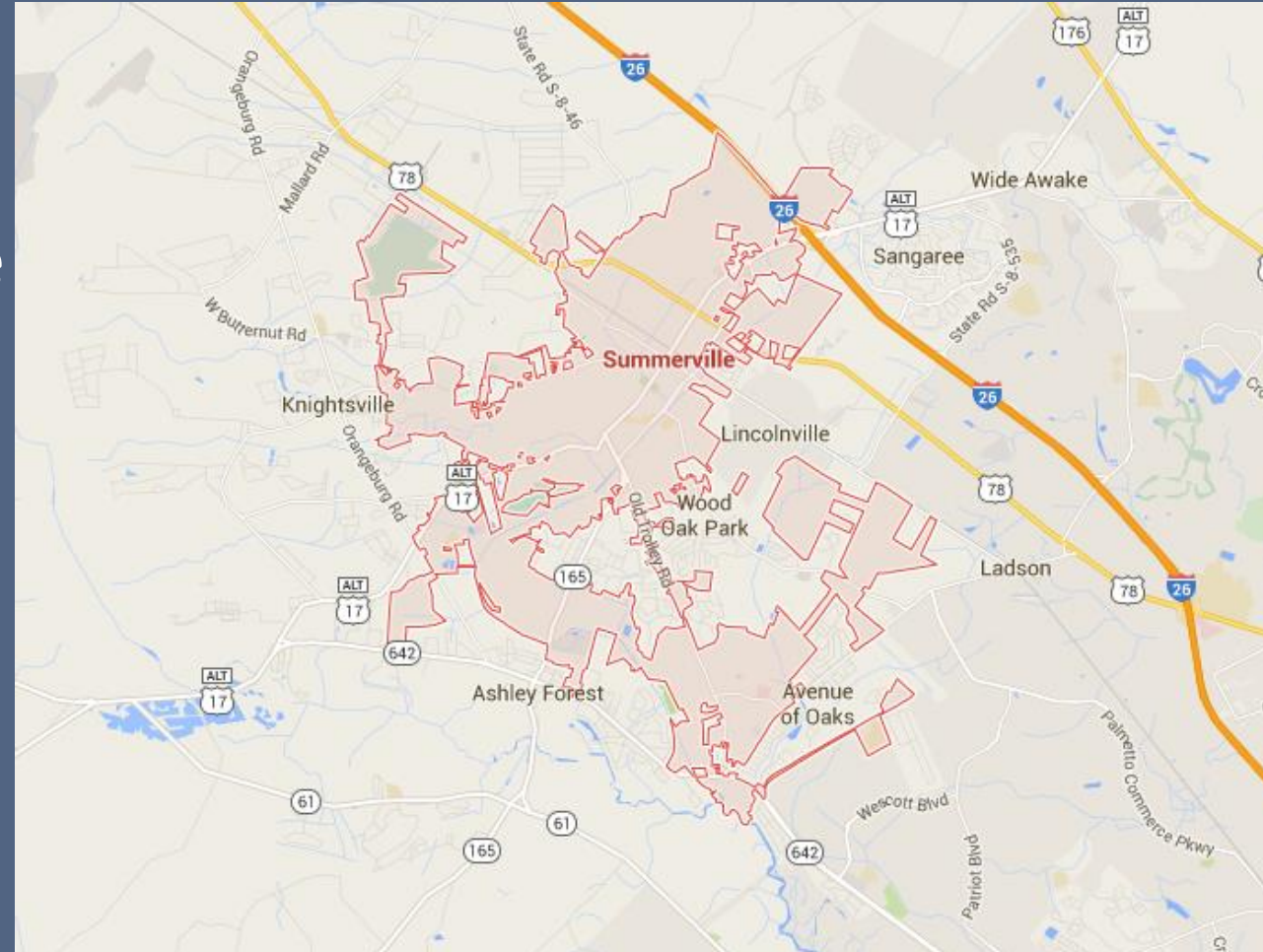
Second Brick & Mortar Location

- Seeking a West Ashley location
 - Large and growing population
 - Close to downtown Charleston
 - Approximate distances (new store)
 - 20 Miles from existing store
 - 5 Miles to Downtown
 - 20 Miles to Mount Pleasant Town Center
 - Approximate distances (Existing store)
 - 22 Miles to Downtown
 - 27 Miles to Mount Pleasant Town Center



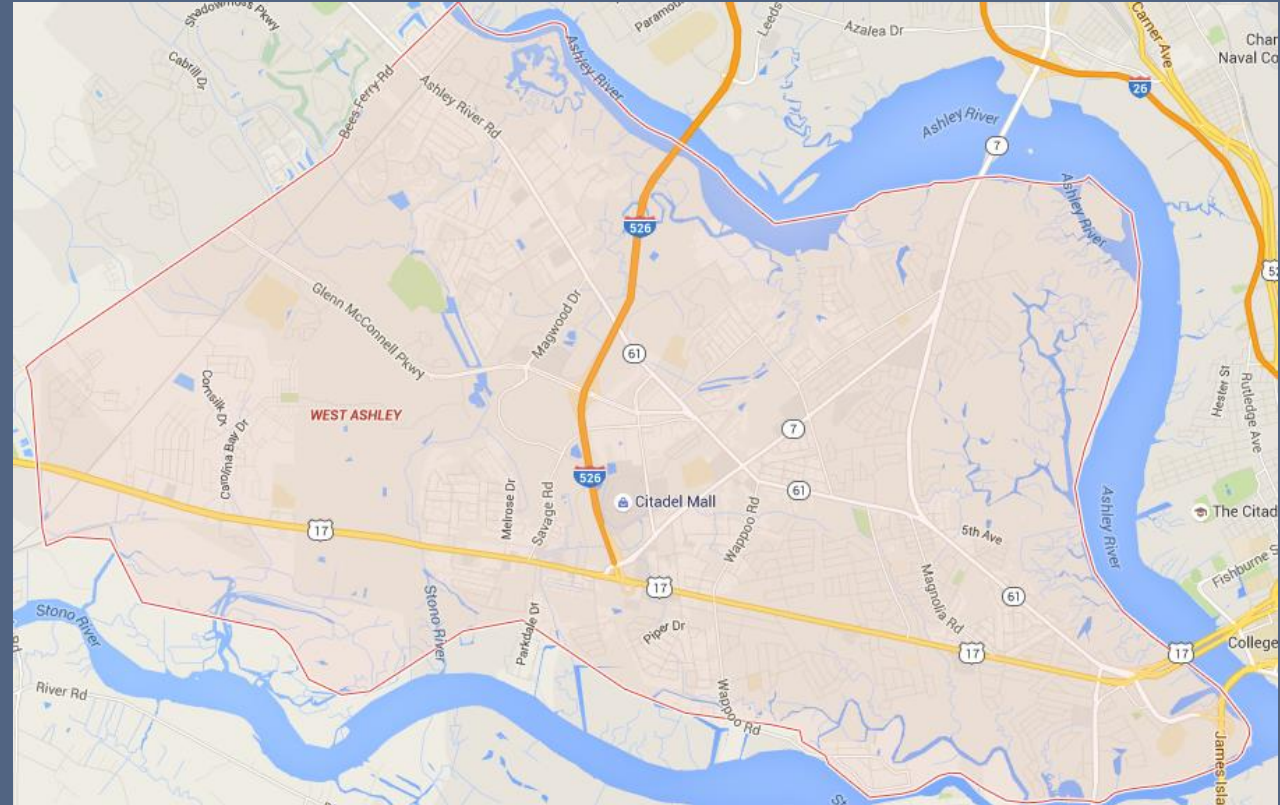
Summerville Demographics

- NW Suburb of the City of Charleston
- Dorchester County
- Population approximately 43k people
- 1.3% average growth
- Average age is 36 years old
- 47% Male



West Ashley Demographics

- Part of the City of Charleston
- Land area West of the Ashley River
- Charleston County
- Population approximately 72k people
 - Summerville approximately 43k
 - North Charleston approximately 102k
 - Charleston (city) approximately 125k
 - Metro area approximately 712k (2013)
- 4.5% average growth
- Average age is 36 years old
- 46% Male



Operating Capital

- Allows for “cushion”
 - Booting up second brick and mortar location
 - Cost over runs for website and Point of Sale development
 - Account for any large inventory buys during boot up phase
- Use to train new employees before second brick and mortar store opens

Seeking Capital Investment - \$100,000

- Online Presence
 - Initial website already developed and released
 - Additional financial requirements \$15,000
- Point of Sale Software
 - Similar software packages traditionally cost approximately \$25,000 to develop the initial release
- Second Brick & Mortar Location
 - Store Fixtures and buildout \$20,000
 - Additional inventory (not including what will get pulled from existing store) \$10,000
 - Advertising push one month prior to opening, four months after \$5,000
- Operating Capital
 - \$25,000 cushion to allow for initial boot up period (6 months expected) of new location and online store

Questions?



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