

# PLAYER ONE ARENA

## Commercial Model & Partnership Terms

Prepared for approved venue partnership discussions. PDF-only public copy.

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Important: These terms are for commercial discussion and partner evaluation only. Final obligations, fees, settlement rules, tax treatment, insurance, exclusivity, liability and dispute-resolution terms must be confirmed in a signed agreement with Player One GC Limited.

### 1. Purpose

This document sets out the commercial options, operating requirements and control terms for placing a Player One Arena experience inside an approved partner venue.

It is intended for venue-owner discussions only. It is not a public customer price list, franchise disclosure document, employment agreement or final legal contract.

### 2. Recommended Entry Model

For the first external locations, Player One should lead with the Revenue Share Partnership. It keeps the upfront decision easy for the venue while protecting Player One because revenue, reporting and review rules are defined from day one.

Partner-funded licensing can be offered only to serious venues that want to fund their own equipment and operate under Player One Arena standards. Full franchise-style structures should come later, after several partner locations have measurable performance history.

### 3. Partnership Options

| A. Revenue Share Partnership | Early partner venues that want low upfront commitment.  | Usually Player One provides core equipment and setup structure. | Share of gross arena revenue.                         |
|------------------------------|---|---|---|
| B. Partner-Funded License    | Serious venues that want to own or fund their own setup.  | Partner funds equipment to approved specification.              | Setup/onboarding fee plus monthly license OR royalty. |
| C. Managed Arena             | Malls, cinemas, hotels, lounges and high-traffic spaces that want Player One to operate directly. | Negotiated by both parties.                                     | Commission, gross share or fixed space arrangement.   |

For early adoption, avoid charging both a monthly license and a royalty unless the venue has strong traffic and strong operating discipline. Start with one clear option: NGN 100,000-NGN 200,000 monthly license OR 10%-15% of gross arena revenue.

| Starter Onboarding     | NGN 250,000    | Light guidance where partner already has approved equipment or needs basic launch support.                    |
|------------------------|----------------|---|
| Standard Setup Support | NGN 500,000    | Venue assessment, layout, SOP, training, pricing model, launch materials and first-month review.              |
| Full Launch Support    | NGN 1,000,000+ | Structured brand setup, deeper training, launch support, reporting controls and multi-month operating review. |

### 4. Contributions and Venue Requirements

|   |   |
|---|---|
| Equipment specification and approved setup guidance.                    | Safe indoor space with suitable play area and customer flow.          |
| Player One Arena brand rules, layout guidance and operating standards.  | Stable electricity, internet access, ventilation and security.        |
| Staff training, safety briefing script, SOP and launch checklist.       | Venue staff cooperation, supervision support and customer assistance. |
| Pricing guidance, sales reporting format and performance review rhythm. | Local promotion, signage permission and responsible payment handling. |

## 5. Revenue Share Position

Preferred opening position when Player One provides the core equipment, brand system, training and launch structure: 60% Player One / 40% Partner Venue.

A softer alternative may be 50% / 50% after agreed direct operating costs, but it should be used selectively. Player One carries equipment risk, brand risk, maintenance discipline and operating-system responsibility.

For strong venues, the mobilization fee can be waived. For less certain venues, Player One may request a practical commitment fee of NGN 100,000-NGN 250,000 for inspection, movement, setup planning and documentation. This is not a franchise fee.

## 6. Payment, Reporting and Revenue Control

All customer payments should go through an approved Player One Arena payment channel, such as official bank account, approved POS, Paystack link or QR payment system.

If the venue collects any payment, the agreement must require daily sales reporting and weekly settlement into the approved account. No personal-payment collection is permitted outside approved channels.

Daily reports should include date, number of players, package sold, gross amount, payment method, responsible staff member, incidents, refunds, equipment issues and customer feedback where available.

## 7. Commercial Illustrations

The examples below are gross revenue illustrations for partner conversations only. They do not include taxes, payment fees, staff cost, maintenance, promotions, insurance, rent, replacement parts or venue-specific operating costs.

### Suggested public pricing guide

|                       |              |
|-----------------------|--------------|
| Single player session | NGN 10,000   |
| Group of 2            | NGN 18,000   |
| Group of 4            | NGN 35,000   |
| Group of 6            | NGN 50,000   |
| Private group booking | Custom quote |

### Scenario A: 10 customers per day at NGN 10,000 average spend

|                            |            |
|----------------------------|------------|
| Daily customers            | 10         |
| Average spend per customer | NGN 10,000 |
| Monthly operating days     | 26         |

| Monthly gross revenue      | NGN 2,600,000 |
|----------------------------|---------------|
| Player One share at 60%    | NGN 1,560,000 |
| Partner venue share at 40% | NGN 1,040,000 |

**Scenario B: 5 customers per day at NGN 10,000 average spend**

| Daily customers            | 5             |
|----------------------------|---------------|
| Average spend per customer | NGN 10,000    |
| Monthly operating days     | 26            |
| Monthly gross revenue      | NGN 1,300,000 |
| Player One share at 60%    | NGN 780,000   |
| Partner venue share at 40% | NGN 520,000   |

**8. Performance Target and Review Rights**

Each partner location should have a minimum monthly gross arena revenue target so Player One equipment and brand assets are not locked inside a weak or poorly promoted location.

Recommended target: NGN 1,500,000 gross monthly arena revenue. Recommended initial rollout period: 90 days.

At 30 days, review pricing, staff execution, signage, customer flow, reporting discipline and local promotion. At 60 days, agree a corrective action plan if performance remains below target. At 90 days, Player One may renegotiate terms, relocate equipment, pause the partnership or convert the relationship to a different model if the location remains materially below target.

**9. Brand, Operations and Safety Controls**

Approved locations may use "Powered by Player One Arena" only within Player One brand rules and only while the partnership remains active and in good standing.

The partner must maintain a safe indoor space, stable power, internet access, ventilation, responsible supervision and a clean customer flow around the arena.

VR equipment must not be moved, rented out, resold, loaned, modified or used outside the approved venue without written approval from Player One.

Every session must include a safety briefing, active supervision, equipment cleaning after use, charging discipline, daily checks and incident reporting for damage, injury, customer complaints or technical issues.

**10. Partner Onboarding Process**

| 1 | Partner inquiry and introductory meeting.                                   |
|---|---|
| 2 | Venue inspection and commercial model selection.                            |
| 3 | Draft agreement, payment-control setup and launch plan.                     |
| 4 | Arena layout, branding installation and staff training.                     |
| 5 | Soft launch, public launch, weekly reporting and 90-day performance review. |

**11. Recommended First Offer**

Use the Revenue Share Partnership for the first 2-3 external partner locations.

Present the offer as a premium entertainment revenue stream for the venue, not as equipment rental. Player One brings the brand, experience design, operating system and rollout support; the venue brings the right space, traffic and execution discipline.

## **12. Agreement Note**

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