



**HI VOLTAGE**

INDOOR KARTING - GLOW MINI GOLF  
PLAY CENTRE - CAFE - BAR

WAGK PTY LTD

**WAGK Pty Ltd**

TRADING AS

**Hi Voltage Entertainment**

*Creating Memorable Moments that bring Family & Friends Together.*

**4 Hubert Street, Belmont**

**Website: [www.hivoltageentertainment.com.au](http://www.hivoltageentertainment.com.au)**

**E-mail: [director@hvewa.com.au](mailto:director@hvewa.com.au)**



WAGK PTY LTD

# Who are we?

## WAGK Pty Ltd

TRADING AS

# Hi Voltage Entertainment

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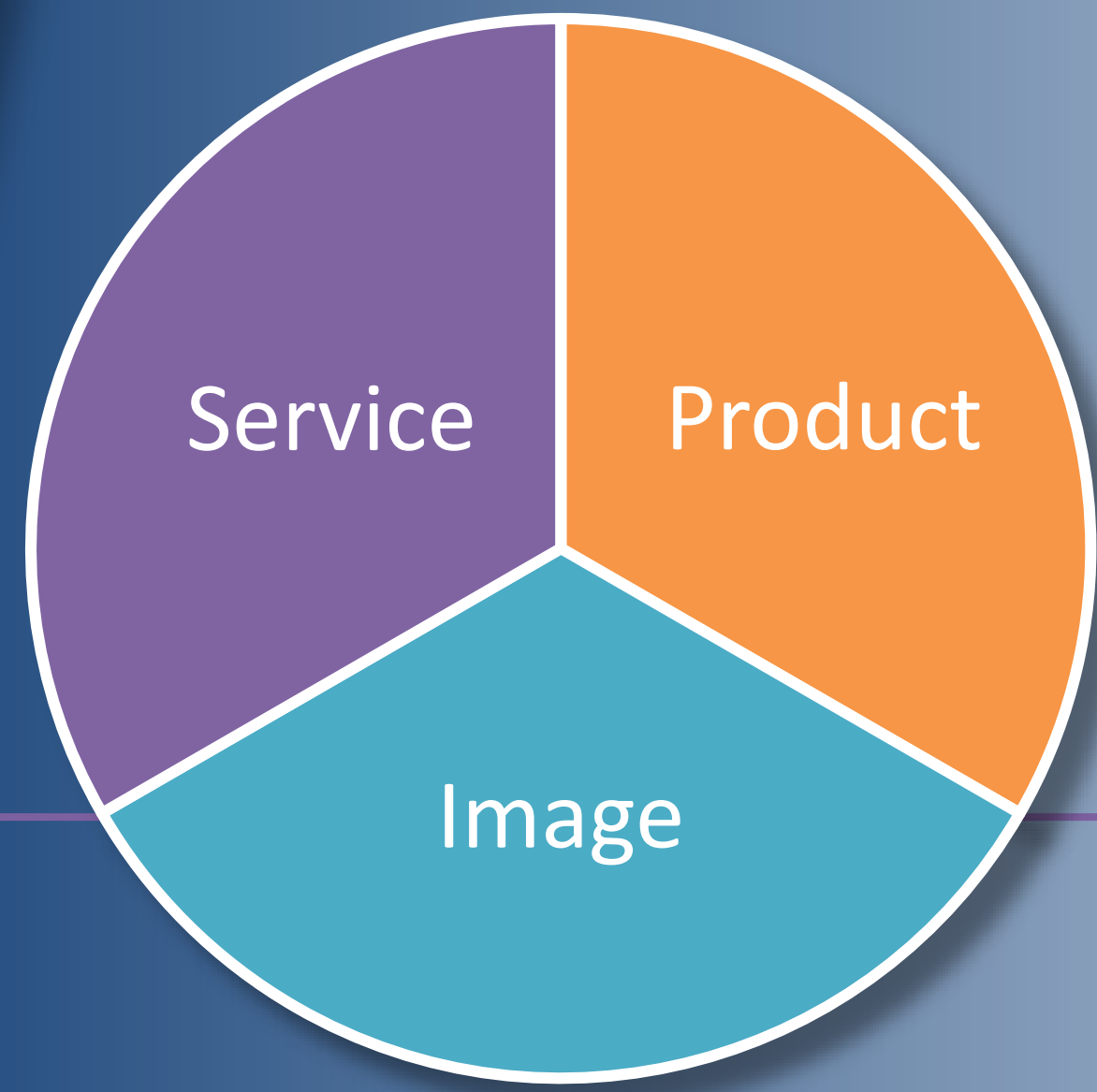
**WAGK Pty Ltd is a registered company in Australia.**

It has negotiated a takeover of Hi Voltage Entertainment (Hereinafter called HVE) and will trade as Hi Voltage Entertainment.

Any further reference to Hi Voltage Entertainment (HVE) within this document shall mean WAGK Pty Ltd t/as Hi Voltage Entertainment.



# Our Model



**= VALUE**



**WAGK PTY LTD**

# PRICE

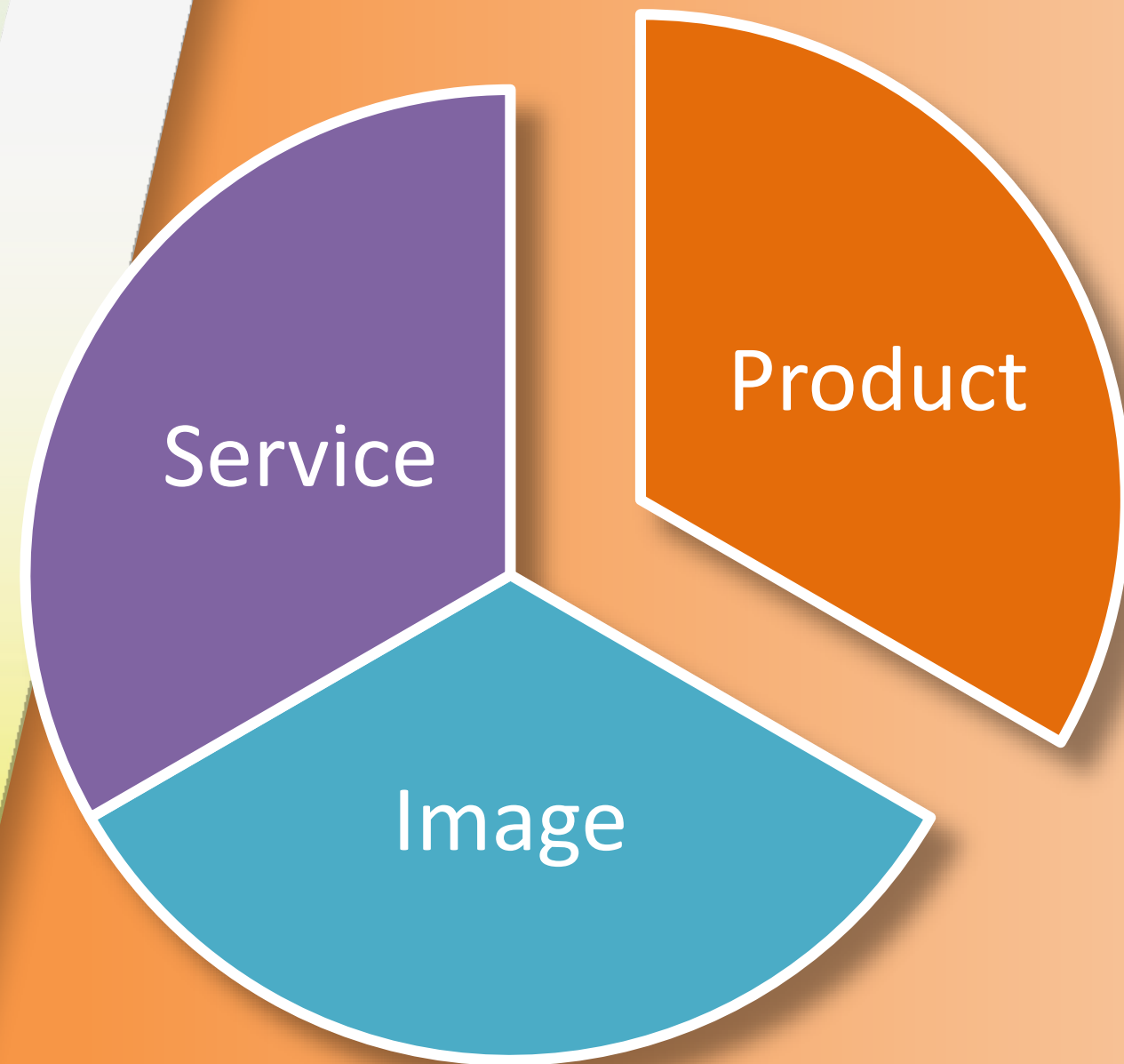
**Product + Service + Image / Price = Value**

The better we are in Product, Service & Image the more we can increase prices and still represent great value to our customers.

# OUR MODEL



WAGK PTY LTD



Electric Go Karts

Glow in the dark themed mini golf

E-Sport Lounge

Redemption Arcade

Earthmoving Theme Park

Accommodation

Food & Bar

Retreats & Events

# OUR MODEL



WAGK PTY LTD

State of the art online booking system

Interactive website

Personal service from highly trained staff

Multiple function options

Concierge service

Personal Hosts

Range of payment options

Gift cards

Appeal for all customers

Service

Product

Image

# OUR MODEL



WAGK PTY LTD

Community focused

Modern and vibrant

Involvement in charities

Triple bottom line focus

Environmentally aware

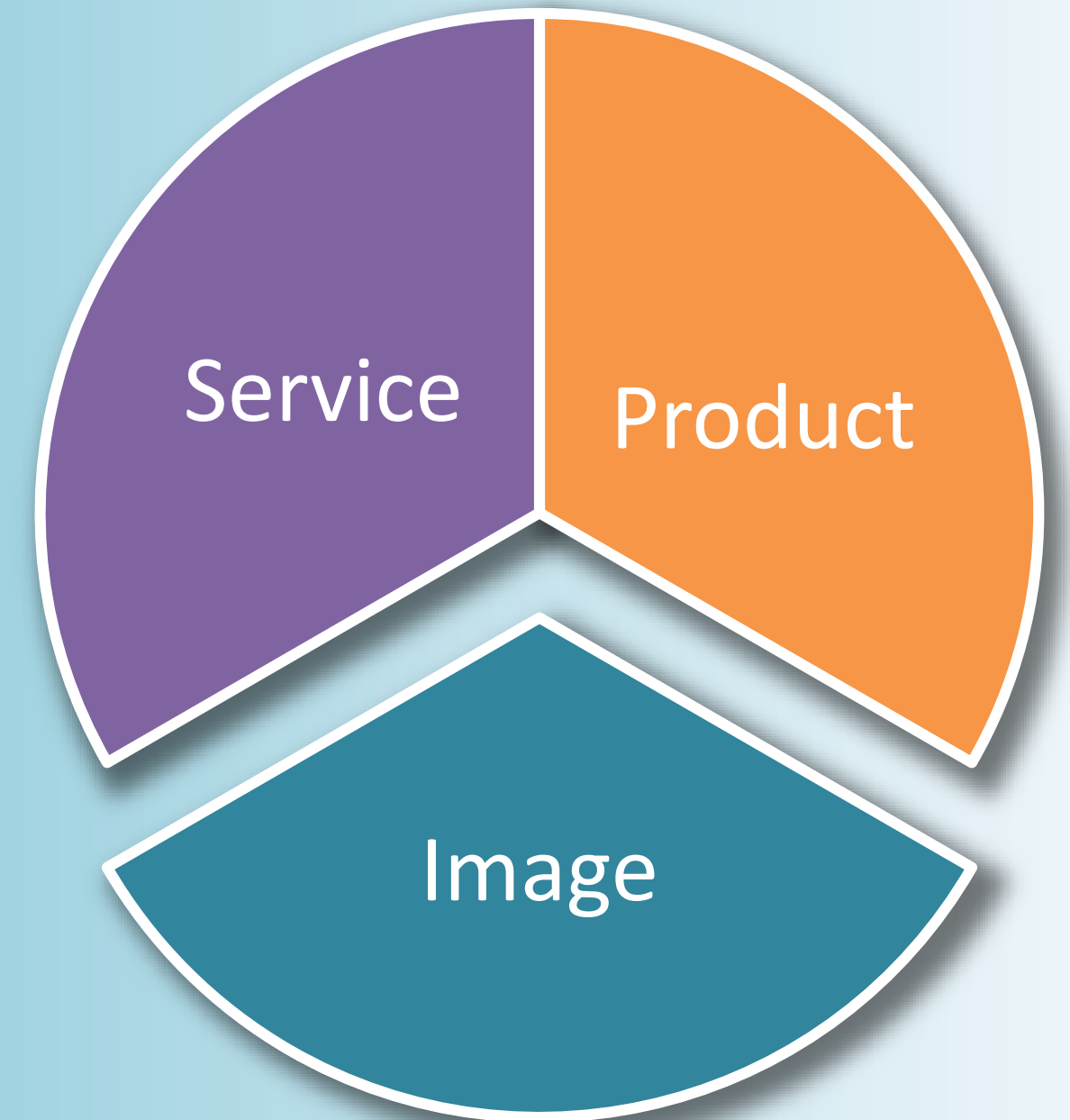
Electric karts so no pollution

New health focussed design

Covid safe and aware

Creating advocates not customers

Family friendly



# SERVICES AND PRODUCTS



WAGK PTY LTD

**Our focus is on our patrons having a fully immersive entertainment experience in all of our venues resulting in patrons becoming advocates.**

With expanded operations across new sites in the north-eastern region of the metro area and a "theme" park style operation in the states southwest.

## **The range of exciting activities include;-**

- **State of the art electric go karts** – suitable for all racers regardless of experience
- **Glow in the dark mini golf** – this takes indoor mini golf to a new level of fun via the UV lighting & artwork
- **Redemption arcade & bar** – a new tech cross between a casino, amusement arcade and a bar with great food
- **Earthmoving theme park** – imagine an earthmoving site with all the big machines, now shrink it down to kid size and let 'em drive them!! WoW who doesn't like playing with trucks, diggers & dozers? Best of all mums & dads can drive them too!
- **E Sports** – a lounge for gaming with mates and family. Don't sit home alone. Game in comfort and relax with a drink
- **Retreats & Events** – a tranquil setting in the southwest to recharge or operate various events
- **Accommodation** – our southwest park will have a range of accommodation options to suit a range of tastes and budgets

# SERVICES AND PRODUCTS



WAGK PTY LTD

# NORTHEASTERN REGION INDOOR FACILITIES



**Go Karting**

**Corporate/organization events,  
family, or school events.**

**Catering**

**Pro-shop and Family Bar**

**HVE Redemption Arcade**



# SERVICES AND PRODUCTS



WAGK PTY LTD

# SOUTHWEST OUTDOOR FACILITIES



**Tourist Park**

**Accommodation**

**Mini Mine**

**Team Building and Personal  
Growth Retreats**

**Karting**

**Bar & Restaurant**

# MISSION STATEMENT



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“ **Creating memories that will last a lifetime!** ”

# DISTINCT FEATURE



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## For every individual...

**We are unique in what we do as no other venues offer what we have on offer to everyone.**

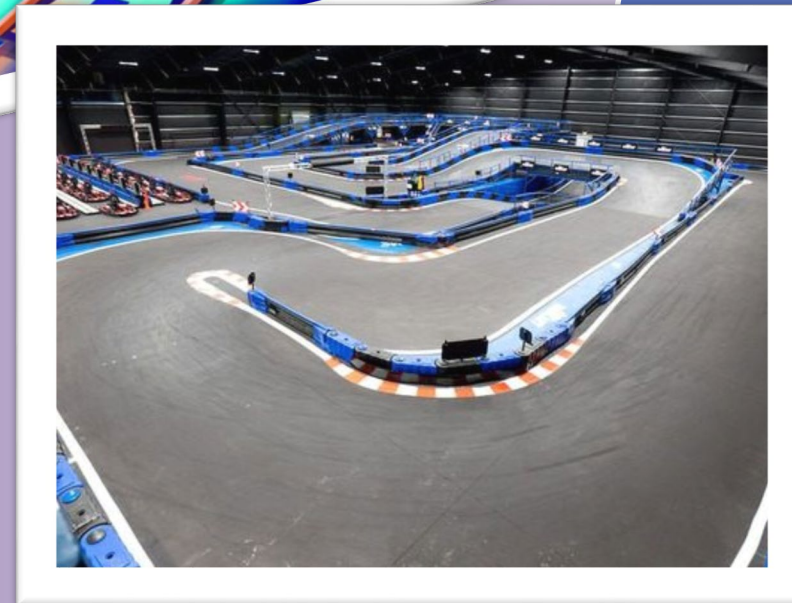
We will also continue to service the disability section by offering dual-seat karts and hand-control karts.

Together with this, we will expand into a new location in the growth corridor of north-eastern suburbs with an indoor facility and into the southwest with a large outdoor theme park style of operation.

# NEW EXPANDED FACILITIES



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Total indoor facility space will be over 6,750 Square Meters

Mezzanine Café area and function rooms of over 300 Square Meters

Indoor race track 350 meters long over 3,500 Square Meters area

Black Light Golf arena of over 500 Square Meters catering for up to 30 people per game

5 Party Rooms over 2 floors totalling over 110 Square Meters

Ground floor bar and redemption arcade

Hi Voltage® Café & Shop is located on the mezzanine level (over 200 Square Meters)

Hi Voltage® Mechanic workshop and offices located on the ground floor with a second office located on the Mezzanine floor

# “Differentiation is the Custodian of Profits”

**WAGK Pty Ltd t/as Hi Voltage has many points of difference to other competitive leisure and entertainment enterprises.**

Some are covered in the SWOT, others include -  
Being a one stop shop for patrons to find an activity that they can enjoy, afford and share with family & friends. The same applies to corporate clients looking for unique ways to train, reward and incentivize staff and also to reward their own clients and customers.

The facilities are attractive for schools to use as a training opportunity for students...



**WAGK PTY LTD**

# “Differentiation is the Custodian of Profits”

**...Out of school care providers use us for a one stop location for their charges during school holidays.**

Our multi faceted venues allow these service providers to arrange a bus to one location for all children in their care. They find the convenience and safety an advantage for them – and the kids love it! The scale of the operation makes replication difficult for any possible competitors.

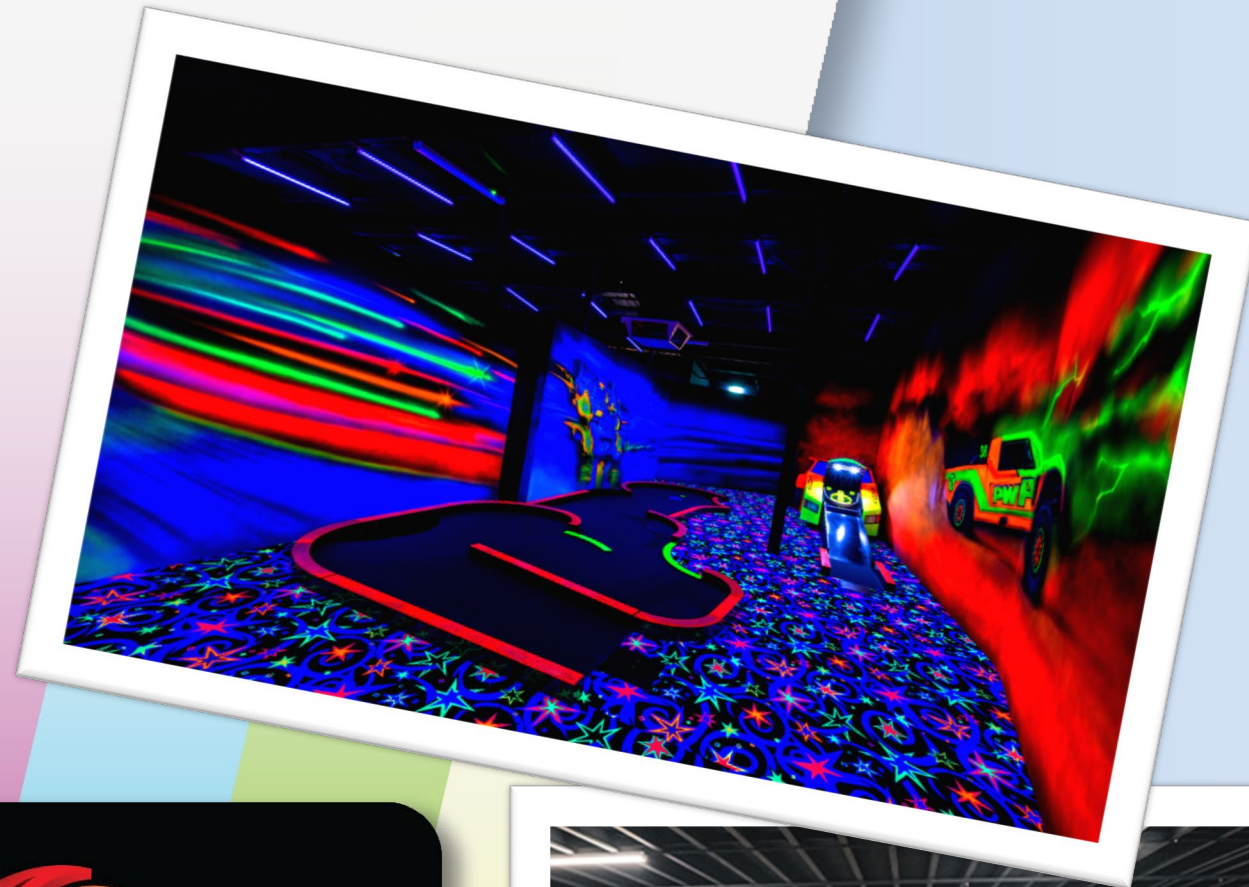
The locations of the operations are optimal for reaching the target markets again making replication difficult due to a lack of suitable sites...



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# “Differentiation is the Custodian of Profits”

**...Our use of technology and customer retention programs ensures we have “sticky” patrons and advocates.**

The ability to cross sell products and services from the various operations highlights the value of the multi-faceted business model.

Our connection & commitment to community is a unique feature of our business operations.

We have the ability to greatly increase the customer value lifespan by having something that can attract and retain the young right through to the more matures adults of all genders.

There are many more ways we are unique contained in the detailed business plan.



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# MARKET OPPORTUNITY



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**The growth plan that WAGK Pty Ltd will embark on to create a range of opportunities and offerings in the metro and southwest region of WA.**

The current HVE operation is unique in having a range of leisure options under one roof. The expanded group will see that range grow so that regardless of age, gender or ability we will have an activity to suit everyone. No other venue of this type exists in Australia that caters for people with a disability.



# MARKET REACH



WAGK PTY LTD

## Annual Growth of the Australian entertainment industry

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# 2.1%

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**To reach a Market of AU \$43.7 billion in 2025**

Karting facilities in Australia are sparse, and consequently, existing facilities run at high usage levels. The original go karting facility was a single indoor track was in use 65% of trading hours. For this reason, promotion by individual tracks is negligible

# GROWTH OPPORTUNITY



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1

## Newest Technology

The state-of-the-art operations will incorporate the newest technologies in equipment and systems

2

## Affordable and fun Go-KARTING

the population growth in WA is nearly double the national average for all of Australia. The potential for GO-KARTING customers will grow much faster due to affordability

3

## Indoor & Outdoor Facilities

Outdoor and Indoor facilities enhanced food and beverage choice with the growth of customer attraction

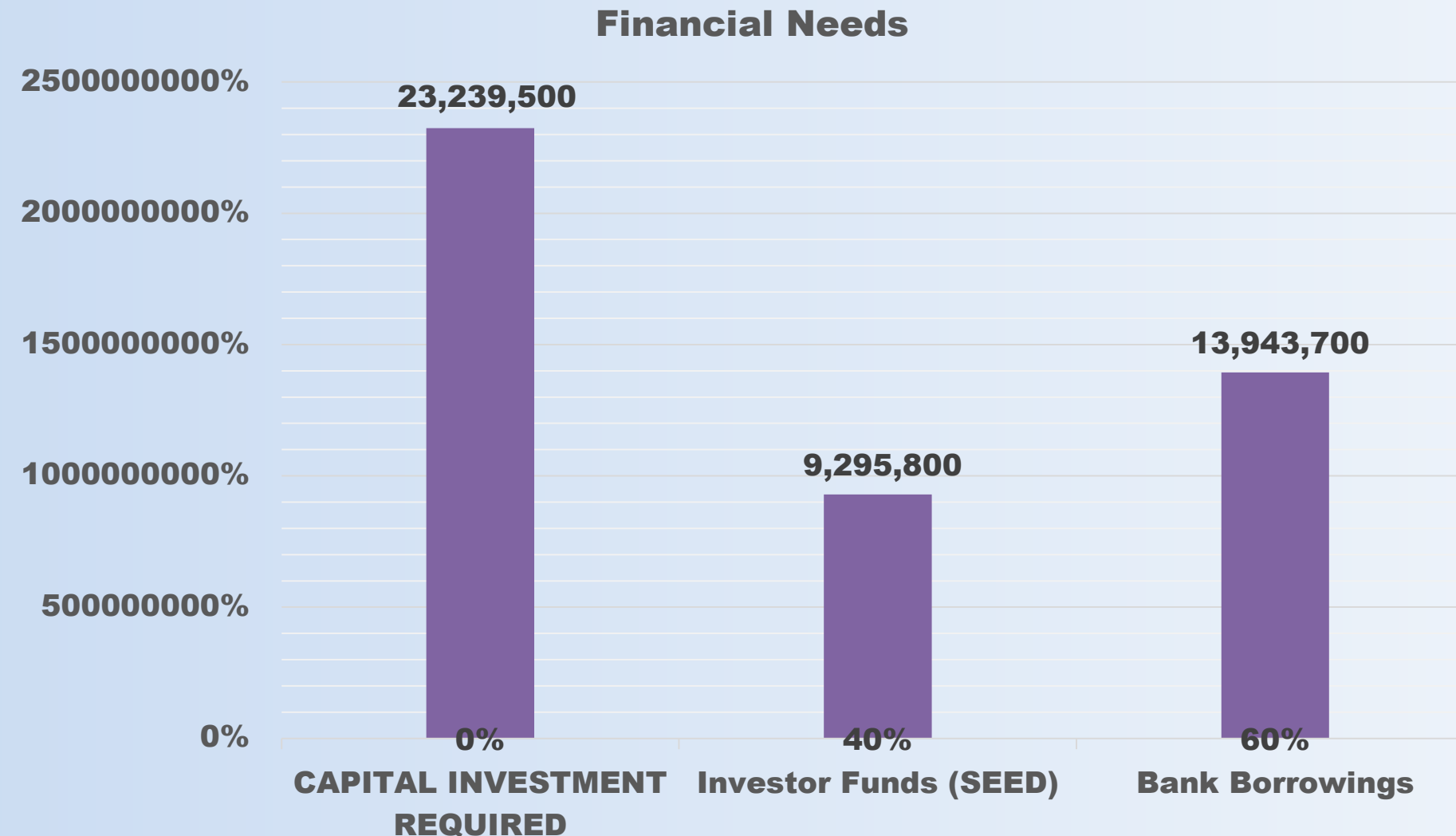
# FINANCIAL NEEDS

Valuation estimates range from \$18 million to \$210 million depending on multiplier used and year of valuation.



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During the first year of this business plan Hi Voltage® will expand facilities and products offered with additional event offerings



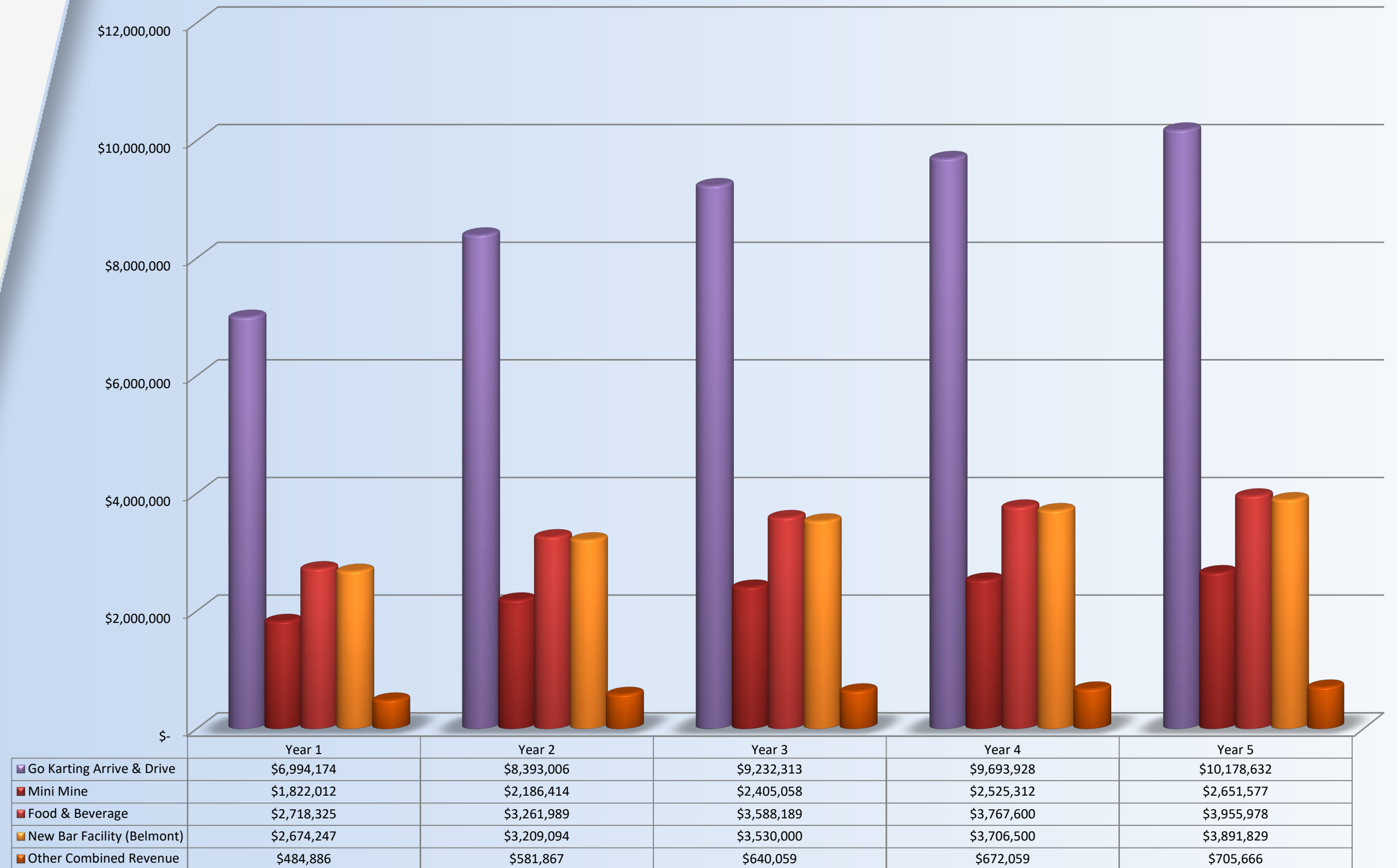
Hi Voltage® will execute the business plan based on the on-going business cash flow. In addition, Hi Voltage® will borrow \$15.7million from a lending institution to acquire and develop the new sites and to improve, extend and 'fit-out' the remodeled location with internal leasehold improvements and equipment

# REVENUE STREAMS



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## Revenue by Revenue Stream



# PRODUCT & SERVICES VALUES



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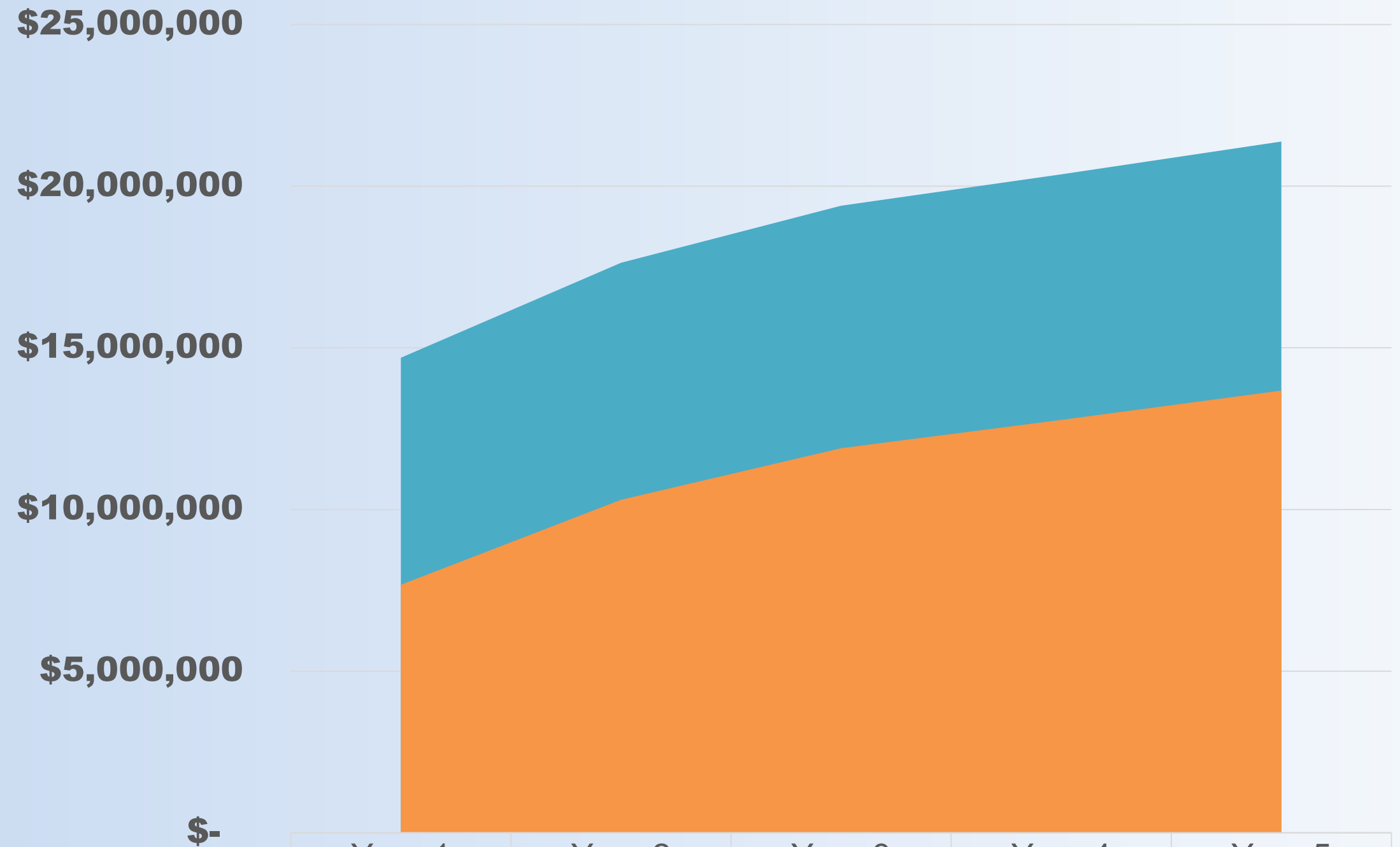
Revenue Category	Year 1	Year 2	Year 3	Year 4	Year 5
Go Karting	6,994,178	8,393,014	9,232,318	9,693,935	10,178,629
Mini Mine	1,822,012	2,186,414	2,405,058	2,525,312	2,651,577
Accommodation	102,854	123,425	135,770	142,558	149,687
Food & Beverage	2,718,325	3,209,094	3,588,189	3,767,600	3,955,978
Events	161,630	193,954	213,353	224,022	235,222
New Bar Facility (Belmont)	2,674,247	3,209,094	3,530,000	3,706,500	3,891,829
E-Sport Lounge	205,712	246,853	271,536	285,114	299,371
Canteen - Food	14,690	17,635	19,400	20,365	21,386
Total Revenues	14,693,648	17,632,378	19,395,624	20,365,406	21,383,679

# ANNUAL GROWTH PROJECTION



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## Growth of Revenue and Profits



	Year 1	Year 2	Year 3	Year 4	Year 5
■ Total Revenue	\$14,693,64	\$17,632,36	\$19,395,61	\$20,365,39	\$21,383,68
■ Operating Profit	\$7,673,137	\$10,301,21	\$11,892,42	\$12,771,70	\$13,679,60

# MANAGEMENT STRUCTURE

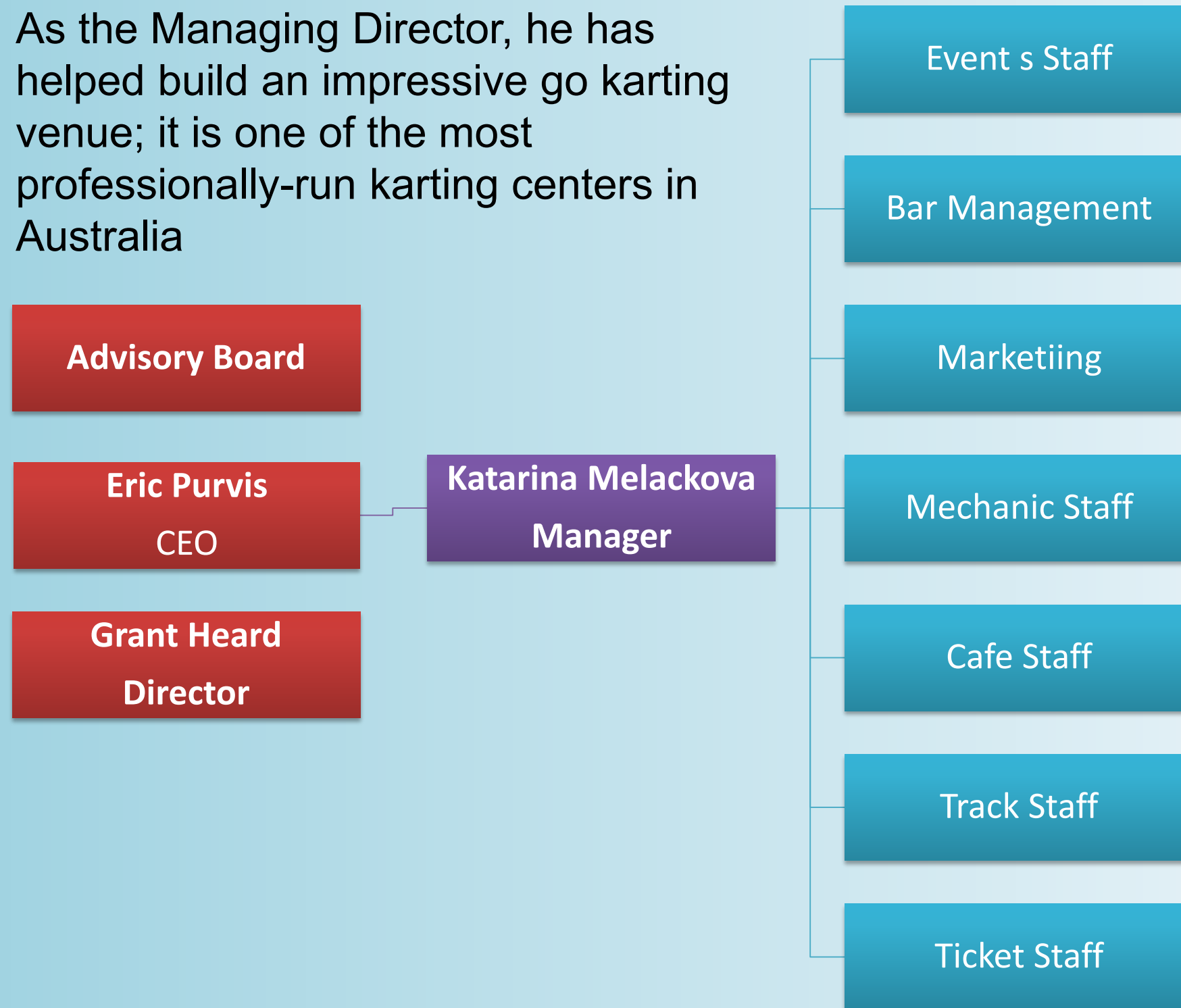


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**Eric (Ric) Purvis** - GAICD – Director.

A recognized leader in the Australian karting industry, Eric Purvis –or Ric, as he is known to his friends-- offers a diverse blend of customer service, teambuilding, managerial and directorial experience, as well as operations improvement at **Kart World®**.

As the Managing Director, he has helped build an impressive go karting venue; it is one of the most professionally-run karting centers in Australia



# SWOT ANALYSIS



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## STRENGTHS

- Concept & Timing
- Unique offering and focus
- The internet as the foundation
- Designed to attract the health focused patrons



## WEAKNESS

- Costly Business Expansion
- Limited Staff
- Lack of funding



## OPPORTUNITIES

- Strong growth in the sport of go karting and entertainment
- Technology
- Weakened Economy



## THREATS

- Competition
- Copy-Cat
- Another pandemic



# NEXT STEPS



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**WAGK Pty Ltd t/as Hi Voltage® first priority will be to finalize the takeover of the current HVE and then set about the remodel of the existing facility and improvements to accommodate the additional businesses which will be added to the center.**

While these steps are being completed, the web site will be redesigned and an aggressive sales/marketing campaign will 'Kick-Start' the sales effort and will ensure that the pieces are in place to expand sales as quickly as possible.

# LOCATION & PREMISES

# LEGAL STRUCTURE



WAGK PTY LTD

## **Location & Premises**

WAGK Pty Ltd is a registered limited company located in Perth Western Australia whose purpose is to provide premier entertainment activities for people of all ages and specialize in group events for corporations, organizations, and families

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All questions relative to ownership should be directed to WAGK Pty Ltd or Hi Voltage Entertainment

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## **Legal Structure**

Hi Voltage Entertainment is currently located at 4 Hubert Street in Belmont WA. Our new facilities will be located in the north eastern region of the metro area and in the south west of this state



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WAGK PTY LTD

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# THANK YOU

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*Creating Memorable Moments that bring Family & Friends Together.*

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Send us a message at  
[director@hvewa.com.au](mailto:director@hvewa.com.au)  
if you have any questions