



business summary

Bocce is an Italian “boules” game, a category of games played with metal balls, popular in Europe and among Italian immigrants around the world. Played on a long, narrow, indoor or outdoor court by groups of 2-8 players, bocce is simple, social, and meant to be played while holding a drink in one hand. These features combine to make bocce an attractive entertainment option for young professionals and corporate events.

We propose to open a chain of bocce centers that have a restaurant and full bar in addition to high-quality bocce facilities. These centers will be located in medium and large cities (initially) that are deemed to be “underserved” by popular entertainment options.

The locations will be open to the general public for casual gatherings, as well as provide facilities for corporate, family, and tournament events. The atmosphere and operations would run on a proven, successful business model, similar to a boutique bowling alley (ex. Lucky Strike or Kings, both located in Boston’s Back Bay). Customers could rent the bocce courts by the hour and purchase food and drink either at the courts or in the restaurant/bar area.

market opportunity

This is a proven business model that capitalizes on a number of market trends:

- Americanized versions of European experiences has proven successful (e.g. Starbucks, Mondavi)
- Boutique bowling alleys have been operating successfully since 2007 (e.g. Lucky Strike Lanes)
- Restaurants, bars, and bowling alleys have embraced rising popularity of bocce (e.g. Union Hall, Brooklyn)
- Bocce centers have been operating successfully for a few years (e.g. Palazzo di Bocce, Detroit)

what is BOH-CHE?

BOH-CHE provides a new form of entertainment for young professionals and graduate students living in cities with relatively few entertainment options when compared with the size of the population. League and corporate event facilities will balance customer traffic on weekdays.

- Bocce in a “boutique bowling”-type setting
- High-end, trendy, and fun atmosphere
- Simple, high-quality, fresh Italian food
- Imported wine and beer

financial analysis

Our plan is to pilot one center in the first year, subsequently doubling the number of centers each of the next four years. Funding required for pilot restaurant:

- Refurbishment of existing space: \$2M
(20,000 sq. feet @ \$100 per sq. foot)
- Bocce courts: \$0.6M
(12 courts @ \$50,000 per court)
- Working capital: \$1M

Total investment for pilot restaurant: \$3.6M

We anticipate revenues of ~\$500 per sq. foot after ramp-up period, about \$9M annually per restaurant.

management team

- Vasilios Alexiou, T’12
- Kevin R. Cangemi, T’12
- Lindsey A. Drake, T’11
- Jens M. Moebius, MEM
- Sara M. Russo, T’11

For more information on BOH-CHE, please contact the team above at info@boh-che.com.