

HIGH SCORE SOCIAL

INVESTOR & LENDER PRESENTATION

Downtown Ypsilanti, Michigan | Marketing Information

Version 1.0 — 2026

EXECUTIVE SUMMARY

A SOCIAL GAMING DESTINATION BUILT FOR REPEAT VISITS

LOCATION

Ypsilanti

Downtown flagship inside a historic, high-visibility entertainment corridor.

FORMAT

3 Floors

Arcade, bar, esports, social games, events, and adult lounge under one roof.

TARGET

Summer 2027

Opening target aligned with phased buildout and vendor sourcing.

Stabilized Revenue

\$1.98M

Illustrative annual run-rate from 5,500 monthly visits at \$30 average spend.

REGIONAL SOCIAL GAMING GAP

A LOCAL ALTERNATIVE TO CLASSIC ARCADES, LARGE FECS, AND NATIONAL EATENTERTAINMENT

CLASSIC CAMPUS ARCADE

Pinball Pete's

Nostalgia, arcade credibility, student traffic.

LARGE FAMILY ENTERTAINMENT

Best In Games

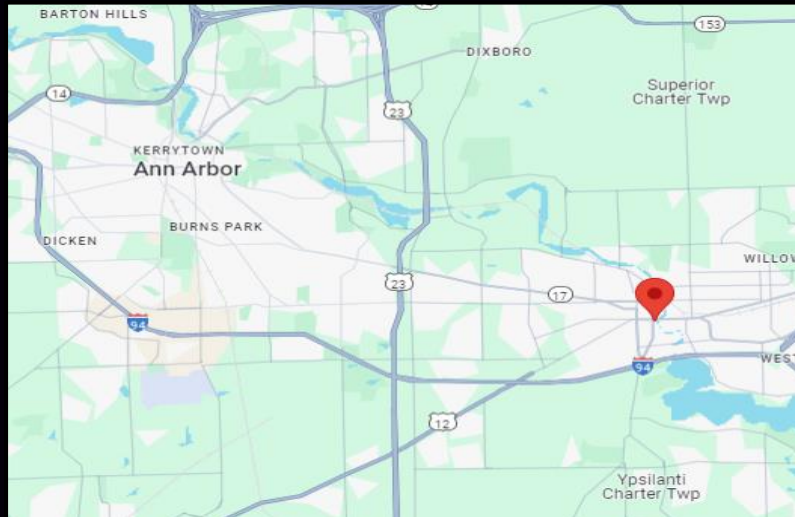
Big attractions, birthday traffic, family destination.

NATIONAL EATENTERTAINMENT

Dave & Buster's

Arcade + sports-bar benchmark with broad awareness.

REGIONAL DRAW: YPSILANTI / ANN ARBOR / WASHTENAW



HIGH SCORE SOCIAL GAP

Arcade + bar + social games + youth esports + leagues + content + local partnerships

A downtown destination where gameplay becomes a repeatable social habit — not a one-time arcade visit.

THE OPPORTUNITY

WHY HIGH SCORE SOCIAL, WHY YPSILANTI, WHY NOW

Consumers are looking for places to gather that feel active, social, and memorable. Downtown Ypsilanti has the community density, college adjacency, historic character, and entertainment gap to support a differentiated venue.

INVESTMENT THESIS

- Experience-led entertainment can drive repeat visits
- Gaming + events broadens daypart utilization
- Food partnerships reduce kitchen complexity
- Historic redevelopment supports community narrative

CONCEPT OVERVIEW

PLAY. COMPETE. CONNECT. AS A BUSINESS MODEL

Arcade + Redemption

Core traffic driver with prize incentives and family appeal.

Bar + Social Games

Adult evening draw built around shared play and casual competition.

Esports + Console Lounge

Youth programming, leagues, birthday/events, and content creation.

Events + Leagues

Structured reasons to come back: seasons, tournaments, watch parties, community nights.

LOCATION ADVANTAGE

DOWNTOWN YPSILANTI FLAGSHIP WITH REGIONAL DRAW

WHY DOWNTOWN YPSILANTI

- Walkable entertainment district
- EMU proximity and student audience
- Ann Arbor / Washtenaw regional reach
- Historic building creates a story worth sharing

LOCATION NARRATIVE

High Score Social can become a visible anchor for downtown activity: daytime family traffic, after-school youth programming, evening adult social gaming, and event-based weekend demand.

Regional Market Opportunity

A Regional Entertainment Destination

Primary Market Snapshot

20.6K

Ypsilanti city population

\$46.6K

City median household income

12.7K

EMU enrollment

25 years

Median age of Ypsilanti residents

Regional Market Snapshot

370K+

Washtenaw County Population

\$89K+

County median household income

53K+

U-M Ann Arbor enrollment

2.77M

Population within a 30-mile commute

Investor takeaway

The site does not depend on downtown foot traffic alone. It can serve Ypsilanti residents, EMU students, Ann Arbor visitors, regional families, companies, and organized groups through destination programming.

HISTORIC SITE, MODERN PURPOSE

THE FORMER HAAB'S BUILDING GIVES THE BRAND A COMMUNITY STORY WORTH SHARING



FORMER HAAB'S • DOWNTOWN YPSILANTI

A known gathering place becomes a new entertainment anchor.

HISTORY THAT SUPPORTS THE THESIS

150+ YEARS

A community gathering place with a long hospitality legacy.

1870s

Saloons, restaurants, and hospitality-focused uses helped establish the site as a destination.

1934

Oscar and Otto Haab opened Haab Brothers Café shortly after Prohibition.

NEXT CHAPTER

High Score Social modernizes the same social purpose through play, competition, and connection.

INVESTOR TAKEAWAY

This is not a generic retail box — the site story reinforces preservation, community, and destination marketing.

VENUE EXPERIENCE

THREE FLOORS, CLEAR AUDIENCES, MULTIPLE REVENUE MOMENTS

BASEMENT

Adult Players Lounge

Console lounge, watch parties, adult memberships, private/social events.

FIRST FLOOR

Arcade + Bar + Social Games

Main traffic engine: arcade, redemption, bar, prize counter, and shared-play anchors.

SECOND FLOOR

Youth Esports + Parent Lounge

Ages 8–17 esports, console stations, PC area, broadcast/content studio, parent waiting.

GUEST SEGMENTS

DESIGNED FOR DAYPART COVERAGE AND REPEAT USE

Families

Daytime and weekend visits, birthdays, prize redemption, approachable arcade.

Students

EMU and local youth traffic, esports, social nights, tournaments.

Adults

Bar, social games, league play, watch parties, adult lounge.

Groups + Companies

Private events, team building, fundraisers, community partnerships.

PROGRAMMING ENGINE

RECURRING EXPERIENCES TURN VISITS INTO HABITS

LAUNCH SEASONS

NBA 2K / Madden seasons, arcade challenges, weekly tournaments, championship belt moments.

COMMUNITY NIGHTS

EMU nights, family nights, school fundraisers, nonprofit events, watch parties.

CONTENT STUDIO

Broadcasting room supports streamers, commentators, recaps, sponsor content, and social proof.

STEWART W. BEAL

FOUNDER & DEVELOPMENT PARTNER



REAL ESTATE + CAPITAL STRATEGY

Stewart W. Beal brings real estate, redevelopment, construction, and capital strategy experience to High Score Social's launch plan.

His role centers on site control, construction alignment, capital planning, redevelopment execution, and long-term asset stewardship around the historic Haab's property.

Stewart's involvement strengthens the connection between the operating plan, the real estate strategy, and the path to opening.

ROLE IN LAUNCH

De-risk location, construction path, capital stack, and long-term property alignment.

MICHAEL LLOYD

FOUNDER & OPERATIONS MANAGER

OPERATING FOUNDER

Michael Lloyd leads High Score Social's concept development, operating strategy, launch planning, and day-to-day venue execution.

His work connects the brand promise to the actual guest experience: programming, staffing logic, vendor coordination, member experience, leagues, events, and operating systems.

Michael brings over a decade of customer-service management experience, plus entrepreneurship and leadership training through Cleary University, Eastern Michigan University, and Build Institute Detroit.

ROLE IN LAUNCH

Translate the concept into measurable operations, repeat visits, and revenue-generating programming.



Revenue Snapshot

ILLUSTRATIVE STABILIZED OPERATING CASE

MONTHLY VISITS

5,500

Planning target for steady-state traffic.

AVERAGE SPEND

\$30

Blended arcade, social gaming, esports, events, and bar spend.

STABILIZED ANNUAL RUN-RATE

\$1.98M

$5,500 \times \$30 \times 12 \text{ months.}$

REVENUE MIX

DIVERSIFIED REVENUE ACROSS GAME PLAY, EVENTS, AND HOSPITALITY

	CATEGORY	Avg. Spend	% of Revenue	Annual Revenue
01	Arcade & Redemption	\$13.80	46%	\$910,800
02	Beverage & Vending	\$3.30	11%	\$217,800
03	Birthday Parties	\$3.00	10%	\$198,800
04	Corporate / Private Events	\$1.80	6%	\$118,800
05	Console & PC Gaming	\$3.30	11%	\$217,800
06	Social Gaming	\$2.70	9%	\$178,200
07	Memberships	\$1.50	5%	\$99,000
08	Merchandise	\$0.60	2%	\$39,600
	Total	\$30.00	100%	\$1,980,000

CORE LOGIC

Multiple revenue centers reduce dependence on a single customer occasion and help shift the venue from novelty to recurring destination.

OPERATIONS MODEL

INVESTOR-FRIENDLY CONTROL POINTS

Cross-Trained Labor

POS, arcade floor, prize counter, events, and esports support trained as flexible roles.

No Full Kitchen

Food partnerships and outside food reduce kitchen capex, labor, waste, and execution risk.

Zoned Staffing

Staffing scales by daypart, guest flow, and floor activation rather than fixed headcount.

Data Capture

Inter card/POS system supports game card spend, membership, redemption, and operating visibility.

INVEST NOW

Investment Opportunity

High Score Social is seeking \$300,000 of outside equity as part of a broader \$3.0M+ capitalization plan to complete the redevelopment, equip the venue, and provide opening liquidity.

Historic Tax Credits are targeted at up to 25% of qualifying rehabilitation expenditures, subject to eligibility and approval.

- **Target Capital Raise: \$300,000**
- **Investor Eligibility: Accredited Investors Only**
- **Minimum Investment: \$25,000**
- **Structure: Equity ownership**
- **Use of Proceeds: Building improvements, equipment, arcade games, FF&E, startup costs, and working capital.**

SOURCES & USES / CAPITAL STACK

HSS will lease the completed venue from the affiliated real estate ownership entity.

- **\$2.0MM Building Construction & Renovation**

Full redevelopment of 14 W. Michigan to support the High Score Social concept.

- **\$1.0MM Equipment, FF&E & Opening Infrastructure**

Arcade games, kitchen/bar equipment, appliances, furniture, technology, and related operating assets.

- **Historic Tax Credits | Targeted**

Up to 25% of qualifying rehabilitation expenditures (QREs), subject to eligibility and approval.

- **Existing Real Estate Investment**

14 W. Michigan was acquired by sponsor-affiliated ownership in December 2023 for \$325,000.

- **Working Capital & Opening Reserves – TBD**

Operating liquidity to support the anticipated 12-month ramp-up period following opening.

INVESTOR ECONOMICS & RETURN

- **Equity Ownership**

Investors receive an equity interest in High Score Social.

- **12-Month Ramp-Up**

The business plan assumes a 12-month ramp-up period following opening.

- **Investor Distributions**

Distributions will be made from available cash flow after operating expenses, debt service, and required reserves.

- **Return of Capital**

Investor capital may be returned through operating cash flow, a future refinance or recapitalization, ownership buyout, or sale.

- **Investment Term**

Target investment term and distribution structure will be outlined in the final offering documents.

PRO FORMA

This opportunity will transform a historic downtown Ypsilanti building into a destination barcade featuring a full-service bar, arcade games, private events, and community programming.

The concept generates multiple revenue streams through food and beverage sales, gaming, events, leagues, and merchandise.

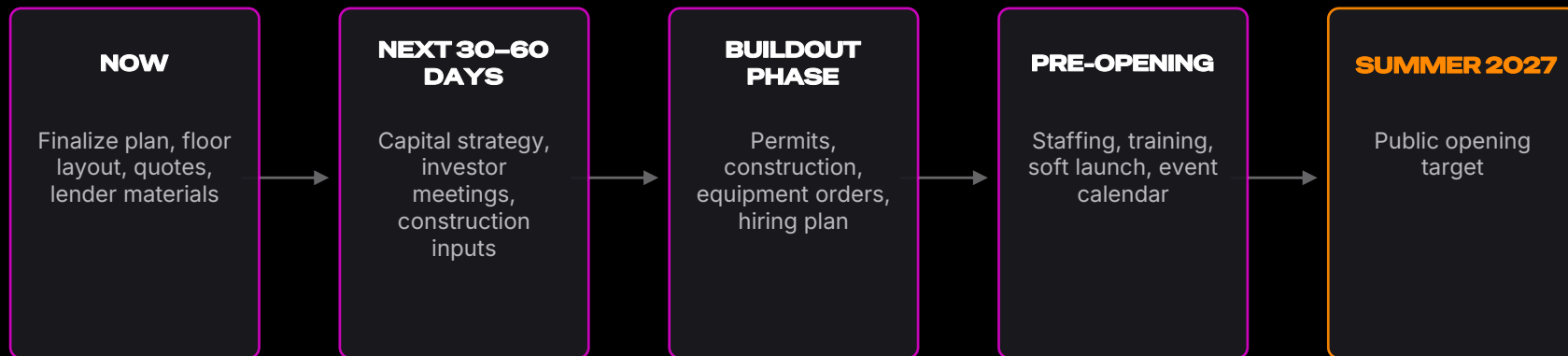
The pro forma is based on conservative operating assumptions, providing a realistic baseline while leaving upside as the business matures.

Historic Tax Credits and grant funding may help offset eligible project costs, subject to qualification and approval.

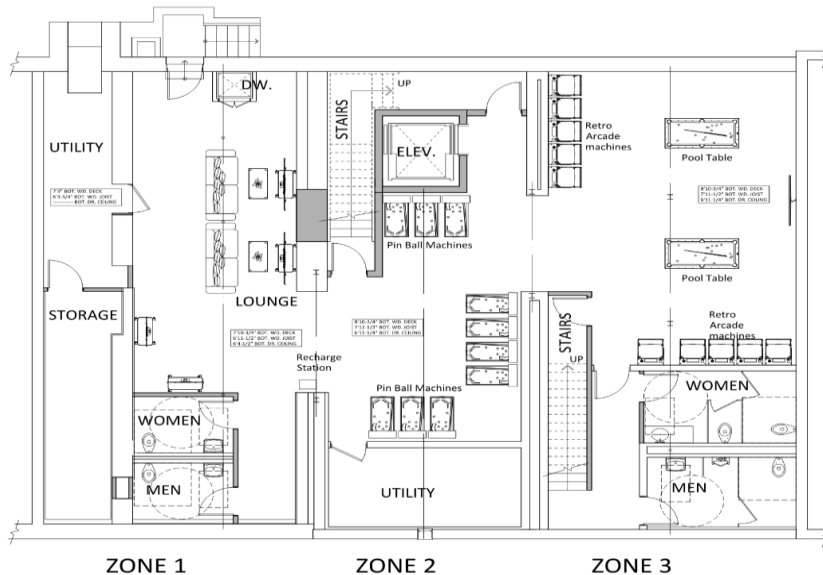
10 Year Cash Flow Projection					
Update 8/3/26					
	YR1	YR2	YR3	YR4	YR5
Social Gaming	\$50,400.00	\$57,960.00	\$66,654.00	\$68,653.62	\$70,713.23
Arcade & Game Revenue	\$193,200.00	\$222,180.00	\$255,507.00	\$263,172.21	\$271,067.38
Coinslot & PC Gaming	\$42,000.00	\$48,300.00	\$55,545.00	\$57,211.35	\$58,927.69
Membership Revenue	\$33,600.00	\$38,640.00	\$44,436.00	\$45,769.08	\$47,142.15
Event Revenue (birthdays & corp events)	\$67,200.00	\$77,280.00	\$88,872.00	\$91,538.16	\$94,284.30
Beverage & Vending Sales	\$250,000.00	\$287,500.00	\$330,625.00	\$340,543.75	\$350,760.06
Merchandise Revenue	\$9,400.00	\$9,660.00	\$11,109.00	\$11,442.27	\$11,785.54
Subtotal	\$644,800.00	\$741,520.00	\$852,748.00	\$878,330.44	\$904,680.35
TOTAL REVENUE	\$644,800.00	\$741,520.00	\$852,748.00	\$878,330.44	\$904,680.35
GENERAL OPERATING EXPENSES					
Payroll (2 full time at \$40/hr gross cost + 15% part-time labor seasonal)	\$175,000.00	\$180,250.00	\$185,657.50	\$191,227.23	\$196,964.04
Rent (\$8,175/GRS + Utils)	\$61,275.00	\$63,113.25	\$65,006.65	\$66,956.85	\$68,965.55
Advertising	\$50,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Insurance: liability & misc	\$15,000.00	\$15,300.00	\$15,606.00	\$15,918.12	\$16,236.48
Legal/Accounting Fees	\$1,200.00	\$1,224.00	\$1,248.48	\$1,273.45	\$1,298.92
Prizes	\$20,000.00	\$23,000.00	\$23,460.00	\$23,929.20	\$24,407.78
Janitorial	\$6,000.00	\$6,120.00	\$6,242.40	\$6,367.25	\$6,494.59
Inventory - Food & Beverage	\$62,500.00	\$71,875.00	\$82,656.25	\$85,135.94	\$87,690.02
Maintenance & Repairs	\$20,000.00	\$20,400.00	\$20,808.00	\$21,224.16	\$21,648.64
Software Subscriptions & POS	\$33,845.00	\$34,521.90	\$35,212.34	\$35,916.58	\$36,634.92
Security	\$6,000.00	\$6,120.00	\$6,242.40	\$6,367.25	\$6,494.59
Utilities: Water	\$9,500.00	\$9,690.00	\$9,883.80	\$10,081.48	\$10,283.11
Utilities: Gas	\$4,200.00	\$4,284.00	\$4,369.68	\$4,457.07	\$4,546.22
Utilities: Electric	\$18,000.00	\$18,360.00	\$18,727.20	\$19,101.74	\$19,483.78
Pest Control/Trash	\$5,000.00	\$5,100.00	\$5,202.00	\$5,306.04	\$5,412.16
Sales Taxes (6% of all revenue)	\$38,688.00	\$44,491.20	\$51,164.88	\$52,699.83	\$54,280.82
Total Operating Expenses	\$526,208.00	\$533,849.35	\$561,487.58	\$575,962.18	\$596,347.03
Net Operating Income(Loss)	\$118,592.00	\$207,670.65	\$291,260.42	\$302,368.26	\$308,333.32
Cash Flow Available for Debt Service	\$118,592.00	\$207,670.65	\$291,260.42	\$302,368.26	\$308,333.32
Less: Debt Service (Equipment Financing ONLY)					
Mortgage 1: SBA Loan	\$112,705.00	\$112,705.00	\$112,705.00	\$112,705.00	\$112,705.00
Total Debt Service	\$112,705.00	\$112,705.00	\$112,705.00	\$112,705.00	\$112,705.00
Net Cash Flow	\$5,887.00	\$94,965.65	\$178,555.42	\$189,663.26	\$195,628.32
Debt Service Coverage	1.05	1.84	2.58	2.68	2.74
Cash on Cash Return	2.9%	47.5%	89.3%	94.8%	97.8%
Less: Debt Service (Equipment & Construction Financed)					
Mortgage 2: SBA Loan	\$268,831.28	\$268,831.28	\$268,831.28	\$268,831.28	\$268,831.28
Total Debt Service	\$268,831.28	\$268,831.28	\$268,831.28	\$268,831.28	\$268,831.28
Net Cash Flow	-\$150,239.28	-\$61,160.63	\$22,429.14	\$33,536.98	\$39,502.04
Debt Service Coverage	0.44	0.77	1.08	1.12	1.15
Cash on Cash Return	-15.0%	-6.1%	2.2%	3.4%	4.0%

TIMELINE

MILESTONE VIEW FOR FINANCING AND EXECUTION



Basement Floor Plan



BASEMENT PLAN

$$1/4" = 1'-0"$$

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FRIEDMAN 21 JULY 2011

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14 W. MICHIGAN AVE
YPSILANTI, MI

JOB NO:
2401

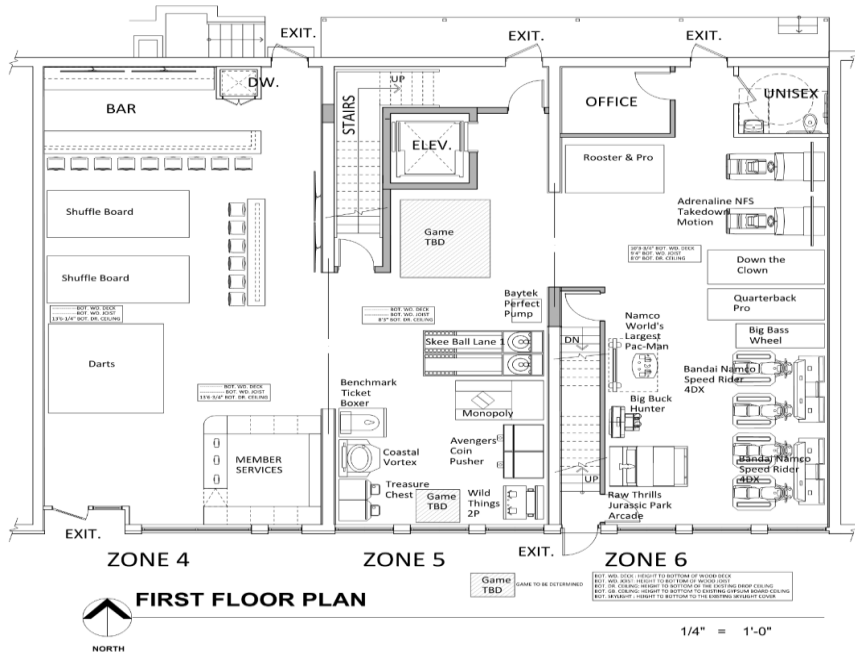
SHEET NO.

SHEET NO.

A1

ARCHITECTURAL

First Floor Plan



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PRELIMINARY 25 JULY 2016

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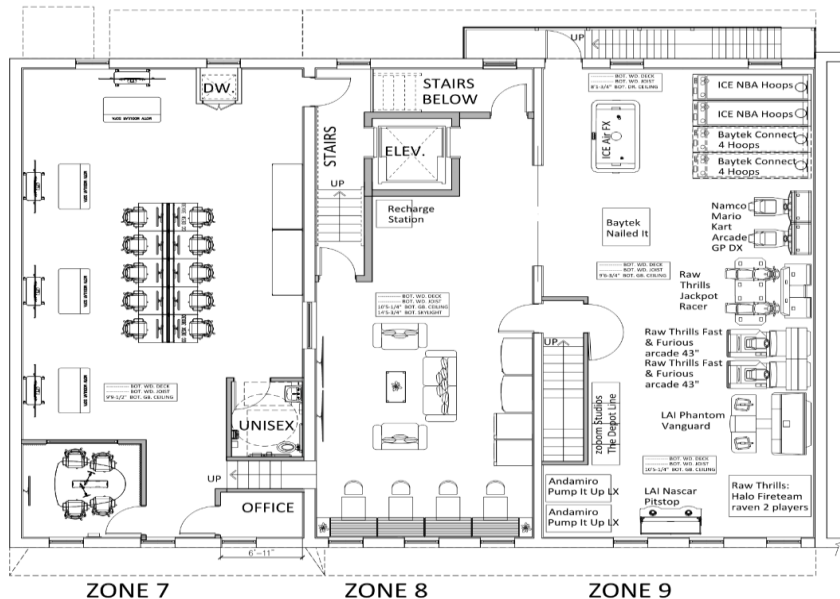
JOB NO:
2401

LENDER EXHIBIT NUMBER

SHEET NO.
A2

ARCHITECTURAL

Second Floor Plan



SECOND FLOOR PLAN

1/4" = 1'-0"

CONTRACT NO.
BALLY ENTERTAINMENT, INC.

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PRELIMINARY 21 JULY 2001

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TITLE: SECOND FLOOR PLAN - FINAL

JOB NO:
2401

SHEET NO.

A3