

Fire and Fizz Business Model

1. Customer Segments

- College Students – Looking for a fun, creative outlet and a relaxed atmosphere.
- Families – Parents and kids enjoying a creative activity together.
- Date Nights – Couples enjoying a creative experience.
- Friend Groups – Groups of friends wanting a fun activity.
- Tourists/Visitors – Individuals visiting Rexburg, seeking something unique to do.
- Craft Lovers – People in the community who enjoy pottery painting and DIY crafts.

2. Value Proposition

Fire and Fizz provides a fun and creative space for people to enjoy pottery painting while sipping on custom-made sodas. Customers get to choose from a selection of premade pottery pieces, paint them to their liking, and return to pick them up after they've been fired. This unique blend of art and soda makes for a memorable and enjoyable experience for all ages.

3. Channels

- Physical Store – Walk-in customers who enjoy painting pottery, purchasing drinks, and picking up fired pieces.
- Online Presence – Website and social media (Instagram, Facebook, TikTok) for updates, promotions, and customer engagement.

4. Cost Structure

This includes all the ongoing expenses required to keep Fire and Fizz running:

1. Rent – [REDACTED]

2. Utilities – [REDACTED]

3. Labor – [REDACTED]

4. Insurance – TBD
5. Material & Supplies – (See separate spreadsheet)
6. Marketing – \$400/month
7. Miscellaneous – TBD (unexpected expenses, maintenance, etc.)
8. Square Subscription – 2.6% of every sale + \$0.15 on every swipe/tap


5. Key Resources

These are the ongoing essentials to run Fire and Fizz:

- Physical Space – A 1,500 sq. ft. location for the studio.
- Kiln – For firing customer pottery.
- Pottery Inventory – Premade clay products for painting.
- Soda Bar Equipment – Dispensers, syrups, ice machines, etc.
- Point of Sale System – Likely Square for transactions.
- Marketing Materials – Website, social media, branding, etc.
- Employees – Staff to assist customers and run daily operations.

6. Startup Costs

These are one-time investments:

- Remodeling & Construction – Any renovations, plumbing, electrical work, or custom-built features.
- Interior Design & Furnishings – Layout, decor, tables, chairs, lighting, shelves, etc.
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- Initial Inventory – First bulk order of pottery and soda supplies.
- POS System & Equipment – Square system, registers, and card readers.

- [Business Licenses & Permits – TBD](#)

7. Key Activities

These are the essential tasks that keep the business running:

- Daily Operations
- Opening and closing the shop.
- Assisting customers with pottery selection, painting, and firing process.
- Preparing and serving soda drinks.
- Managing transactions through the POS system (Square).
- Cleaning and maintaining the workspace, tables, and soda bar.
- Checking and organizing inventory (pottery, glazes, soda supplies).
- Running the kiln and keeping track of customer projects.
- Weekly Operations
- Restocking pottery inventory and soda supplies.
- Social media marketing (posting updates, promotions, or events).
- Reviewing sales and adjusting strategies based on trends.
- Deep cleaning the studio and equipment.
- Occasional Operations
- Hiring and training new staff as needed.
- Running promotions, events, or potential lessons.
- Equipment maintenance (kiln, soda dispensers, etc.).
- Updating the shop layout or decor based on customer flow and experience.

8. Customer Relationships

- In-store Experience – Friendly staff guiding customers and creating a fun atmosphere.
- Firing & Pickup Process – Clear communication on timelines for fired pieces.
- Social Media & Engagement – Regular updates and customer spotlights on platforms like Instagram, Facebook, and TikTok.
- Loyalty or Membership Programs (Optional) – Discounts or perks for frequent customers.

9. Revenue Streams

Fire and Fizz will generate revenue from the following streams:

1. Pottery Sales – Customers purchase premade pottery pieces to paint.

[REDACTED]

3. Soda Sales –

[REDACTED]

4. Miscellaneous – Potential lessons or private events (to be determined).

10. Estimate of Expense

Ongoing Monthly Expenses

- **Rent** (for a 1,500 sq. ft. space):
 - \$1,500 – \$2,000 per month
- **Utilities** (electricity, water, internet, etc.):
 - \$300 – \$500 per month
- **Labor** (2-3 employees at \$11–\$15 per hour):
 - \$3,000 – \$6,000 per month (depending on hours and staffing)
- **Insurance** (general liability and property insurance):
 - \$500 – \$1,000 per year (approximately \$42 – \$83 per month)
- **Materials & Supplies** (pottery, paints, soda ingredients, etc.):

- \$1,000 – \$2,000 per month
- **Marketing** (social media ads, promotions, etc.):
 - \$200 – \$500 per month
- **Miscellaneous** (unexpected expenses, maintenance, etc.):
 - 10% of total monthly expenses (approximately \$800 – \$1,200 per month)
- **Square Subscription** (transaction fees):
 - 2.6% of every sale + \$0.15 per transaction

One-Time Startup Costs

- **Remodeling & Construction** (renovations, plumbing, etc.):
 - \$5,000 – \$20,000
- **Interior Design & Furnishings** (tables, chairs, decor, etc.):
 - \$3,000 – \$5,000
- **Kiln Purchase & Installation:**
 - \$5,000 - \$7,000
- **Initial Inventory** (pottery, soda supplies, etc.):
 - \$2,000 – \$4,000
- **POS System & Equipment** (Square system, registers, etc.):
 - \$500 – \$1,000
- **Business Licenses & Permits:**
 - \$200 – \$500

Total First-Year Expenses

- **One Year Estimate of Expenses** (including startup and 12 months of operation):
 - \$125,000 – \$150,000 (based on mid-range estimates for all costs)