



MYSTERIA Franchise Proposal

Executive Summary

Welcome to the world of **Mysteria Cafe, Diner & Games** – a one-of-a-kind gaming and dining experience that combines the excitement of virtual reality, console, and PC gaming with the warmth of a well-curated and exquisite cafe & diner. We provide a full-service diner offering Chinese, continental, and Modern Indian cuisines.

We're excited to present our comprehensive franchise models, tailored to different business scales and investment levels, allowing you to own a slice of this innovative cafe concept. This proposal outlines the exciting opportunity to own a Mysteria Cafe franchise!



About Mysteria

Dining and Gaming Fusion

Mysteria is a unique gaming and dining cafe located in Varanasi, Uttar Pradesh, offering a fusion of global flavors crafted by expert chefs. Our menu combines diverse culinary traditions, providing a delightful experience for food lovers. But Mysteria is more than just a dining spot—it's a haven for gamers.

Equipped with cutting-edge gaming setups, including high-end PCs, Xbox, PS5, and immersive VR gaming, Mysteria caters to both seasoned gamers and casual players. You can enjoy the latest titles while savoring our delicious dishes. In addition to video gaming, we offer a variety of free board games, ensuring there's always something fun to do.

The ambiance strikes the perfect balance between cozy and futuristic, making it ideal for casual hangouts, date nights, or intense gaming sessions with friends. Whether you're a student, a professional, or a gaming enthusiast, Mysteria provides a welcoming space for all.

At Mysteria, we combine exceptional food and entertainment, making it a standout destination in Varanasi for both gamers and foodies. It's where great meals and immersive gaming come together to create a truly memorable experience.



Meet the Founders

Vivek Srivastava –
The Mentor-Turned-Maverick

An IIT BHU alumnus (Batch of '09), Vivek has been shaping young minds as a math maestro at Origence Educare. But now, he's taken his knack for problem-solving from the classroom to the cafe! From mentoring students to crafting epic gaming + dining experiences, Vivek is the strategic mind behind Mysteria. Fun fact: Yasharth was once his student, and now they're partners-in-crime!

Yasharth Singh –
The Foodie Visionary

NIT Allahabad graduate and former Qualcomm software engineer, Yasharth traded coding for creating mouthwatering menus and managing Mysteria full-time. He's the ultimate foodie who can talk about gaming and gastronomy in the same breath. Once Vivek's student, now his business partner, Yasharth is on a mission to make Mysteria a foodie's paradise and gamer's dream spot.

Upamanyu Jamwal –
The Tech Wizard

Another NIT Allahabad grad and Qualcomm genius, Upamanyu is the tech whiz ensuring Mysteria always has the latest gaming experiences. Best friends with Yasharth since their college days, he's the brains behind Mysteria's tech, making sure every button mash, VR experience, and gaming session is nothing short of flawless. When he's not engineering, he's leveling up Mysteria's game selection.

Together, these three visionaries are blending food, fun, and technology like never before!

Why Choose Mysteria?

Innovative Concept

Mysteria Cafe combines multiple revenue streams through its multi-faceted approach: dining, gaming, and activities like Board games, Esports tournaments, Anime Fests, Bartender Workshops, Fooding workshops and many more. This combination appeals to a wide demographic, from young adults to families.

Growth Potential

With the rapid rise of experiential dining and activity-based entertainment, Mysteria Cafe capitalizes on consumer demand for unique, engaging experiences that blend food, fun, and entertainment. The global gaming industry is projected to reach over **\$200 billion** by 2025. Gaming cafes are emerging as social hubs for gamers who seek both competition and camaraderie. Mysteria taps into this demand by offering a sophisticated gaming environment. Today's consumers, particularly Millennials and Gen Z, seek out experiences rather than just products. Mysteria delivers a memorable experience that combines food, entertainment, and community engagement in a single location.

Low Competition

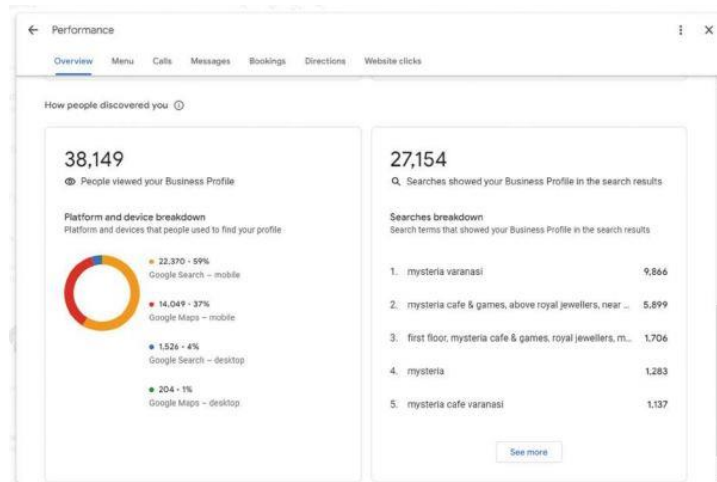
The niche market of activity-based cafes and gaming hubs is still underdeveloped in many regions, creating opportunities for significant first-mover advantages. Mysteria is one of the few cafes in India combining the appeal of **dining with gaming and activities**. This concept ensures that Mysteria stays ahead of competitors by offering customers a one-stop destination for food, entertainment, and social engagement.

Mysteria- An Established Brand

Mysteria Cafe is already a well-known brand in Varanasi, India, and has become a destination for gamers, food enthusiasts, and activity-seekers alike. Our first location in Varanasi has proven the business concept, attracting a large customer base consisting of gamers, families, students, and professionals. Our events (gaming tournaments, cosplay competitions, Anime fests, Mixology workshops) have become crowd-pullers, making Mysteria a destination rather than just a cafe.

Within just a year of its opening, Mysteria is standing at a star rating of 4.7 out of 5 in 1695 Google ratings. Mysteria was the fastest ever cafe in Varanasi to reach 1000 reviews and that too in just 5 months!

Not just this, in the first 5 months only 38,149 people had actively viewed our business profile and 27,154 had searched us on Google. This makes Mysteria, one of the trendiest cafes ever in a Tier 2 city in India.



The image shows the Google Business Profile for MYSTERIA Café, Diner & Games. At the top, there are two photos: one of the interior with purple neon lights and one of the exterior storefront. Below the photos are buttons for 'Add photos' and 'See outside'. The business name 'MYSTERIA Café, Diner & Games' is prominently displayed. Below the name are buttons for 'Website', 'Directions', 'Save', 'Call', and 'Menu'. The rating is 4.7 stars with 1,695 Google reviews. The category is 'Cafe'. A blue checkmark icon indicates 'You manage this Business Profile'. A large blue button says 'RESERVE A TABLE'. The address is 'First Floor, Plot no B27/93-D-A, above Royal Jewellers, near Murikatta Baba Mandir, Bhelupur, Varanasi, Uttar Pradesh 221010'. The hours are 'Open' and closes at 11 pm. The phone number is 095111 19561. The menu link is 'drive.google.com'. The reservations links are 'zomato.com' and 'eazydiner.com'. There is a 'Providers' link with an information icon. At the bottom, there is a link to 'Edit your business information'.

Diversified Revenue Streams

Dining & Beverages

Drawing revenue from a varied menu with exquisite dishes and a comprehensive selection of beverages, Mysteria enhances its financial prospects. Its offerings keep evolving, drawing in diverse patrons for meals.

Gaming Services

We offer premium gaming services with high-end PCs, PS5, PS4, and Xbox consoles, attracting gamers of all levels. This setup not only enhances the gaming experience but also generates significant revenue through hourly rentals, tournaments, and memberships, ensuring steady and profitable returns.



Diversified Revenue Streams

Events & Tournaments

Hosting gaming tournaments, anime meetups, and cosplay events, attracts a passionate community. Revenue is generated through ticket sales, entry fees, and exclusive event packages. Sponsorships from gaming brands and local businesses boost profitability while offering marketing opportunities. These events drive foot traffic, ensuring consistent revenue through both ticketing and sponsorships and also helps in strengthening the brand.

Merchandise Sales

By selling a range of anime and gaming merchandise, including collectibles, apparel, and accessories. This not only caters to our passionate community but also creates an additional revenue stream. By offering exclusive items and partnering with popular brands, we boost sales and customer loyalty, further increasing overall profits while enhancing the cafe's appeal as a hub for anime and gaming enthusiasts.



Financial Returns

High Profit Margins & Scalability

- **Potential for High Margins:** The blended revenue model (food, beverages, gaming, events, merchandise sales) results in **profit margins of 30%**, higher than average cafes due to the diversified offerings and high gaming turnover.
- **Scalable Business:** Each new franchise or location has the potential to break even within 12-18 months, with an ROI of under 4 years, making Mysteria a profitable investment.



Franchise Models



Franchise Models

We offer three distinct franchise options based on the size, investment, and services provided at the location. Explore the Mysteria β for intimate settings, the standard Mysteria for urban centers, and the premium Mysteria α for large metropolitan areas. Each tailored model balances investment size with market outreach, offering flexibility for different business aspirations.

Mysteria β

Mysteria Beta is a small-scale version of Mysteria Cafe, designed to offer a streamlined selection of gaming services, fooding options, and merchandise, allowing for lower startup costs while maintaining the brand's unique atmosphere. Mysteria Beta aims to bring the Mysteria experience to more locations efficiently and profitably.

Mysteria

Mysteria is the regular-scale version of Mysteria Cafe, offering the optimum range of gaming services, fooding options and merchandise . As a franchise model, it replicates the immersive experience of the original Mysteria, catering to a wide audience.

Mysteria α

Mysteria Alpha is the premium franchise model, designed for Tier 1 and Tier 2 locations and will offer expanded gaming services and exclusive dining options, featuring specialty dishes, gourmet snacks, and mocktails. This upscale version enhances the Mysteria experience with a luxurious atmosphere, attracting high-end clientele and generating strong revenue through premium food, drinks, and gaming services, making it a top choice for prime locations.

Franchise Comparison

Feature/Service	Mysteria β	Mysteria	Mysteria α
Initial Investment	₹40 Lakhs	₹1 Crore	₹1.5 Crore
Franchise Fee	₹6 Lakhs	₹15 Lakhs	₹20 Lakhs
Required Floor Space	800 - 1200 sq. ft.	2000 - 2500 sq. ft.	3000+ sq. ft.
Seating Capacity	20-25	60 - 70	120+
Number of Gaming Stations	4 (2 PS5 & 2 XBOX)	4 consoles & 5 PCs & 1 VR & 1 wheel	5 consoles, 10 PCs, 2 VRs, 2 Simulation wheel
Food Menu	Basic Menu with popular items	Expanded menu with custom dishes	Full Gourmet Menu with specialty items

Franchise Comparison

Feature/Service	Mysteria β	Mysteria	Mysteria α
Beverage Options	Popular beverages, coffee, & tea	Full beverage options including mocktails & smoothies	Full beverage bar including mocktails, & specialty drinks
Board Games	Limited board games	Expanded range of board games	Full range of board games + Custom tabletop events
Merchandise	Basic anime merchandise	Expanded merchandise options	Full gaming + anime merchandise store
Birthday parties & small events	Birthday parties & small events	Gaming events, mid-sized private parties	Large events & parties, corporate sessions, gaming competitions, and product launches
Marketing Support	Localized support (online presence & social media)	Localized support (local campaigns + social media)	Full marketing campaigns, influencer partnerships, and special promotions
Staff Training	Basic training for staff	Full training for cafe & gaming management	Extensive training, including customer service excellence, technical gaming support, and event management

Mysteria β Overview

Target Audience

Designed for neighborhood cafes or small cities, Mysteria β caters to regions with limited competition. It targets emerging entrepreneurs looking to leverage the gaming-diner concept.

Ideal for

First-time entrepreneurs or cafe owners looking for a small but profitable gaming-diner concept.

Marketing Support & Staff Training

Localized marketing strategies, social media setup, and branding tools with basic staff training covering daily operations and customer service.

The Mysteria β franchise requires a total investment of ₹40 Lakhs with a franchise fee of ₹6 Lakhs.



Mysteria β Features

Space Utilization

The layout spans between 800-1200 sq. ft., ensuring a cozy and compact setting. The focus on optimized space usage is backed by Mysteria's signature branding aesthetics.

Gaming & Dining

A setup includes 4 gaming stations with limited but high-quality food items like sandwiches and burgers. This strategic variety aims at satisfying quick bites and casual dining.

Ambience & Activities

Offers a cozy atmosphere, perfect for small gatherings. Though activities are limited, birthday parties and small-scale events are encouraged through localized marketing.

Mysteria Overview

Target Audience

It appeals to urban areas with a growing interest in gaming cafes, more foot traffic, and a moderate customer base, focusing on clients with moderate customer traffic. These settings are ideal for expanding business horizons with mid-range investments.

Ideal for

Entrepreneurs with mid-range investment capabilities, seeking to tap into the gaming and diner market in a growing urban setting.

Marketing Support & Staff Training

Localized marketing support including social media, local campaigns, and monthly promotional activities with comprehensive staff training for kitchen, gaming, and customer service operations.

The Mysteria franchise requires a total investment of An investment of ₹1 Crore with a franchise fee of ₹15 Lakhs is required.



Mysteria Features

Space & Facilities

This model occupies 1500-2500 sq. ft. with facilities including consoles, PCs, and VR. Each area is designed to attract tech-savvy customers looking for diverse experiences.

Dining Options

An expanded menu offering includes pizzas, salads, and pasta, adding richness to the dining experience. Beverages such as smoothies and mocktails further enrich the menu.

Events & Merchandise

Supports medium-sized private parties and events like gaming competitions. Additionally, a merchandise section selling apparel and collectibles to enhance customer interactions and loyalty.

Mysteria α Overview

Target Audience

Designed for metropolitan settings with dense traffic, this model draws attention from experienced business owners focusing on large-scale franchising and event hosting.

Ideal for

Experienced business owners or investors looking for a flagship franchise in major cities with a significant budget and footfall.

Marketing Support & Staff Training

Localized full marketing campaigns, influencer collaborations, partnerships, and promotional events with extensive training program for staffs including management, technical support, event planning, and advanced customer service.

This top-tier model demands an investment of ₹1.5 Crore and a franchise fee of ₹20 Lakhs.



Mysteria α Features

Space & Capacity

Occupying more than 3000 sq. ft., this model offers a seating capacity for up to 100. The spacious setup is perfect for a high-end and inclusive gaming experience.

Exquisite Dining

Gourmet dining options and a full bar, including specialty teas and coffees, elevate the dining offering. The full menu ensures different palates are catered to.

Event Magnitude

Supports large-scale events such as esports tournaments and corporate gatherings. Regular anime-oriented events are also hosted to attract a dedicated audience.

Franchise Deliverables

Comprehensive Support Package

Upon joining the Mysteria franchise, you receive a complete package of resources to ensure smooth setup, operations, and long-term success. This includes kitchen support, branding assets, and technical guidance to ensure a smooth operation and growth trajectory.



Kitchen & F&B Support

Menu & Recipe Guidelines

Our standardized menu provides detailed recipes for culinary excellence, including Chinese, continental, and Indian cuisines. These guidelines ensure consistency in taste and presentation across all outlets, maintaining quality and customer satisfaction. Access to these well-structured recipes allows franchisees to offer a diverse variety that appeals to a broad audience.

Supplier and Equipment Assistance

We assist franchisees in establishing connections with trusted suppliers for ingredients, ensuring quality and reliability. Additionally, we guide on acquiring or leasing essential kitchen equipment like ovens and freezers. This support facilitates a smooth setup process, minimizing operational hurdles and enabling efficient kitchen operations from day one.



Interior & Design

Mood Board & Concepts

Our mood board provides a vision for Mysteria Cafe's aesthetics, integrating color schemes, lighting, and furniture styles. This visual guideline ensures every café resonates with the same brand ambiance, creating a cohesive customer experience. Franchisees can use these concepts to implement unique yet consistent design elements.

Design & Layout Consultation

We offer expert consultation in café layout, covering dining spaces and gaming zones. This consultancy optimizes space for customer flow and operational efficiency. By focusing on a strategically designed layout, franchisees can enhance the dining and gaming experience, leading to increased customer satisfaction and revenue.

Branding & Decor Elements

Franchisees receive recommended decor elements such as logos, wall decals, and artwork that align with Mysteria's branding. These elements reinforce brand identity and distinguish each location from competitors. With a strong visual presence, the cafe becomes a memorable destination, encouraging repeat visits.

Gaming Setup & Activities Support

PC, Console & VR Gaming Support

We provide a comprehensive list of recommended high-performance gaming hardware, including PCs, PS5 consoles, and VR systems. Our instructions help franchisees set up ergonomic stations, ensuring optimal gaming experiences. This setup attracts gaming enthusiasts and enhances customer engagement.

Maintenance & Technical Assistance

Franchisees have access to technical support for setting up and troubleshooting gaming equipment. Regular maintenance checks ensure equipment longevity and performance. This proactive approach minimizes downtime, maximizing customer satisfaction and operational efficiency.

Board & Activity Games

A curated selection of board games and activity supplies enhances the cafe's entertainment offerings. These options cater to diverse interests, ensuring there's something for every customer. Activities such as face painting and archery add unique value, drawing in varied demographics.

POS & Operational Systems



Integrated POS System

Our efficient POS system processes transactions, manages orders, and tracks sales with ease. It integrates with gaming and food operations, streamlining customer interactions. This system supports seamless operations and provides valuable data for optimizing business strategies.

Order Management & Loyalty Programs

Franchisees receive robust order management tools, aiding in inventory tracking and timely service. Additionally, customer loyalty programs encourage repeat visits, fostering a loyal customer base. These systems work together to enhance operational efficiency and drive revenue growth.

Marketing & Brand Support

Support Type	Details
Branding Package	Access to logos, templates, and promotional materials. These assets ensure consistent brand representation across all platforms.
Local Launch Campaign	Guidance on planning a grand opening, incorporating promotional tactics and press coverage for maximum visibility.
National Promotions	Engagement in wide-reaching campaigns like gaming tournaments and themed nights to drive customer traffic.

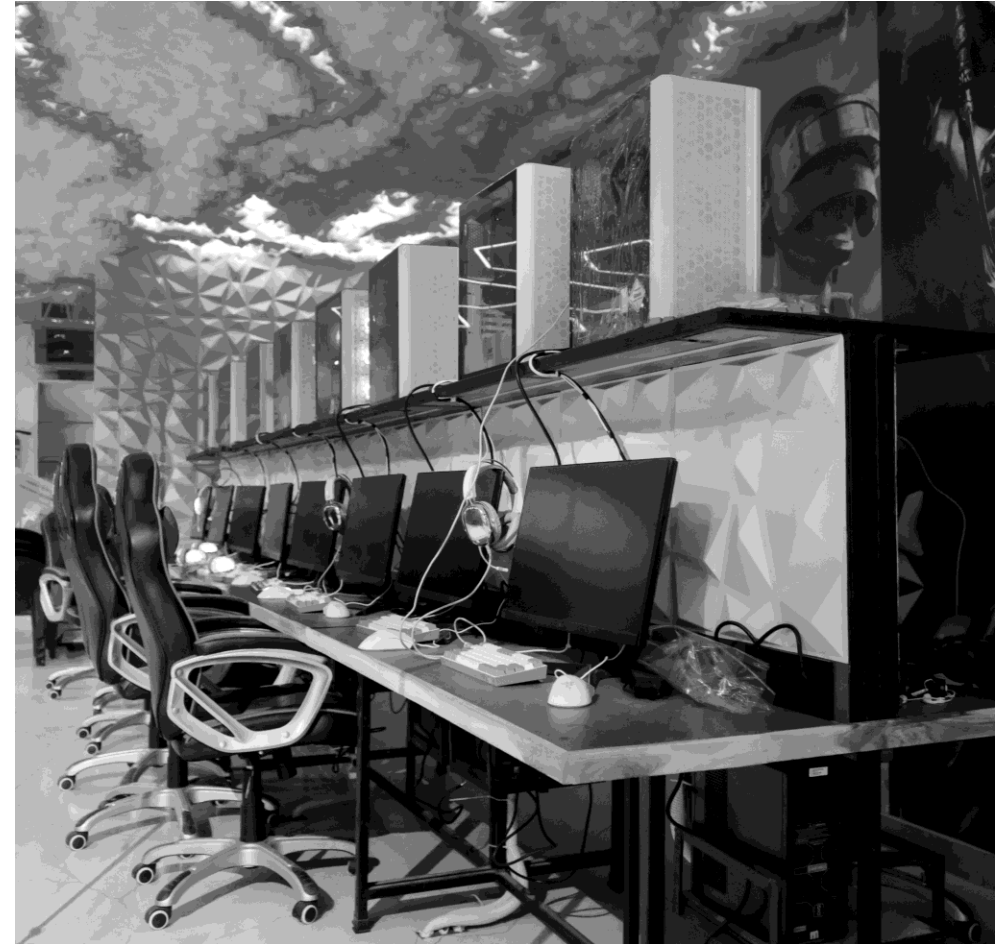
Training & Support Programs

Training Type	Coverage
Operational Training	Covers order management, gaming equipment, and customer service practices ensuring smooth daily operations.
Equipment-Specific Training	Focuses on setting up and troubleshooting gaming equipment, maximizing equipment uptime and performance.
Barista & Kitchen Training	Includes extensive training on food preparation, hygiene, and crafting specialty beverages to enhance service quality.
Customer Service Excellence	Provides techniques for delivering excellent service, improving product knowledge, and assisting in gaming areas.

Franchise Overview

Franchise Introduction

Mysteria Cafe, Diner & Games offers a unique franchise opportunity for entrepreneurs. It combines dining, gaming, and social interactions in an engaging environment. The franchise is designed to offer a memorable experience, attracting diverse audiences and ensuring repeat business. Franchises benefit from a proven business model and comprehensive support services.



One-Time Franchise Fee

Brand Licensing

The one-time franchise fee grants the right to use the Mysteria brand name and trademark. This includes guidelines on maintaining the brand image. Franchises receive exclusive merchandise for initial setup. Licensing ensures brand consistency across all locations. Brand licensing allows franchises to operate under the prestigious Mysteria name. It comes with strict guidelines to maintain brand integrity. Franchises can use branding materials, logos, and trademarks. Licensing ensures customers receive a consistent experience nationwide.

Operational Training

Comprehensive training is provided to help franchises operate efficiently. Training covers all aspects of business, from staff management to financial operations. It includes extensive training programs, webinar sessions, and access to online resources. Regular updates ensure the franchise remains competitive and profitable. Mysteria offers robust training programs for new franchisees. These programs cover everything from daily operations to customer service. Training includes workshops, online courses, and personalized sessions. Continuous education ensures franchises remain ahead of industry trends.

Marketing Support

Initial marketing support is crucial for attracting customers. Our team provides guidance on effective marketing strategies. Franchises receive materials, templates, and access to promotional tools. Tailored campaigns ensure maximum reach and audience engagement. Franchises receive crucial initial marketing support to help establish their business presence. This includes customized marketing materials, expert advice, and promotional templates. With strategic campaigns, Mysteria helps attract new customers and build a loyal client base.

First-Year Support

No-Charge Consultation Details

Mysteria offers extensive support during the crucial first year of operation. Consultation services cover operations, marketing strategies, and customer engagement. This no-charge service helps franchises establish a strong foundation. The goal is to ensure initial success and set the stage for long-term growth.

Post-Launch Consultation Fee

Subscription-Based Consultation Intro

After the first year, franchises can opt for continued consultation on a subscription basis. This post-launch support is designed to evolve with changing market dynamics. Subscription plans offer operational advice, marketing updates, and technical assistance. These services ensure franchises remain competitive and efficient.

Consultation Plans

Plan Type	Cost (₹)	Performance Reviews	Support Communication
Basic Plan	50,000/year	Quarterly	Email & Phone
Standard Plan	1,00,000/year	Bi-monthly	Dedicated Consultant
Premium Plan	2,00,000/year	Monthly	Onsite Visits

Consultation Plan Comparison

Feature	Basic	Standard	Premium
Cost (₹)	50,000/year	1,00,000/year	2,00,000/year
Performance Reviews	Quarterly	Bi-Monthly	Monthly
Consultant Access	Limited	Dedicated	Advanced
Onsite Visits	None	None	Two per Year
Exclusive Events	None	Yes	Full Access

Investment Benefits

Franchise Investment Advantages

Investing in a Mysteria franchise provides numerous benefits. Franchises reduce risks with a proven business model and brand recognition. The diverse entertainment and service offerings attract varied demographics. Continuous support and innovation drive long-term profitability and growth.



Mysteria Beta ROI

Metrics	Value
Initial Investment	₹40 Lakhs
Franchise Fee	₹6 Lakhs
Monthly Revenue	₹3-5 Lakhs
Monthly Expenses	₹2.5-3.5 Lakhs
Profit Margin	25%
Full ROI	40-45 months

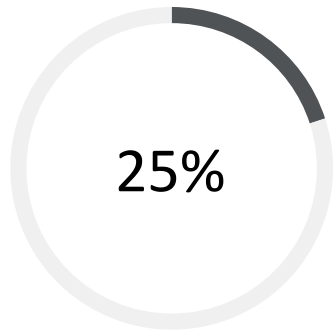
Mysteria ROI

Metrics	Value
Initial Investment	₹1 Crore
Franchise Fee	₹15 Lakhs
Monthly Revenue	₹12-15 Lakhs
Monthly Expenses	₹8.5-10.5 Lakhs
Profit Margin	25%
Full ROI	36-40 months

Mysteria Alpha ROI

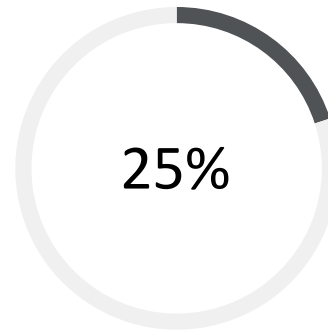
Metrics	Value
Initial Investment	₹1.5 Crore
Franchise Fee	₹20 Lakhs
Monthly Revenue	₹16-20 Lakhs
Monthly Expenses	₹13-15 Lakhs
Profit Margin	30%
Full ROI	36-40 months

Profit Margins Overview



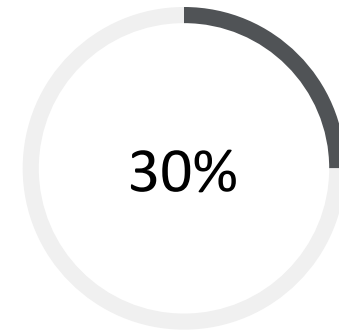
Mysteria Beta

Mysteria Beta offers a 25% profit margin. Its low initial setup and cost-effective operations make it an ideal entry-level franchise option. Investors can expect steeper margins once operations stabilize.



Mysteria

Mysteria also provides a 25% profit margin. It harmonizes investment with returns, suited for investors seeking growth in competitive urban markets with steady demand for gaming and dining.



Mysteria Alpha

Mysteria Alpha yields a higher 30% profit margin owing to its large-scale operations. Positioned in high-traffic areas, it captures a broad audience and maximizes returns through extensive service offerings.

Factors Influencing ROI

Location Significance

The choice of location critically influences ROI. High-traffic and urban settings generally ensure a quicker return, due to higher footfall and market potential. Prime locations enhance visibility and accessibility, attracting more customers. This factor demands careful evaluation, balancing lease costs with potential revenue gains. A strategic location leads to maximized profits.

Operational Efficiency

Efficiency in operations affects the ROI timeline. Minimizing costs related to staff, utilities, and stock directly impacts the bottom line. Implementing streamlined processes and adopting cost-effective solutions boost profitability. Efficient management of resources not only improves customer experience but also accelerates financial returns. It's key to achieving long-term sustainability.

Marketing and Branding

Effective marketing can significantly reduce the ROI period. Local promotions, special events, and branding efforts increase visibility, engaging more customers. Strong brand recognition builds loyalty, driving repeat visits. Well-planned marketing campaigns, both on and offline, can dramatically increase foot traffic and sales, shortening the time required for achieving full returns.

Join the MYSTERIA Family

We invite you to explore the thriving opportunities offered by the Mysteria Cafe franchise. Become a part of an innovative brand with a strong market presence. Enjoy the benefits of being supported by an experienced franchisor dedicated to your success. Let us help you turn your business aspirations into reality. Contact us today to learn more about the exciting journey with Mysteria.



Conclusion

Final Thoughts

The Mysteria cafe and gaming franchise offers a unique blend of gaming culture and gourmet dining. With robust support systems, proven models, and established branding, it's poised to succeed in this dynamic industry.

