

# Rage Cage Consultancy Proposal

## Introduction

For over seven years, **Rage Cage** has been a pioneer in the smash room and experiential entertainment industry. Founded prior to the COVID era and built entirely from the ground up, Rage Cage has evolved into a multi-location enterprise recognised for its innovation, operational excellence, and commitment to safety, sustainability, and customer experience.

To date, Rage Cage has **built seven locations** and **successfully deconstructed five**, strategically adapting to shifting markets while maintaining the highest standards of quality and operational integrity. Drawing on extensive hands-on experience, Rage Cage developed and authored the **industry's best practices** for smash room operations—establishing benchmarks for safety, efficiency, and guest engagement.

Currently, Rage Cage operates **three independent sites**, each offering a curated combination of **smash rooms and axe throwing experiences**. These facilities are designed to deliver immersive, high-energy entertainment supported by proven operational systems and comprehensive safety protocols.

## Our Model

Unlike traditional franchise systems, **Rage Cage does not offer franchising**. Instead, we provide **direct consultancy partnerships** for individuals or groups seeking to establish their own smash room or experiential entertainment venture, guided by Rage Cage's proven expertise and operational framework.

Our consultancy model is built on a **hands-on, sustainability-focused approach**, ensuring each partnered venture is set up for long-term success. Engagements are tailored to suit each client's location, goals, and resources, supported by consistent collaboration both on-site and remotely throughout the planning, build, and operational phases.

## What's Included

Our consultancy proposal grants full access to the tried and tested Rage Cage operational system, including:

- **Comprehensive Procedural Manuals** – Covering all areas of operation—from staff recruitment and management to safety procedures, customer service, marketing, and daily operations.

- **Blueprints and Physical Build Designs** – Detailed architectural and spatial layouts for your facility, ensuring optimal flow, safety, and customer experience.
- **Hands-On Support** – Weekly progress calls during the planning and build stages; monthly on-site visits by Rage Cage representatives during construction and fit-out; ongoing operational guidance following launch.
- **Sustainability and Efficiency Systems** – Support in implementing environmentally responsible practices, material sourcing, and waste management to ensure long-term operational sustainability.

## Fee Structure

Service Component	Details
Initial Engagement Fee	AUD \$12,950 (one-time payment)
Ongoing Consultancy Fee	AUD \$1,500 per month
Included Access	Unlocks procedural manuals, operational documentation, and full blueprint
Site Support	Monthly in-person visits during build and fit-out, plus weekly progress calls

## Conclusion

Partnering with Rage Cage provides access to an established operational framework, tested systems, and direct mentorship from industry leaders who have successfully developed and managed multiple entertainment venues.

Our goal is to empower operators to create sustainable, high-performing businesses that embody the energy, safety, and innovation synonymous with the Rage Cage brand—**without the restrictions of traditional franchising**.