

Free template

Golf Simulator Business Plan Template

A practical, lender-ready plan built for how simulator venues actually make money — hourly bays, membership hour-banks, and utilization-driven revenue. Fill in the blanks section by section.

Most business plan templates are useless for golf simulator businesses. They're built for restaurants, retail stores, or generic service businesses — none of which operate on hourly bay rentals, membership hour banks, or utilization-driven revenue models. If you're raising capital, applying for an SBA loan, or just organizing your own thinking, you need a plan that reflects how simulator venues actually make money.

Here's a practical template you can follow, with the sections that matter and the ones you can skip.

Section 1 — Executive summary (1 page max)

Write this last. In one page, cover: what you're building, where, your bay count, target customer, revenue model, capital requirements, and projected timeline to breakeven. This is the only section most investors read before deciding whether to keep going.

Section 2 — Market opportunity

Skip the generic "the golf industry is worth \$XX billion" statistics. Instead, focus on your specific market: population within a 15-minute drive, number of existing simulator venues within 20 miles, median household income, and number of golf courses / driving ranges (a demand signal), plus your seasonal demand factor. The key insight to communicate: indoor simulator demand has grown sharply year-over-year, driven by year-round accessibility, social-entertainment trends, and the growth of golf among 25–45 year olds.

Section 3 — Revenue model (this is where most plans fail)

Generic plans list "revenue" as a single line item. Your plan needs to break revenue into streams with distinct assumptions:

- **Hourly bay rentals:** bays, hours open per day, weekday vs. weekend rate, and Year 1 utilization targets.
- **Memberships:** tiered hour banks (including a weekday-only tier) and a Year 1 member target by month 12.
- **Events & groups:** average event price and conservative events per month.
- **F&B / add-ons:** average per-session add-on revenue.

Section 4 — Startup costs

Present this as a clean table:

Category	Low	High
Simulator equipment (per bay)	\$	\$
Buildout & construction	\$	\$
Furniture, fixtures, lounge	\$	\$
Technology (POS, booking, displays)	\$	\$
Initial marketing & launch	\$	\$
Working capital (3–6 months)	\$	\$
Licenses, permits, insurance	\$	\$

For a 4-bay venue, a realistic all-in range is \$80,000–\$180,000.

Section 5 — Monthly operating expenses

Line-item rent, utilities, staff wages, simulator software licenses, insurance, marketing, booking & operations software, and maintenance & supplies.

Section 6 — Financial projections (12-month P&L)

Build a month-by-month projection showing revenue by stream, total expenses, net income, and cumulative cash flow. Be conservative on months 1–3 (the ramp period). Most venues reach monthly breakeven in months 4–8. State assumptions explicitly: a utilization ramp of roughly 30% → 50% → 65% over the year, a monthly membership growth rate, and a blended average hourly rate.

Section 7 — What to skip

Skip sections generic templates include but that add no value here: an organizational chart (you're a 2-person operation), a formal SWOT, industry history, long competitive-analysis narratives (a comparison table is enough), and an exit strategy.

Section 8 — Operations & technology

Demonstrate you've thought through daily operations: the booking flow (found on Google → books online → confirmation → check-in → play → follow-up / review request), membership management (automated billing, hour-bank tracking, renewals), staff requirements, and equipment maintenance. The technology stack you choose — particularly your booking and management software — is the operational backbone. Choosing the wrong one at launch creates months of manual workarounds.

A good business plan for a simulator venue is 8–12 pages. If it's longer, you're padding. If it's shorter, you're skipping the financial detail that matters.

Run the venue on one platform. Birdie handles bay booking, hour-bank memberships, Square payments, automated SMS, and 24/7 door access — purpose-built for simulator operators. See it live in 15 minutes at birdiegrow.com/demo.