

WHERE  
COMPETITION  
MEETS  
CONNECTION



PRESENTED BY  
LAURENT  
NEUKERMANS

# ABOUT ME



Unilever

3y

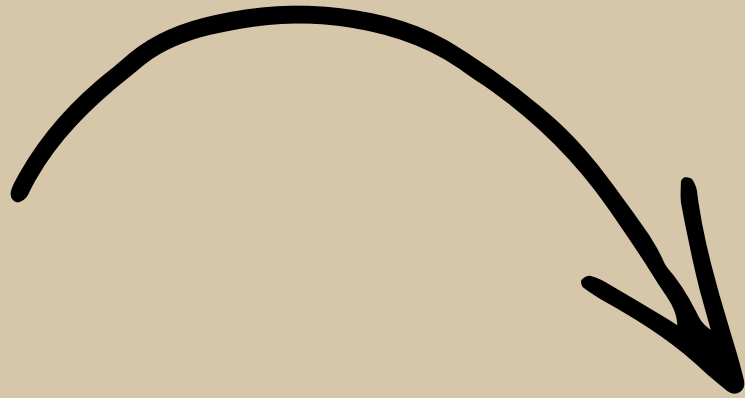


# ABOUT ME



Unilever

3y



Google

4y

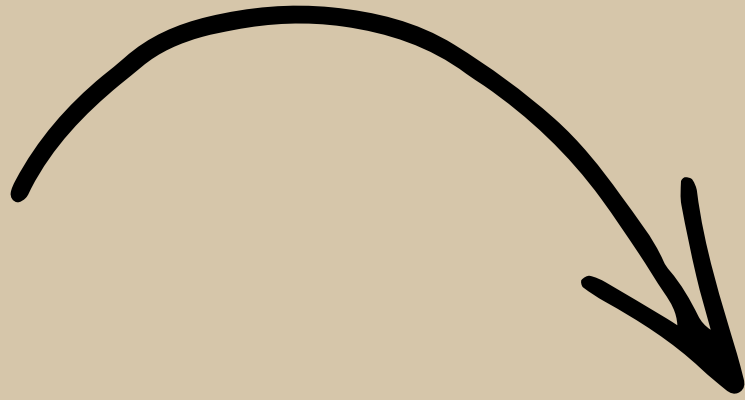


# ABOUT ME



Unilever

3y



4y



EXISTENTIAL  
CRISIS



# THE IDEA

# THE IDEA

dartsbars right next to me



Paris

# THE IDEA

dartsbars right next to me

first one to get a full loyalty card



Paris

# THE IDEA

dartsbars right next to me

first one to get a full loyalty card

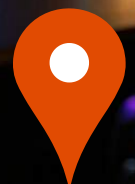
datenight friends that came to visit

family



Paris

# THE IDEA



Paris

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family

everyone got suuuper competitive

# THE IDEA



Paris

dartsbar right next to me

first one to get a full loyalty card

datenight friends that came to visit

family

everyone got suuuper competitive

ex-father in law: "you should start

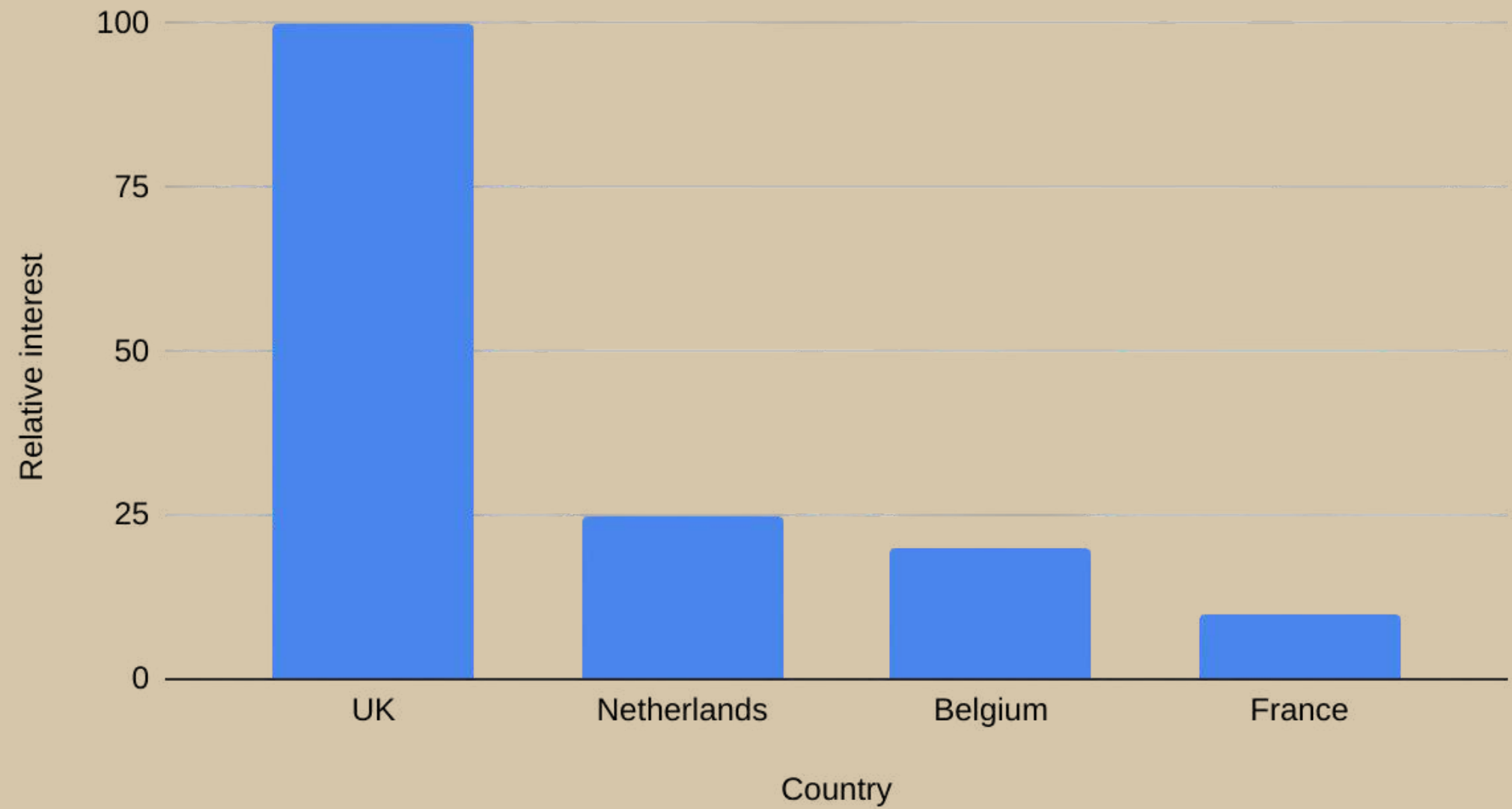
this in belgium"

# THE IDEA

what does the data say?



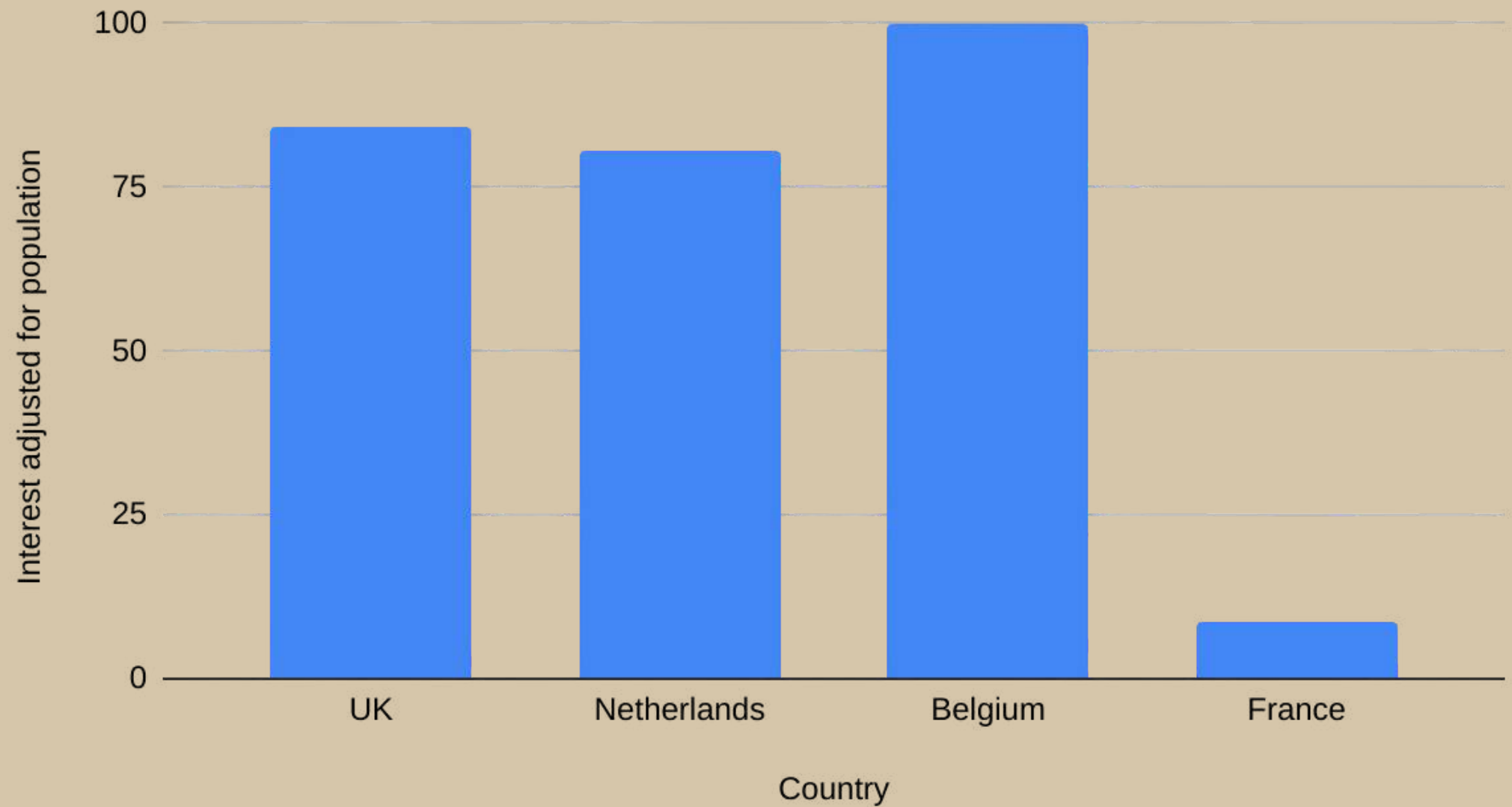
Relative interest versus Country



# THE IDEA

## what does the data say

Interest adjusted for population versus Country

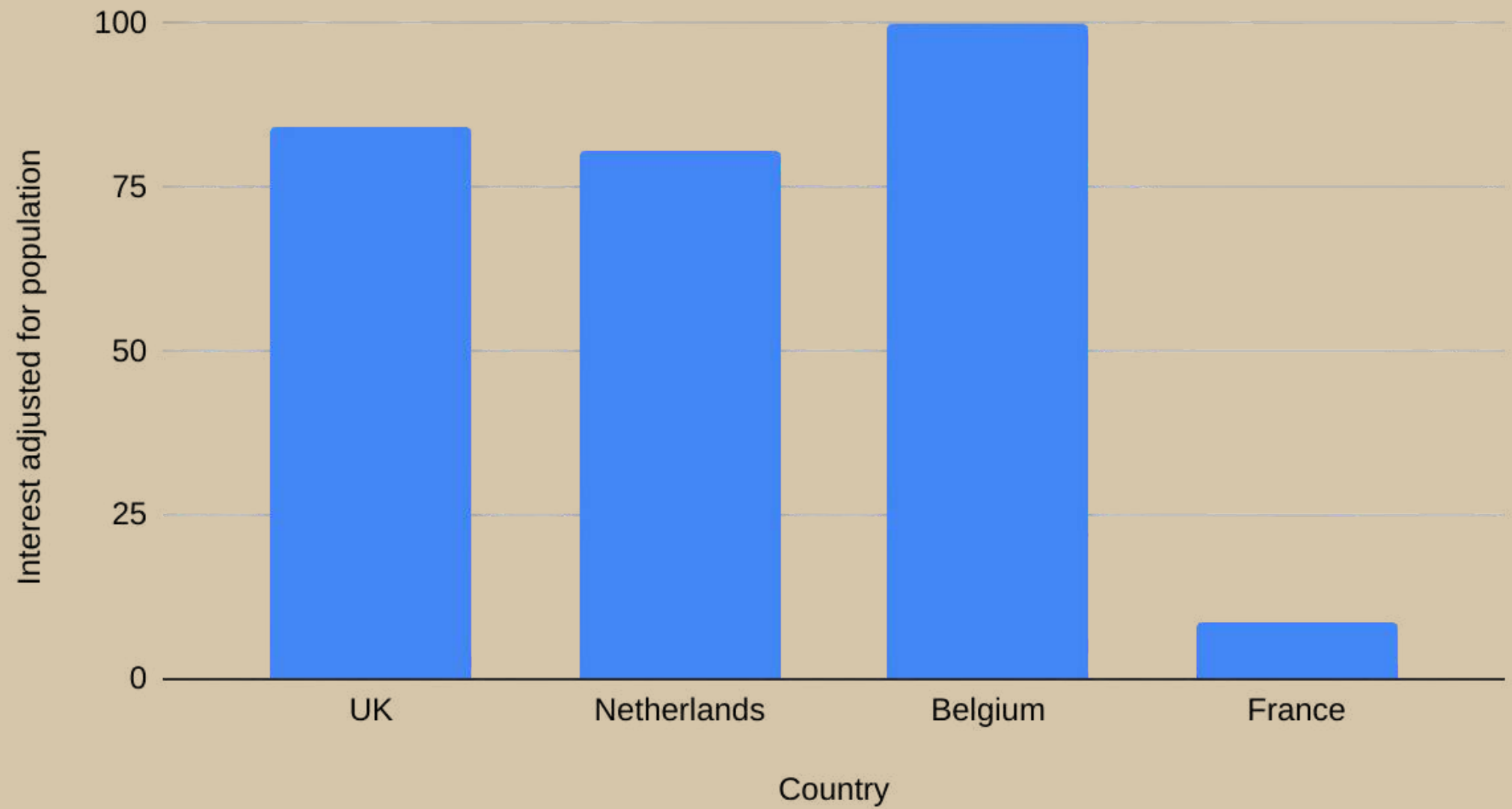


# THE IDEA



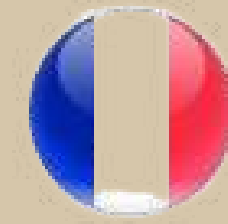
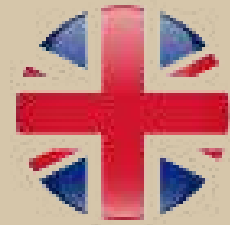
what does the data say

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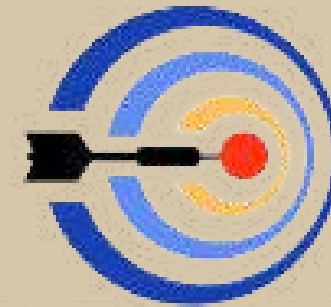


# THE IDEA

proven concept



oche



**COMPETITIVE  
SOCIALIZING**

# WHAT IS COMPETITIVE SOCIALISING



# WHAT IS COMPETITIVE SOCIALISING

give me a definition of competitive socialising

**Competitive socializing** is a hospitality and entertainment trend that combines **classic games** or sports with a high-quality **food and drink** experience.

In simpler terms, it's "night out 2.0." Instead of just sitting at a bar or a restaurant, the activity is the focal point, designed to spark friendly rivalry among groups of friends, colleagues, or families.



# WHY COMPETITIVE SOCIALISING

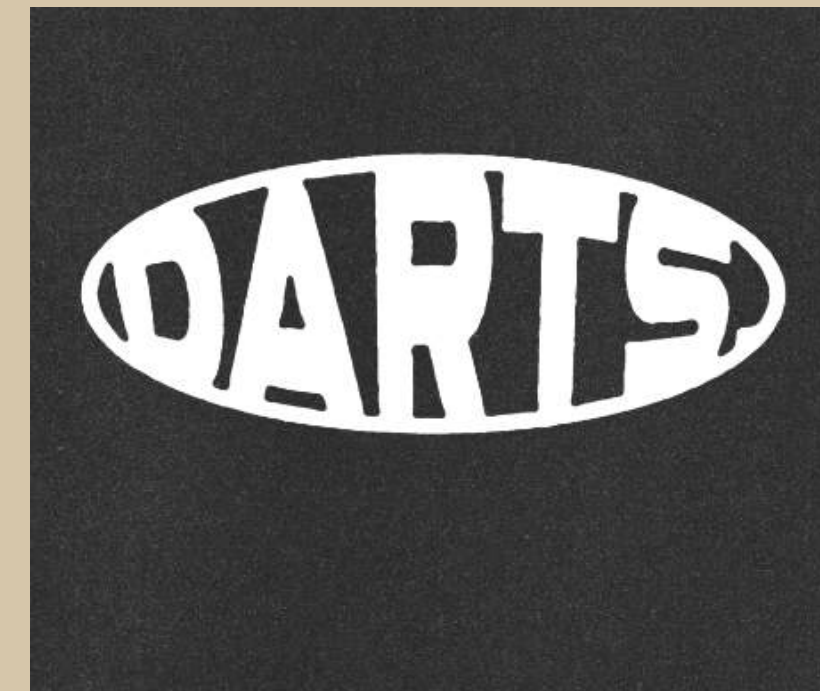
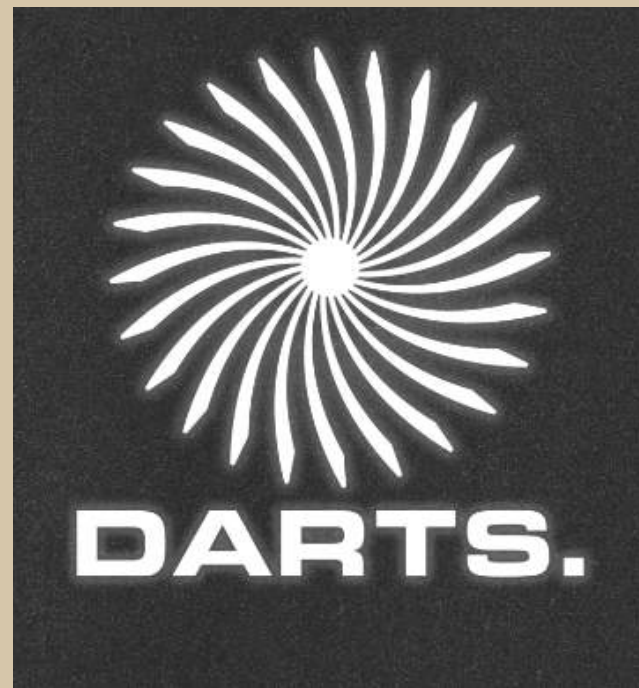


# WHY COMPETITIVE SOCIALISING

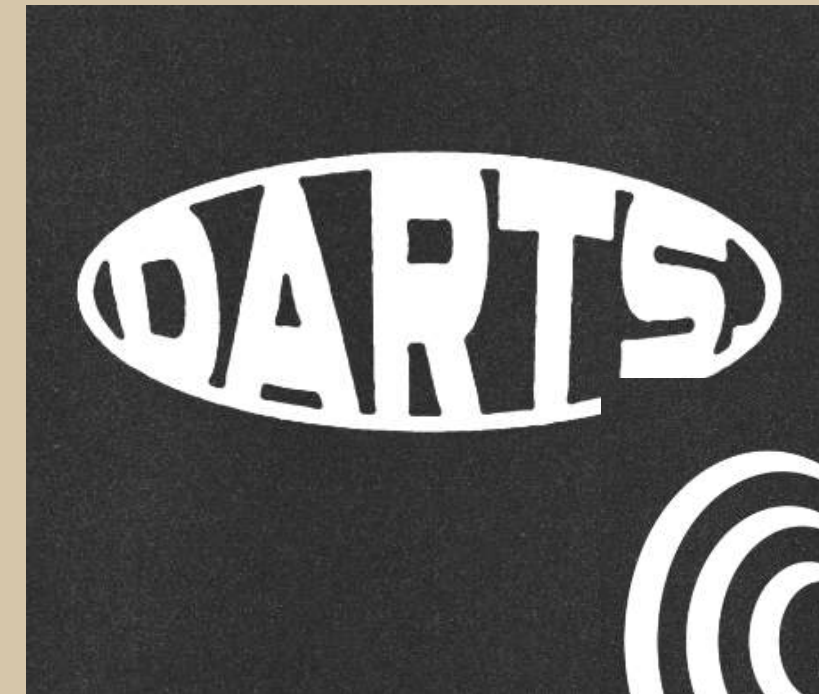
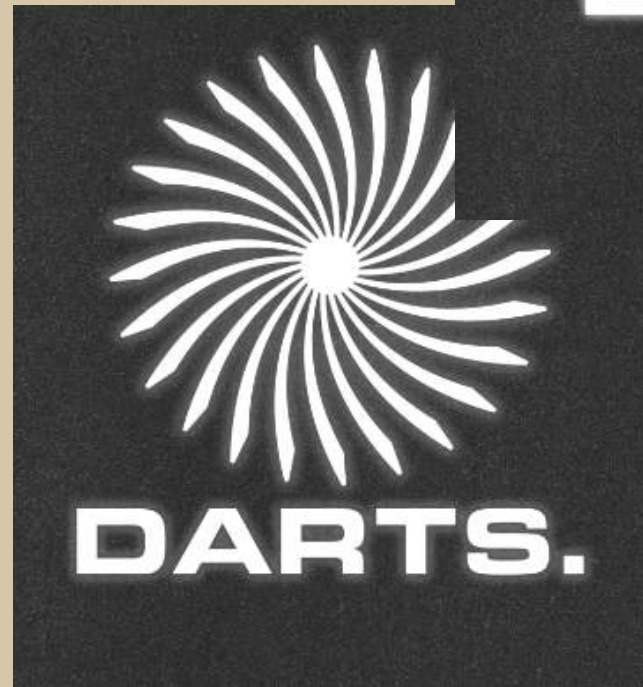
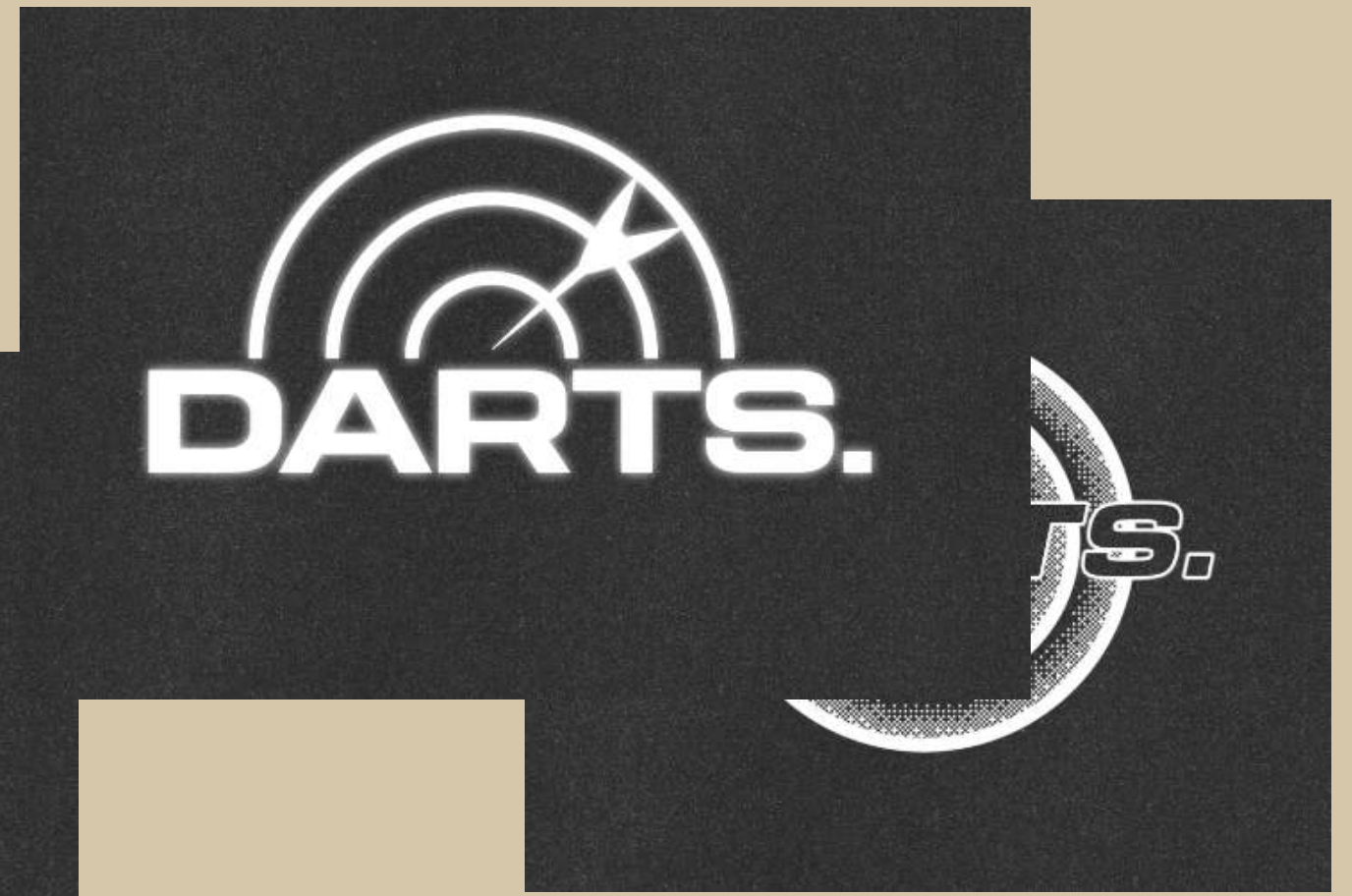
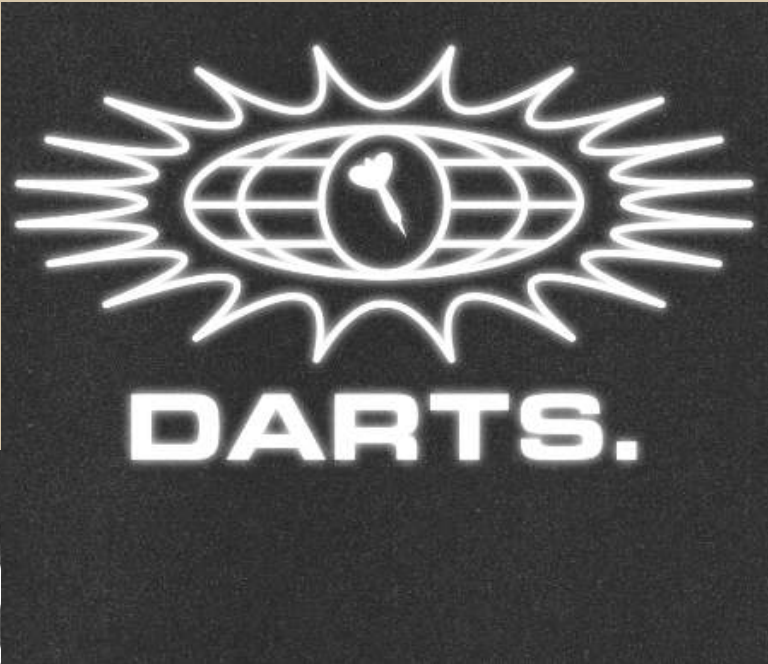
- 2 sources of income
- people spend more time in CS venues
- recession-resistant
- high shareability factor
- unique in belgium



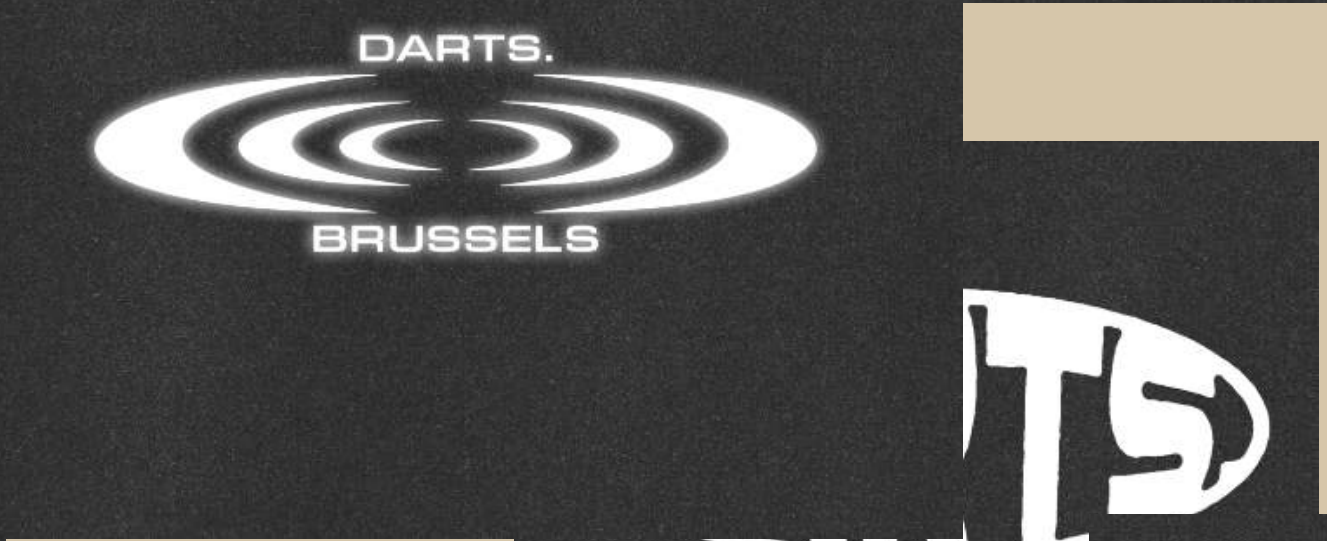
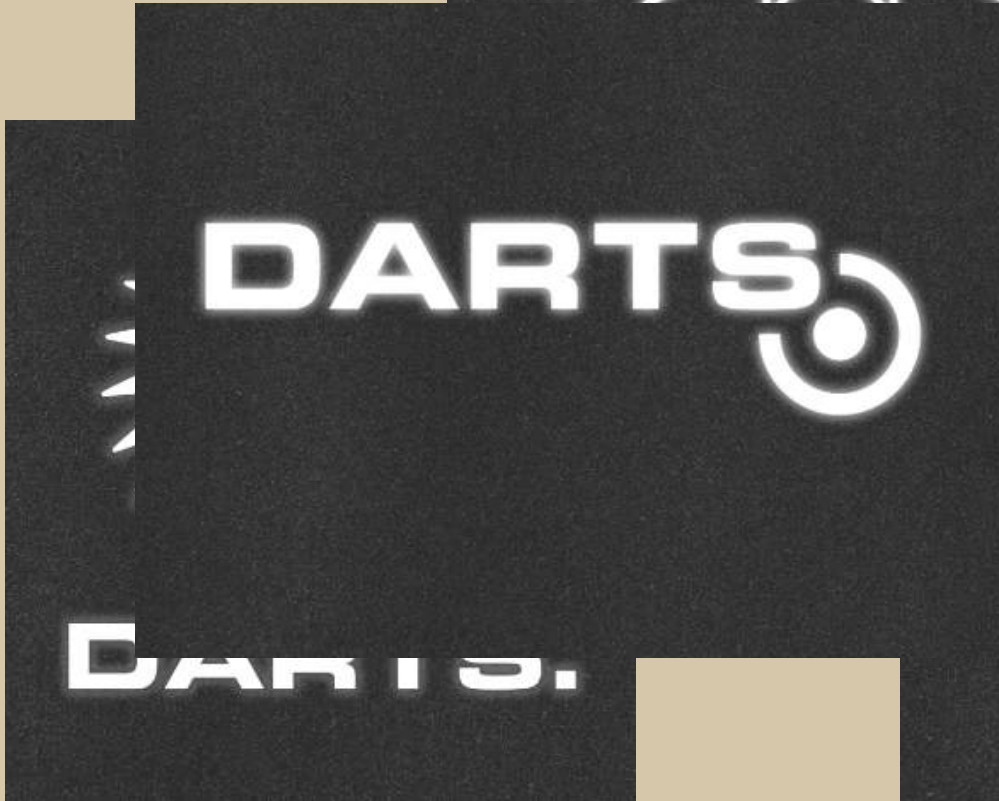
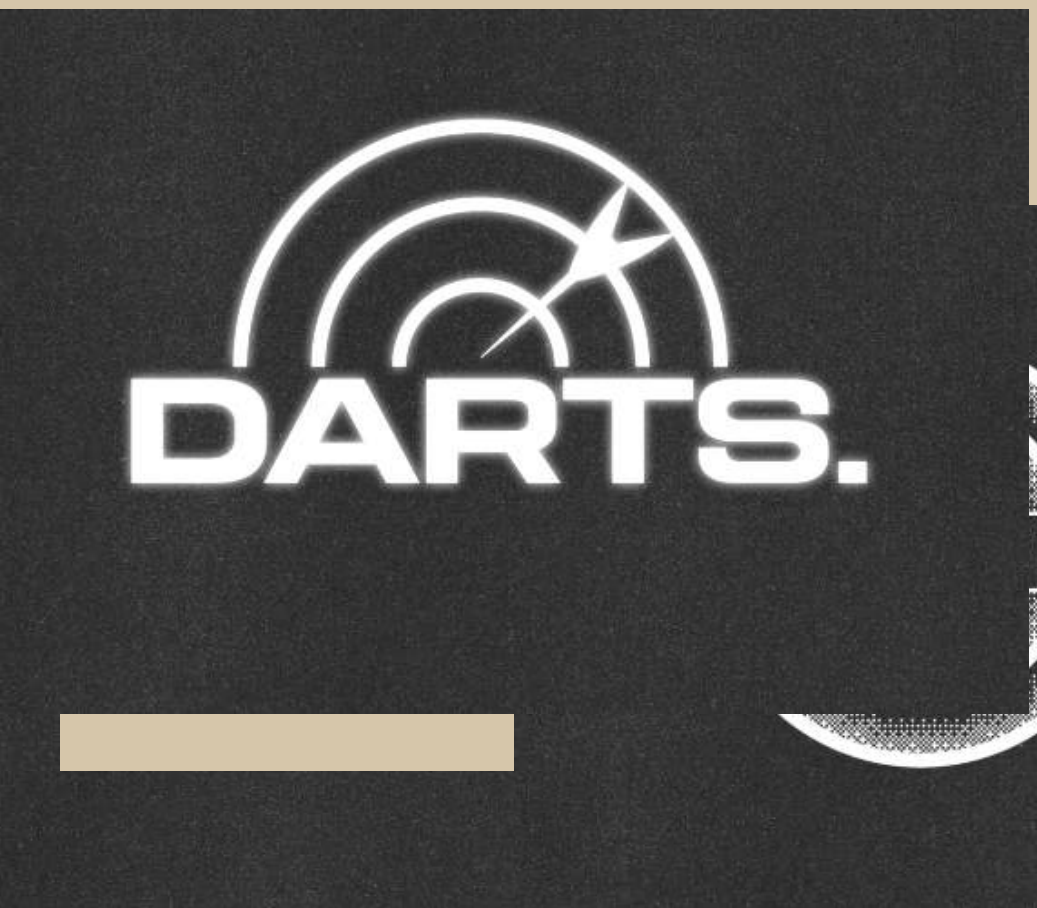
# AND SO DARTS. WAS BORN



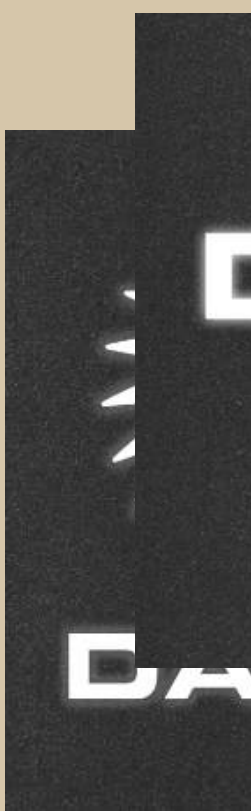
# AND SO DARTS. WAS BORN



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AND SO  
DARTS. WAS  
BORN



# DARTS. BRUSSELS



**WHAT IS  
DARTS.BRUSSELS  
ALL ABOUT**

# WHAT IS DARTS.BRUSSELS ALL ABOUT

dart's

**WHAT IS  
DARTS.BRUSSELS  
ALL ABOUT**

high quality  
food, drinks,  
& service

darts

**WHAT IS  
DARTS.BRUSSELS  
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high quality  
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dart's

inviting/instagrammable  
environment

**WHAT IS  
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high quality  
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dart's

inviting/instagrammable  
environment

good people

# WHAT IS DARTS.BRUSSELS ALL ABOUT

high quality  
food, drinks,  
& service

dots

SOCIAL INTERACTION  
OR  
CONNECTION

inviting/instagrammable  
environment

good people

# WHAT IS CONNECTION



**la\_bibliotheque\_bxl** ...

La Bibliothèque

49 berichten 2.639 volgers 74 volgend

Community

Activités pour célibataires 25-35 ans à Bruxelles 📍

Tu diras à ta mamy que vous vous êtes rencontrés à « La Bibliothèque ...  
meer

[www.la-bibliotheque.be/event](http://www.la-bibliotheque.be/event)



COHABS

Cities ▾

Community

Impact

Our members  
call us *home*

# TURNS OUT PEOPLE DIG IT



after 6 months

- 22.105 players
- 5.381 sessions
- 2.228.844 darts thrown
- 4.9 \* on google (158)

TURNS OUT  
PEOPLE DIG  
IT



# WHO ARE THESE PEOPLE?



**WHO ARE THESE PEOPLE?**

# WHO ARE THESE PEOPLE?

- 13 - 69 years old
- bachelor(ette)s, bday parties, corporate events, date nights, singles events, co-living bondings, group of chill guys, book clubs,...

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**EVERYONE IS OUR TARGET AUDIENCE!**

**HOW DO  
THEY  
BEHAVE**

# AVERAGE SPEND PER GROUP

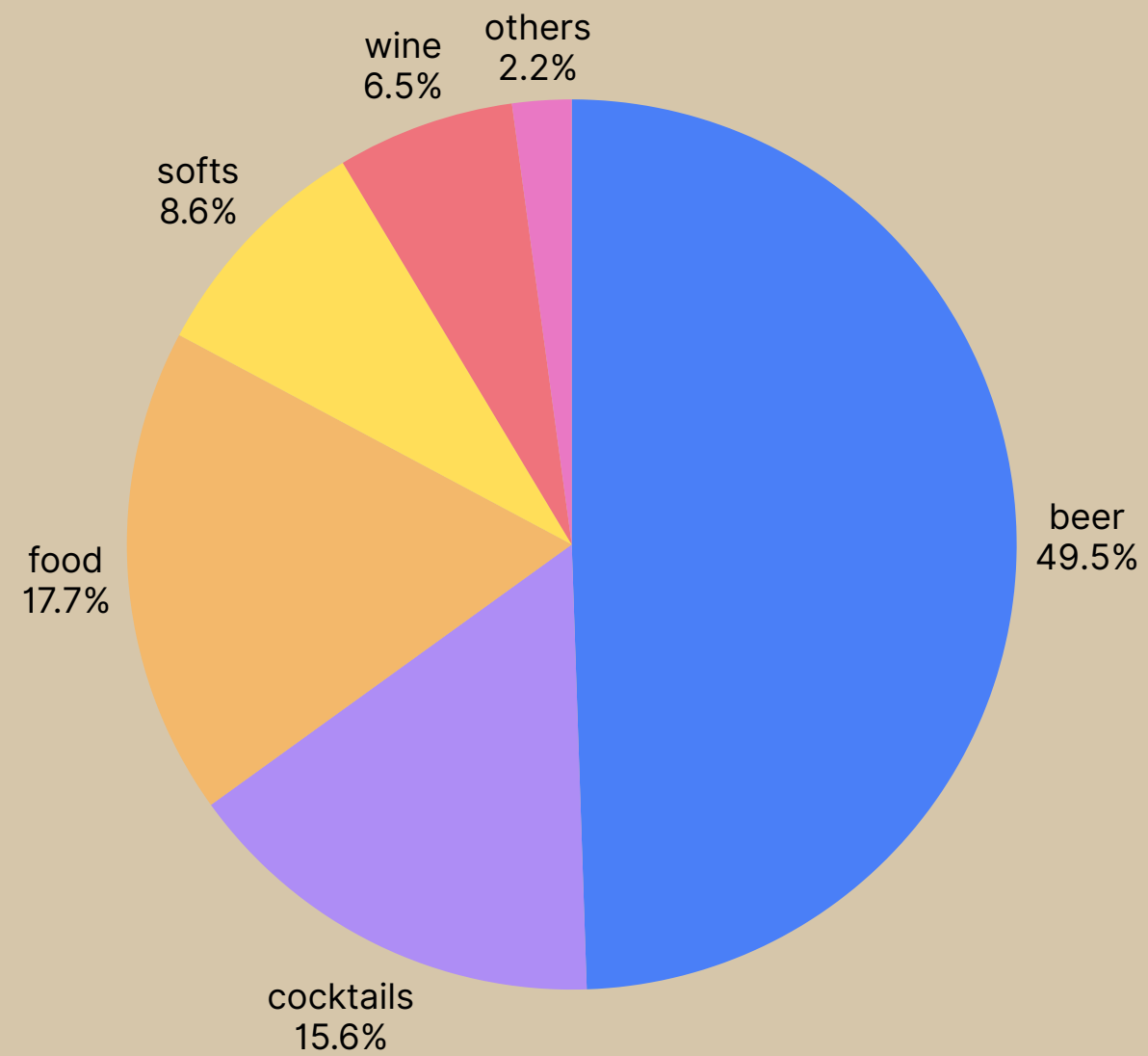
# AVERAGE SPEND PER GROUP

AVERAGE GROUP SIZE IS 2.9

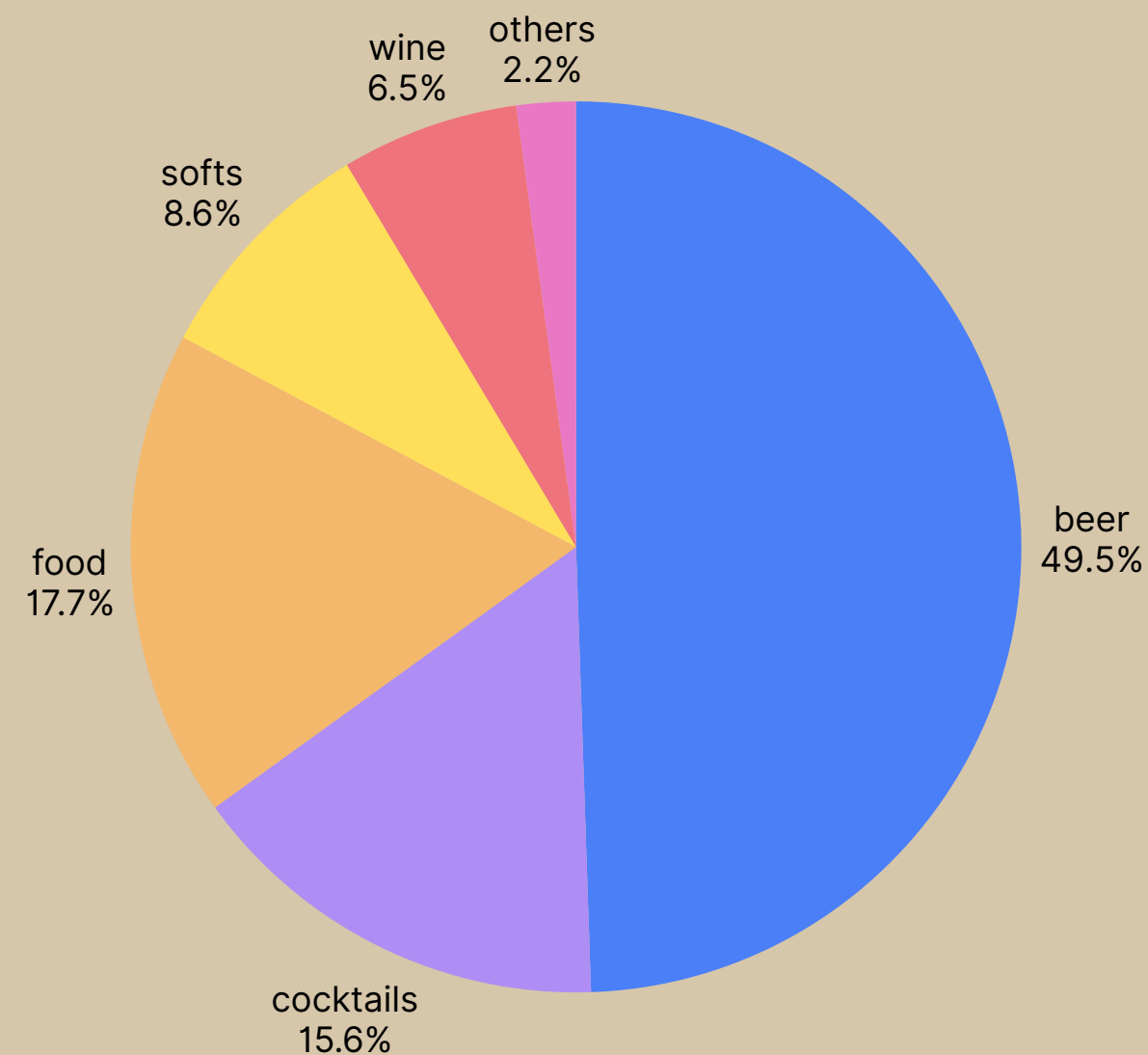
60 EUR

# AVERAGE SPEND PER F&B CATEGORY

# AVERAGE SPEND PER F&B CATEGORY



# AVERAGE SPEND PER F&B CATEGORY



**beer is king**

1. stella
2. delta IPA
3. chouffe
4. tripel karmeliet
5. coca cola

# WHY WOULD YOU WANT TO PARTNER WITH DARTS.BRUSSELS



# WHY WOULD YOU WANT TO PARTNER WITH DARTS.BRUSSELS



**WE ARE NOT A BAR.  
WE ARE A COMMUNITY.**

# WHAT IS OUR IDEAL PARTNERSHIP

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**AUTHENTIC**

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**AUTHENTIC**

**LOW  
MAINTENANCE**  
TIME IS OUR SCARCEST RESOURCE

# WHAT IS OUR IDEAL PARTNERSHIP

**AUTHENTIC**

**LOW  
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**CREATIVE**

# WHAT IS OUR IDEAL PARTNERSHIP

**AUTHENTIC**

**LOW  
MAINTENANCE**

TIME IS OUR SCARCEST RESOURCE

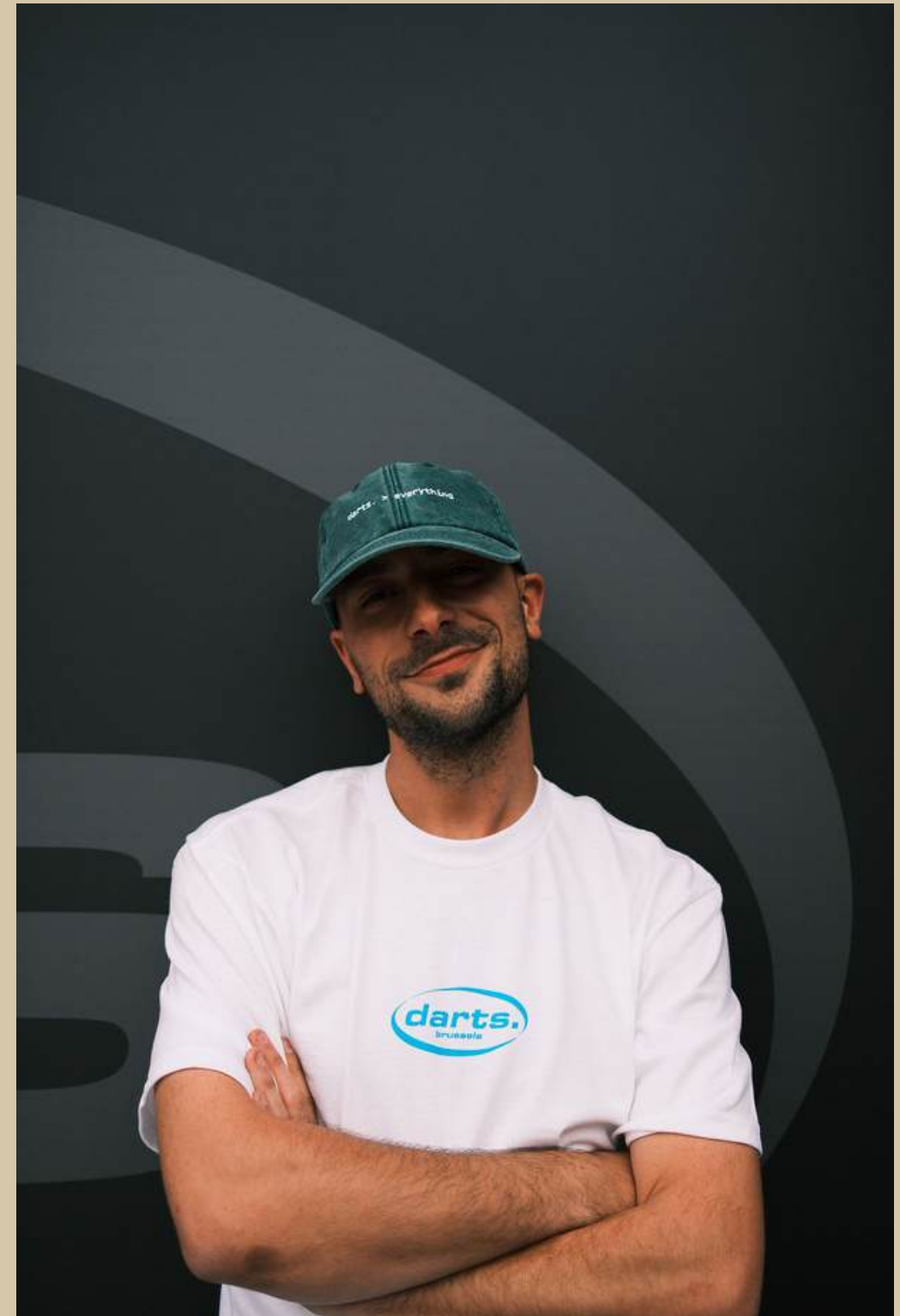
**MOMENTS  
THAT CREATE  
CONNECTION**



**CREATIVE**

THAT'S YOU?

COME SEE ME  
AFTER THIS.



**THANK YOU**

**WHERE COMPETITION MEETS  
CONNECTION**