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Laser tag club launch checklist

Generated: 2026-08-27

Before CAPEX

- Pick format and city — business models on TRUTNEE.
- Estimate budget in the calculator.
- Validate lease / site and permits.

Launch

- Order equipment and arena build-out.
- Hire and train marshals.
- Marketing: birthdays, corporates, schools.

First 90 days

- Track utilization and average ticket.
- Add upsells: café, VR, merch.
- Update your arena listing on TRUTNEE.

TRUTNEE — trutnee.com | Full equipment recommendation via the contact form.