



Welcome to our Indoor Rock Climbing Event Discovery Document - while we are known for indoor rock climbing, our consulting firm is called All Out Events. This document will help us gain a deeper understanding of your event and ensure that we can provide the best support and partnership. Please provide us with the following information:

Job Scope:

1. What does this involve?
 - Describe the main outcome.
 - Specify the duration of expectations.
 - What sets your event apart from similar competitors?
2. Who is your target market?
 - Have you conducted demographic research indicating that your target market is receptive to your effort?
 - Have you conducted market test surveys to establish a need or desire for your idea within your target demographic?
3. Why do you believe this event will be successful?
4. Do you have experience?
 - If not, why do you feel you are the appropriate party to develop/produce this?
 - If you do have experience, please share the details of your experience.
5. What challenges do you anticipate?
6. What elements are key to your success? (e.g., venue, audience, etc.)

Business/Operations Plan:

1. How many members are you anticipating?
2. Do you have a marketing plan to attract the anticipated number of participants?
 - Do you have existing media connections or a significant following?
 - What challenges do you anticipate with marketing your effort?
3. Do you have successful experience executing a marketing plan?
4. Have you created an accurate budget to determine the breakeven point?
5. How will this be funded?
 - Is there an existing reserve for funds needed to produce your effort? Does it cover the breakeven cost, or will it need supplementation?



- If through private investments, have those investments been confirmed? Are there any special considerations from the investors?
 - If through sponsorship, do you have committed sponsors at this point? Who are they? What are their conditions for partnership?
6. What is the ultimate goal? If no long-term goal, what are your short-term goals?
- What does success look like, and what goals do you anticipate setting if you experience continued success?
 - What does failure look like, and what will you do if you experience failure?
 - What is your ideal lifestyle?
7. What is your current organizational structure?
- How many people are on your team, and what are their roles?
 - How do these people report to one another?
 - What particular strengths does your team have compared to other organizations?
 - What weaknesses does your team have compared to other organizations?
 - Do you feel you have enough people to realize your goals at this time? If not, what are your concerns?
 - What experience do you have managing teams?
 - What is your managerial style?
8. Communication styles:
- Please rank your preferred methods of communication: phone, email, in-person.
 - How do you feel about meetings? Should they be frequent, when necessary, or other?
 - How technologically savvy is your organization? Can business be efficiently conducted with shared documents over the internet and email?
9. Professional services:
- Do you have an attorney to oversee contracts and other legal needs? If not, how do you plan to source one?
 - Do you have a financial professional prepared to handle the books? If not, how do you plan to source one?
 - Do you have relationships with other third-party vendors, such as insurance vendors or retail vendors? If so, how did you source them?



Partnership with All Out Events:

1. If seeking to hire All Out Events to produce all or some elements of your effort, are you prepared to pay a significant deposit upfront to demonstrate commitment and cover initial partnership costs (such as hiring and insurance)?
2. What elements are you seeking All Out Events to perform? What are you seeking to perform?
3. What type of relationship do you expect to have with All Out Events?
 - Do you understand that timelines and deadlines will be set based on best practices for success and are non-negotiable once agreed upon?
 - How do you expect any needs not addressed in the contract to be handled?
 - Will you provide access to necessary information promptly, even if you consider it sensitive?
 - How would you expect to handle any dissatisfaction or concerns about All Out Events?
4. What concerns do you have about working with All Out Events?

Please provide as much detail as possible in your responses. This information will help us assess the scope of your goals, and how we can best support you in creating a successful indoor rock climbing experience.