



## Play Café Startup Checklist

Use this one-page checklist to track your progress from idea to grand opening. Each step helps you build a safe, welcoming play café that parents and kids will love.

### Concept & Vision

- Define your play café concept and unique style.
- Decide target age groups (toddlers, preschoolers, or mixed).
- Identify your value add (coffee, classes, design).

### Market Research

- Analyze local demographics and family density.
- Visit competitors to spot gaps.
- Talk with parents about their needs.

### Finances

- Estimate startup costs (lease, equipment, staff).
- Plan revenue streams (entry fees, café, parties, memberships).
- Draft financial projections and funding plan.

### Operations

- Plan daily cleaning and safety routines.
- Decide staff roles (baristas, attendants, managers).
- Create policies for allergies and supervision.

### Marketing

- Build a professional website and directory listing.
- Set up social media accounts for parents.
- Partner with schools and local businesses.

### Pre-Opening

- Install play equipment and café furnishings.
- Hire and train staff before launch.
- Host a soft opening and collect feedback.
- Plan a grand opening event.

Find more resources at [FindAPlayCafe.com](https://FindAPlayCafe.com)