



**GAMETIME
SOCIAL**

Len Keywood, CEO

GameTime Social

Several lanes of Fly'n Ducks and Neoverse
in Multiple Locations, Canada.

For the Best Outcome Go with the Best Partner in the Business

GameTime Social first explored the concept of bowling in their Burlington location, where they put in two Highway66 lanes. For their next location in Mississauga, they decided to put in six lanes of Fly'n Ducks duckpin bowling, and GameTime Vaughan installed five lanes of Fly'n Ducks.

Challenge

Len was looking for a unique entertainment option that would appeal to Canadians. He wants GameTime Social to be the go-to destination in the communities that they serve, with a real "WOW" factor that draws guests in the door. Len wants guests to know that the GameTime Social locations offer entertainment value, in a social setting, where guests can enjoy food and beverages.

For GameTime Social, one of the challenges is that real estate in Canada is quite expensive. Len was looking for an option that was more affordable and used less square footage than traditional tenpin bowling.



This is a real wow type establishment. You have to understand, you have to offer perceived value, entertainment, length of play and stay. Duck pin bowling checks all the boxes. – Len Keywood, CEO



Solution

Len shared that he did his due diligence when it came to selecting the perfect solution that met the challenges for his business. "Duckpin bowling checks all of the boxes," Len acknowledges. Fly'n Ducks offers bowling in a smaller footprint, where guests can enjoy food and beverages in a social setting.

Len also wanted an industry leader, which he saw in QubicaAMF. "That's sort of the company mandate, go with the best in the business. And that led us to do the deal with QubicaAMF because hands down they were the better offering in terms of competitors that are out there," Len shares.

Results

RELIABILITY

Len mentions that the QubicaAMF team was reliable and great to work with. He goes on to say that they “just love the reliability” of Fly’n Ducks and Neoverse. He feels this consistency is paramount for his brand as they want the equipment up and running for as many hours as possible, generating revenue and keeping guests happy.

PROFITS RIGHT FROM THE START

According to Len, the addition of Fly’n Ducks and Neoverse has led to an increase in profits. He mentions, “From day one we have continued to grow revenue as customers become more involved with duckpin.” Their longest running site with Fly’n Ducks is Mississauga, which has seen sustainable growth. He estimates that location was able to see a return on investment within the first 9-12 months. “We see that as a good gauge going forward,” Len adds.

WINNING CUSTOMERS

GameTime Social continues to win over customers as they experience Fly’n Ducks duckpin bowling and Neoverse. They are entertained, stay longer enjoying the game and food and beverages. Len appreciates the quality of Fly’n Ducks and Neoverse, which gives him an edge on the competition as the go-to destination.

GROUP BUSINESS

“Once the patrons become familiar with Fly’n Ducks duckpin, it’s a must-have for our groups and celebration business,” Len notes. He also stressed the importance of reliability for these guests who have chosen their venue to enjoy their time together.

Len knows that having good, functioning equipment leads to positive reviews and customers who return. “You need

it to work and be reliable. The worst thing is for people to come with expectations during their celebration or corporate event and have the bowling not functioning properly. Especially today with social media being so prevalent.” He is pleased that he does not have to worry about that with Fly’n Ducks and Neoverse.

Len appreciates the flexibility that Neoverse delivers with its customized content for groups. “It’s not just watching sporting events. It’s when you have corporate events, putting their logos, putting different material that is personalized or recognizing different groups that are coming in for celebrations. It gives you a lot of flexibility and it provides that wow factor.”

ADVICE TO INVESTORS

“The advice I would give to new investors is what we would tell our customers throughout my whole career. You have to do your homework.” Len knows it is important to go with the best partner in the business and to research who has the most reliable equipment and that is why he chose QubicaAMF.

“Analyzing duckpin we clearly had seen that QubicaAMF was the leader. That’s sort of the company mandate, go with the best in the business. And that led us to do the deal with QubicaAMF because hands down they were the better offering.”
– Len Keywood, CEO

See how Fly’n Ducks Duckpin Bowling Transforms Your Place into a Bowling Entertainment Destination

To learn more: www.qubicaamfbowling.com/products/flyn-ducks-duckpin-bowling

Hear Len’s full story:

