

# Ahead of the Curve

## OFFLINE BOARD GAME CAFE

EXAMPLES OF INNOVATION & ADAPTATION  
IN SAINT JOHN AND AROUND THE WORLD

### COVID-19 BUSINESS REALITY

Offline Board Game Café, a company that sells new puzzles and games and provides a place for people to socialize, eat and play games from its in-store library had to shut its doors and rely completely on online sales.

### INSIGHTS & ACTION



When the quarantine hit, Offline Board Game Café knew people were going to need to be entertained. It purchased as many jigsaw puzzles as it could and started promoting its weekly memberships that offer customers a selection of puzzles and games and free curbside pick up or delivery. The company also developed new product offerings, including gaming kits complete with candy and drinks and weekly competitions.

Now, when the company can't provide a specific product to its customers, it refers them to other local businesses such as Heroes Beacon and Freak Lunchbox. This has led to cross-promotion of each others' products and increased sales for everyone.

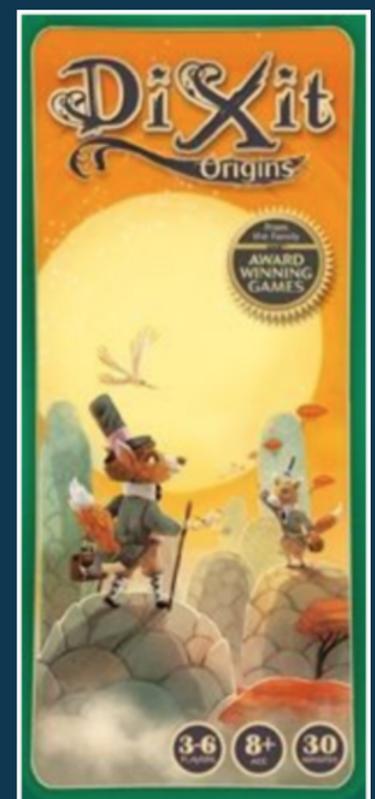
### LESSONS LEARNED

- Look for new ways to serve customers. Customers love to support local; it just needs to be easy for them.
- Look to other local businesses for opportunities to cross promote and work together. It creates goodwill and opens new sales channels.
- Cultivate a growth mindset. Look for the opportunities to create new products, services, and address customer pain points. Capitalize on these opportunities quickly.

### RESULTS

*Seeing the early demand for jigsaw puzzles during the COVID-19 crisis and having them available to sell to customers led to an unexpected success and has generated a new stream of revenue.*

*The company had to lay off some staff, but they are still in business, and staying connected with their customers.*



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ECONOMIC  
DEVELOPMENT

GREATER SAINT JOHN