



I wanted to offer people a place to gather, relax, and have fun. .

Gaming Epicenter

Name
Baciú Romeo

Country
Romania

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My Motivation

I was driven by the desire to bring something new and valuable to his town, especially for the youth. My motivation stemmed from a need to offer people a place to gather, relax, and have fun. Together with my son, we envisioned a business that would cater to this need, focusing on entertainment through PlayStation gaming and a café to create a social hub.



Challenges

Financial: Starting the business was not easy, as I faced financial challenges and the fear of making a large investment.

Location: The initial phase involved numerous difficulties, from securing the right location to ensuring that the gaming experience met the community's standards.

Parents Space: Another challenge was planning a space for the parents and other visitors, which led to the idea of creating a more sophisticated café.



My Approach

The idea: I started with an idea: to open a PlayStation gaming lounge and café where people could enjoy their time.

The Vision: My vision was not only to provide entertainment but also to create a place where families and friends could gather.

The Action: After thorough planning, I took action despite knowing that it would involve significant investment and challenges. The location chosen was strategic, near a high school with over 1,000 students, making it accessible to a large audience. The business was built with a focus on quality, offering state-of-the-art PlayStation 5 consoles and VR experiences. Birthday parties became a key attraction, with children and their families enjoying exclusive access to the entire venue for several hours.



Accomplishments

Our business was uniquely positioned, being one of the first of its kind in the area. The proximity to a high school provided a steady flow of potential customers, and the quality of the gaming equipment attracted a loyal clientele. Our entrepreneurial spirit and willingness to adapt, such as adding the café, also set us apart. The business catered not just to children, but to their parents as well, offering a social experience for all.



Were interventions specifically for underrepresented entrepreneurs?

While the credit was not specifically tailored to underrepresented entrepreneurs, my interaction with others, including members of the Roma community, demonstrated how my experience could serve as an inspiration. My willingness to share knowledge with others, including the Roma, shows how interventions like mentorship and role models can indirectly benefit underrepresented groups.



What interventions/support did you receive?

I received crucial support in the form of a micro-loan. This financial assistance was essential for building the café, which expanded the business and increased its appeal. The microfinance institution recognised the potential for growth and provided the necessary credit, which allowed me to move forward with my plans.



Describe the impact of these interventions?

The loan had a significant impact on the business, enabling the construction of the café and thereby enhancing the overall experience for customers. This addition not only increased customer satisfaction but also brought in more revenue. Our business became a local success story, and my experience with securing a micro-loan provided valuable lessons for other aspiring entrepreneurs in our community.



Future Plans

My future plan is to open a catering business, taking advantage of the growing demand for food services in the area. My goal is to keep expanding and continue creating opportunities not just for myself but for others as well. I also aim to be a role model for young people and for the Roma community, demonstrating that with the right mindset and support, anyone can succeed in business.



What interventions or supports would help you achieve those plans and visions?

Looking forward, I envision expanding into a new business venture—catering. I already have the necessary location and equipment but might need additional financial support. Another micro-loan could potentially help me scale this new business and further solidify my presence in the local market. Additionally, support in marketing or business management could enhance my chances of success.

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