

Bars: Turning Screens into eSports for Casual Gamers

Written by Bob Snyder
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Bars and pubs can now retain customers, acquire new ones and boost revenue with what they already have in their bars: big-screen TVs, guests, and guest smartphones.

*We caught up with Bostjan Troha, co-founder and president of **Barthletix** a startup that turns big-screen TVs in bars and restaurants (even on slow nights) into revenue-boosting loyalty tools.*



What is Barthletix?

Let's say your client has a bunch of TVs in your bar. These TVs don't contribute much to the bar's revenue and customer retention when there's nothing to watch.

Well, Barthletix utilizes these TVs even on slow nights and engages customers to play football, soccer, darts, roulette and more, using their phones. Every night becomes game night! The phones are just controllers: the content is on the TV, for everybody to enjoy, just like a real game would be.

So you're solving the problem of slow nights for bars/pubs?

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Exactly, but also the engagement and loyalty problem, which translates to revenue. Game nights in bars are when the revenue skyrockets. But that's only a couple of nights per week if that. Barthletix lets bar owners utilize their TVs on slow nights to create game atmosphere every evening. Barthletix is a digital sports bar where everyone can be an athlete. Hence the name -- Barthletix is short for "bar athletics."

What does a bar owner need to do to join in?

All they need to do is get the Barthletix box, plug it into the TV and connect it to wifi. That's it. The TV shows the regularly scheduled programming, but it includes a QR code and a link. Anyone in the bar can scan the code or type the link in their phone's browser and they can start playing games on the TV. Then the entire screen displays the game people are playing.

And how does the bar earn revenue?

The games are based on the freemium business model. You need currency to play games: Silver, which you earn as you play plus each time you order a drink, and Gold, which you buy at the bar.

Let's say you ran out of Silver while playing soccer with your friends against the table next to yours. You either order another beer and get Silver or buy Gold from the waiter — you most certainly won't stop playing, your buddies will not let that happen.

And the best thing is, when you're in a bar, you're in the spending mood. You went to the bar to spend money, among other things, of course.

So the bar earns revenue by either selling more beer or selling Gold to customers. Gold is printed coupons with a QR code in them. The customer simply scans the code and Gold is transferred to their account.

Is there any other difference between these two currencies?

Yes, in order to participate in or create leagues and championships customers must buy Gold. With each sale of Gold, the bar generates revenue, of course.

It's easy for a bar to set up their own league or organize a championship of neighboring bars. There are lots of opportunities for bars to take advantage of the platform.

What kind of games can we play?

We have a bunch of skill-based games as well as chance-based games. So, even if you're... well, tired and emotional and your skills are impaired, you can still enjoy playing.

And anyone can participate. If you don't want to play, you can bet on outcomes for rounds of beer, the virtual currency or prizes the bar or their partner offers.

Is this esports for casual gamers?

Spot on! We're building an esports platform for casual and popcorn gamers. Not everyone understands Dota2 or LOL, but everyone understands Soccer and Football!

We see a lot of benefits being generated for bars and restaurants, especially with complex and demanding target audiences, such as the Millennials.

Go [Barthletix](#)

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