



Anger Management: An Alternative Solution

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Introduction

Emotions are a large part of the human race and there is a constant cycle of those emotions that we feel. No emotion is held forever, though many can be held for long periods of time. One of the major emotions that everyone has felt at some point in their life is anger. About 20% of Americans have uncontrollable fits of rage regularly. Everyone handles their anger and stress differently. Other forms of coping and release work for different people—yoga, therapy, baking—whatever makes someone feel better. However they want to release their stress. For some, these ways are not enough. They are seen as ‘crackpot’ or non-effective methods by these people. They don’t feel better, or sometimes they can feel worse. Some people may just need to destroy something.

Destruction is seen by society as a very bad thing. We are told to create, not to destroy. But some people lose their temper and things end up broken—the living room lamp, the coffee mug, the hole punched in the wall. Unfortunately, yoga and other methods are not helpful forms of anger management for these people. Tearing a piece of paper can be satisfying. Shattering a dish on purpose can be more so. Imagine being able to play baseball with that dish. Think of anything you have ever wanted to smash to bits. So, what if there were a place where breaking something was acceptable? Encouraged? What if there were a place to release your anger and stress through destruction?

Who’s doing business now?



The Smash Shack

- Jacksonville, North Carolina
- Garage set up like a carnival toss game
- Only offer smashing of glass
- Write what you want on a plate then smash it
- \$15 First Timer, 15 small plates, 5 large plates, 5 cups and 6 bottles
- \$50 Armageddon Box, 6 wine bottles and 3 vases
- \$20 Date Night, 5 large plates, 5 small plates, 5 mugs and 5 glasses

Who is Stressing Out?

Most adults report a stress level that is higher than what is considered normal. Women report higher stress levels than men, though both report higher levels than what is considered the norm. Women are also more likely to say that their stress level is on a constant rise. Stress happens to almost all of Americans, but Millennials (age 18 to 33) and GenX (age 34 to 47) report the highest stress level average. About 60% of adults try to reduce their stress, and have been trying for the past five years. Almost 53% are still trying to accomplish their goal, while only about 37% feel they are doing a good job or managing their stress levels.

Research Design and Expected Results

A smaller scale test case of these business will be conducted. Participants will choose a weapon and an item to destroy. Data will be collected through surveys that will be filled out before and after participants destroy the item of their choice.

The expected results would be that destroying something can relieve stress and anger. The main hope would be that it is a sufficiently enjoyable experience that people would pay enough to participate on a regular basis to form a viable business model.

Rage Room

- Toronto, Canada
- Part of a bigger company called Battle Sports
- Dart of War - Nerf-Gun fights
- Archery Dodgeball
- BYOB - Bring Your Own Box, \$19.99/ person, 1 box of your own stuff, Additional \$10/box
- Get Smashed, \$34.99/ person, 8 beer bottles, 5 liquor bottles, 3 wine glasses
- Date Night, \$69.99/ couple, 8 small items, 4 medium items, 2 large items, 2 electronics
- Super SMASH \$99.99/ flat, 20 small items, 12 medium items, 8 large items, 2 electronics
- Overkill \$199.99/ flat, 50 small items, 34 medium items, 16 large items, 2 electronics
- Can also build your own package



Proposal

A combination of all 3 with something extra

- Opportunity to smash glass, electronics, or larger items
- Bring in your own items
- Ability to build your own package
- Destruction of entire room
- Opportunity to destroy a car
- Shooting range
- Paintball park
- Provide “Chill Room” for cooling down and relaxing after
- Provide massage therapist appointments scheduled after destruction



The Anger Room

- Dallas, Texas
- Room filled with everyday objects waiting to be smashed
- Weapons: Baseball bats, Golf clubs, Tennis rackets, Crowbars, and Mannequins
- 5-minute “I Need a Break” (for \$25)
- 15-minute “Lash Out” (\$45)
- 25-minute “Total Demolition” (\$75)



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