

# High-Fidelity Launch Blueprint: AR-Enabled Escape Experience

Operational Roadmap, Financial Validation, and 5-Year Growth Trajectory

HAPTIC FEEDBACK UNIT

AR PROJECTOR LOCK

AR PROJECTOR ARRAY

BIOMETRIC SCANNER

AR PROJECTOR ARRAY

NETWORK SECURITY HUB

NETWORK SECURITY HUB

PRESSURE ARRAY



DETAIL UTEN

ELECTRICAL SCHEMATIC

0 2 5 10 16x

# The Investment Thesis at a Glance

**\$330,000**

**Initial CapEx (Tech + Build)**

High barrier to entry ensures competitive moat.

**\$39,000**

**Year 1 EBITDA Target**

Validated by 10,000 visit volume model.

**2 Months**

**Projected Breakeven**

Aggressive ramp-up period to protect working capital.

**\$3,800**

**Premium Price Point**

Corporate Buyout Rate (Standard + 15% Premium).

# Immersion as the Primary Asset Class

## The Problem:

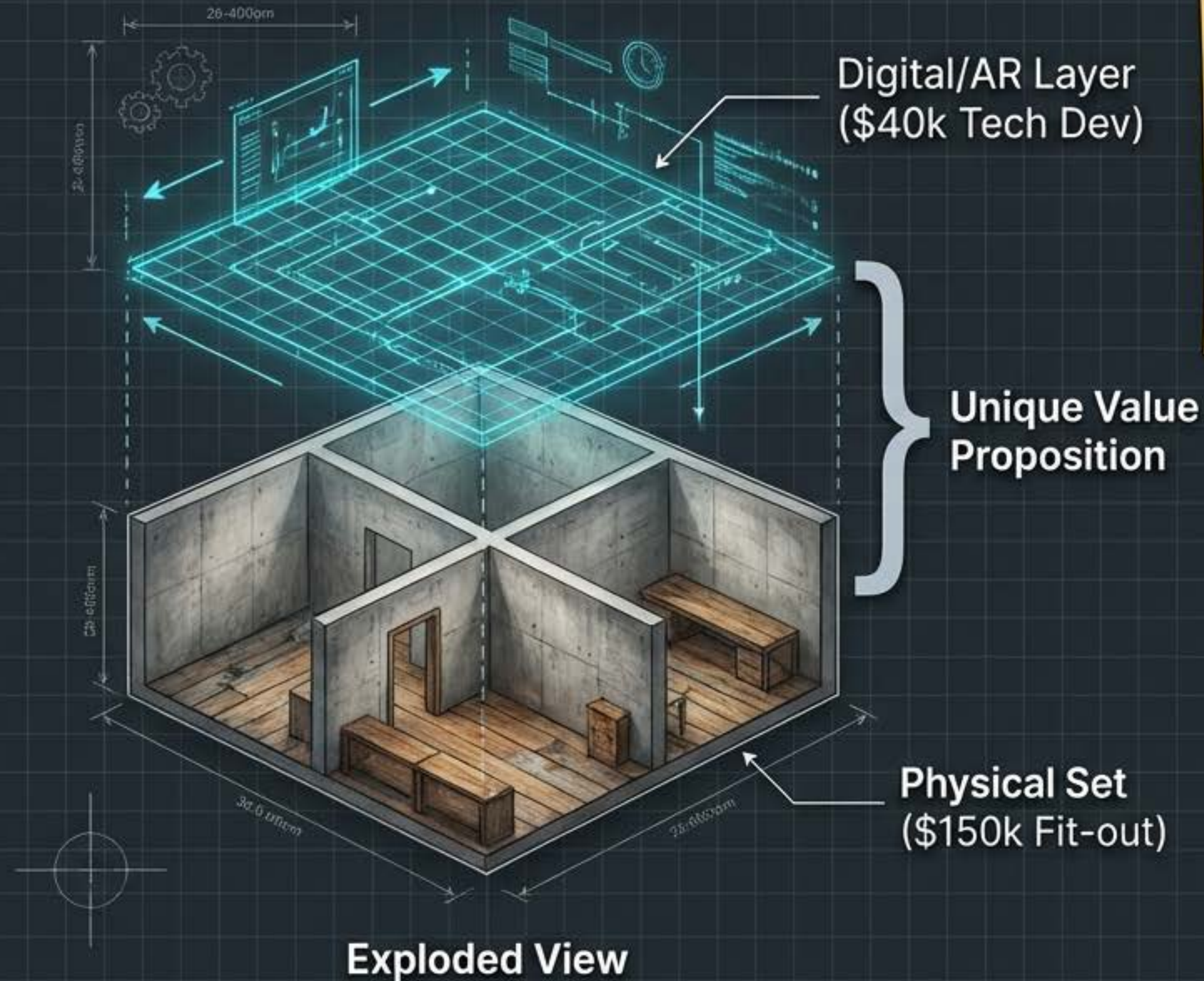
Saturated markets require more than physical locks and keys.

## The Solution:

- Seamless integration of physical sets and digital puzzles.

## The Outcome:

- Selling outcomes (team cohesion), not just 60 minutes of play.

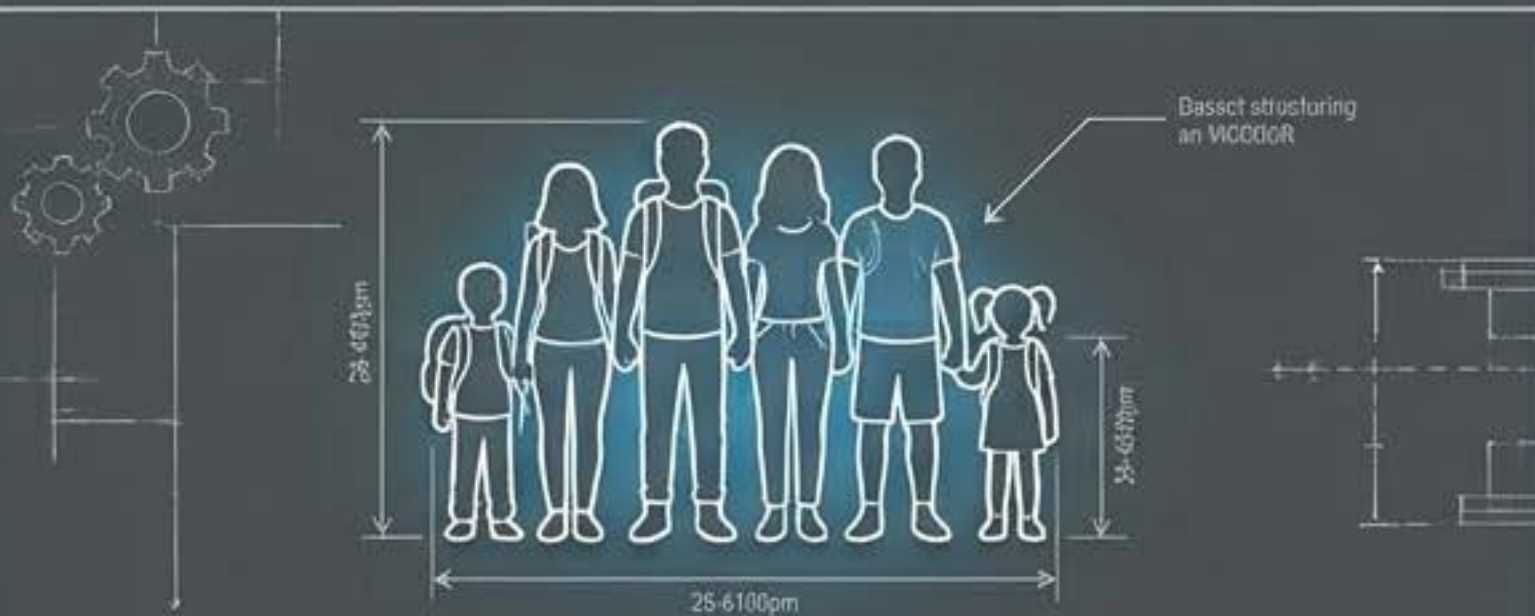


**CRITICAL:** If the experience feels cheap, the premium pricing fails.

Construction milestones must be tied directly to AR feature delivery.

# Market Segmentation & Pricing Architecture

## The Volume Engine (General Admission)



**Target:** Young adults, families, adventure seekers

**Price:** \$30-\$45 per ticket



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**Goal:** Cash flow stability

## The Profit Engine (Corporate/Private)



**Target:** Corporate team-building, B2B

**Price:** \$3,800 Buyout (Standard + 15% Premium)

**Goal:** Margin expansion

**Context:** Local room density (venues per 100k residents) dictates the necessity of the AR/Tech UVP.

# Operational Capacity: The Path to 10,000 Visits

## Annual Target



## Daily Requirement



## Revenue Potential



### Strategic Note:

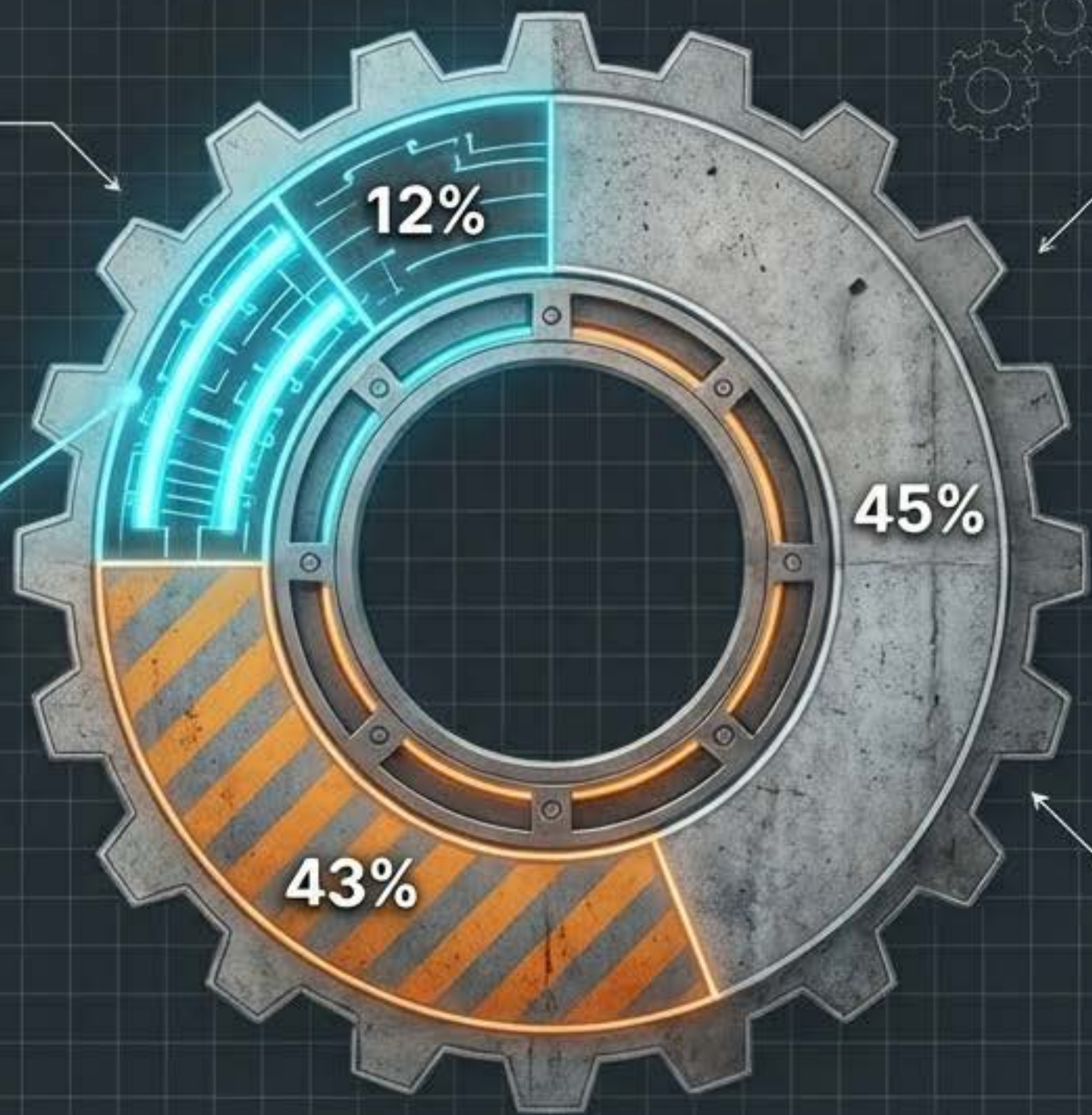
Variable costs must be rigorously monitored. This volume alone covers fixed overhead, but only if efficiency is maintained.

# Seed Capital Allocation (\$330k)

## The Differentiator

AR Tech Development  
(\$40,000)

**WARNING:** Tech Development is Phase 0.5, not Phase 2. AR features must be ready at launch to secure the premium valuation.



## The Stage

Room Construction  
(\$150,000)

## The Runway

Working Capital  
& Leasehold  
(\$140,000)

# Managing the Runway & Monthly Burn

**Fixed OpEx: \$8,700/month**  
(Rent \$6k + Insurance + Staff)

**Safety Margin Requirement:**  
4 Months Cash Reserves

**Fuel Gauge**



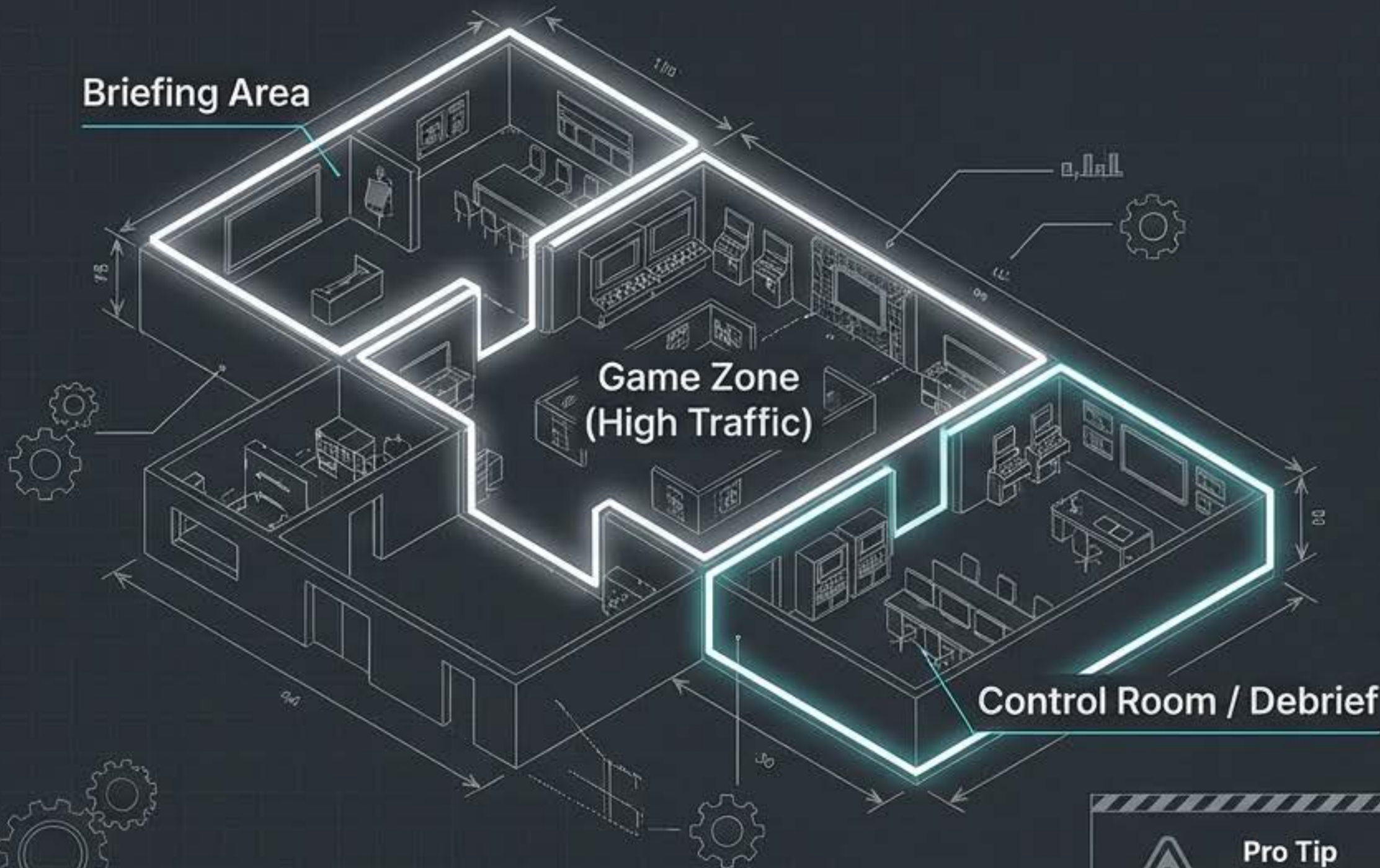
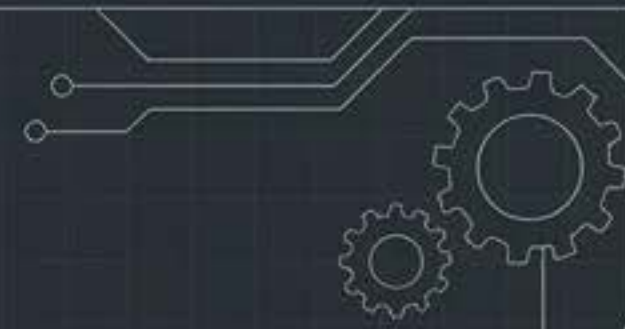
**Risk Scenario**

**60-Day Construction Delay**

**COST IMPACT:**

Burns an extra \$17,400 before a single ticket is sold.

# Infrastructure & Hardware Requirements



## Tech Stack (\$18k CapEx)

- Security & Access Control
- POS System
- Game Master Tablets



### Pro Tip

Avoid proprietary hardware. Stick to commercial off-the-shelf solutions for easier support and integration.

# Staffing the Machine: Efficiency at Scale

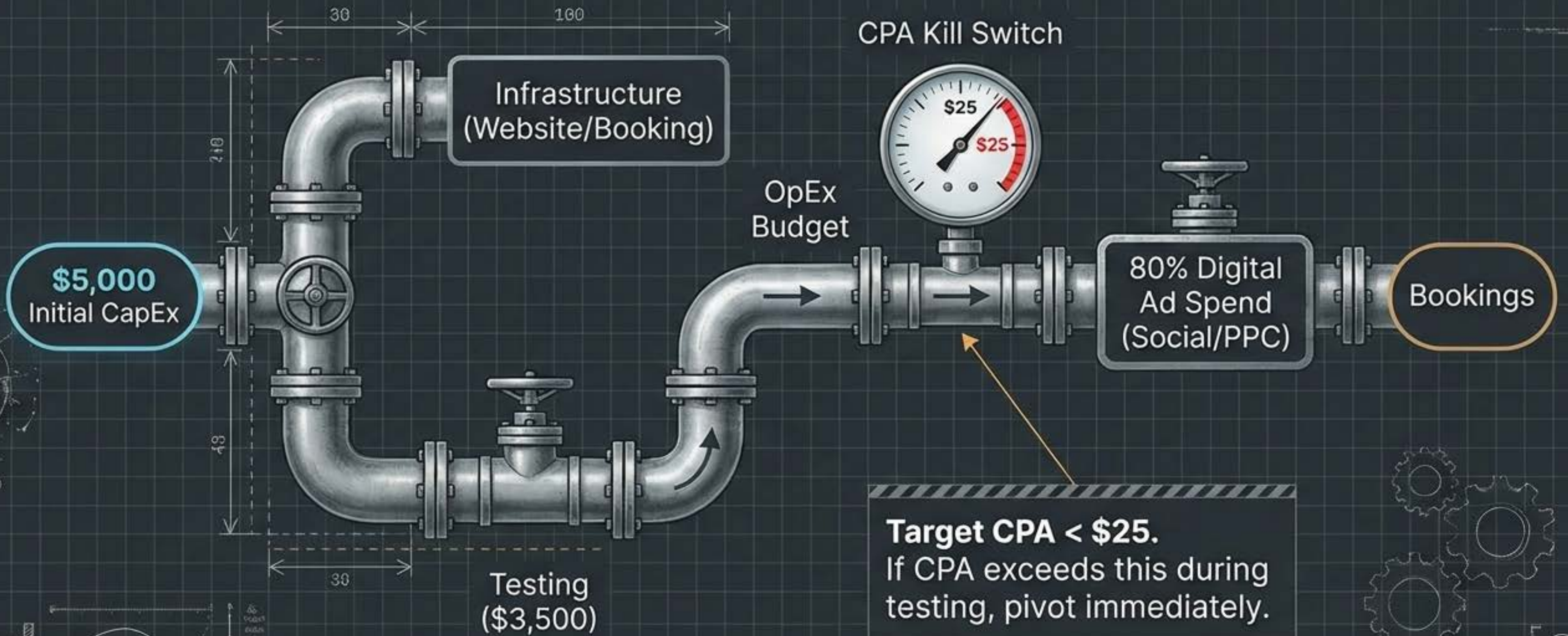


Helvetica Now Display

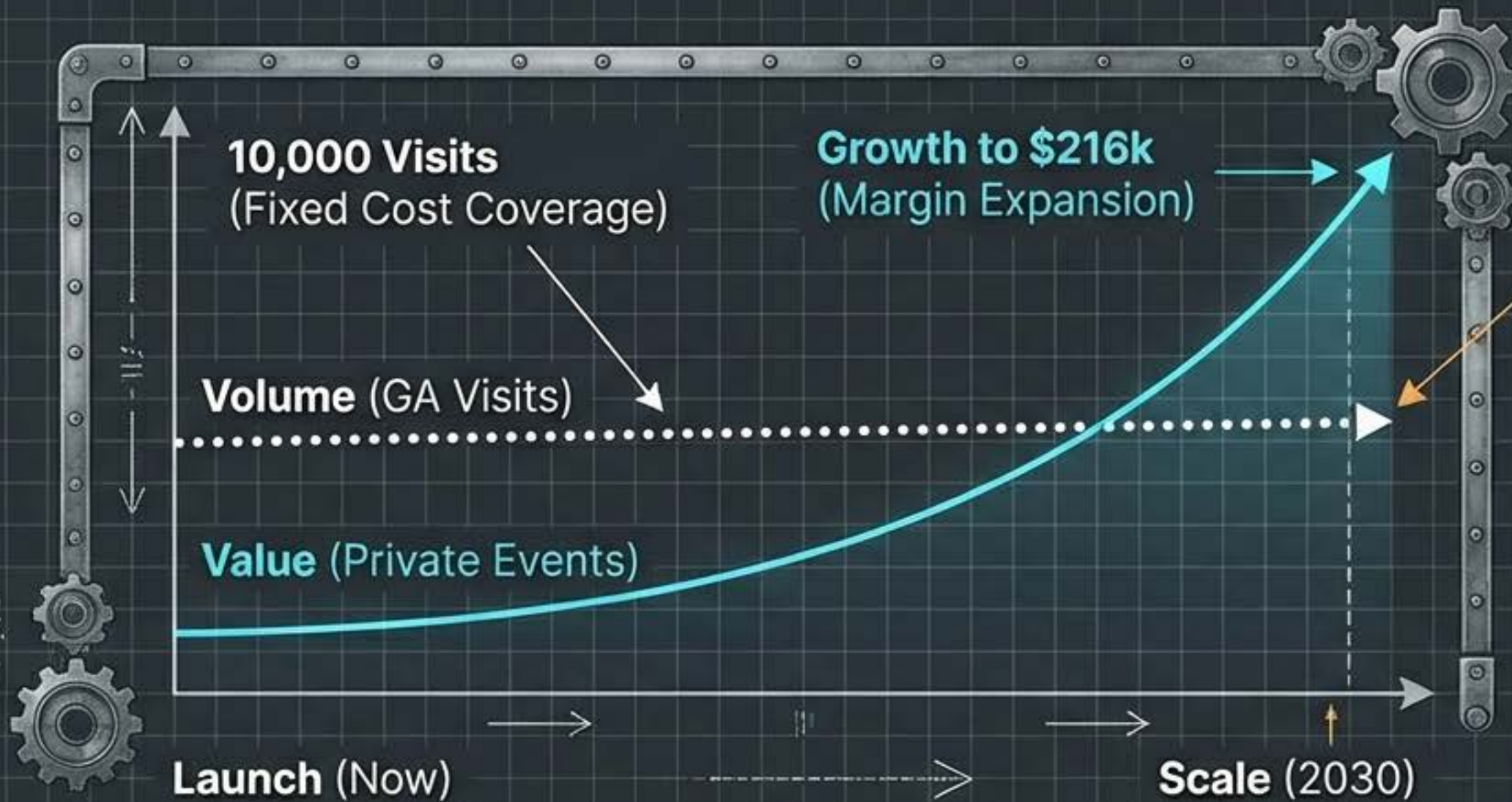
**Operational Note:**  
Game Masters must be cross-trained for room resets to maximize labor efficiency per slot.

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# The Customer Acquisition Engine



# Long-Term Revenue Strategy: From Volume to Margin



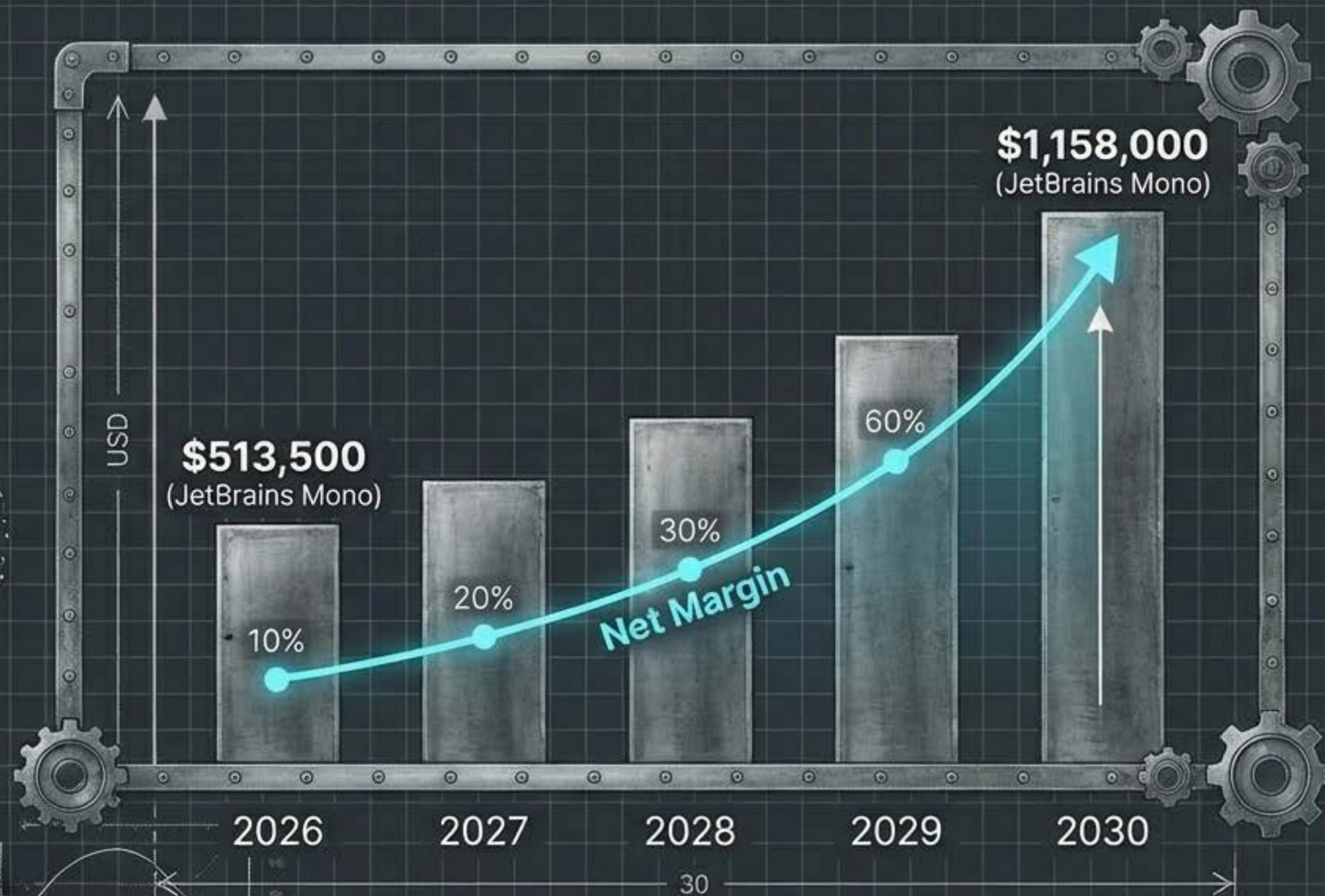
**Phase 1 (Now):**  
Secure 10,000 GA visits to cover fixed costs.

**Phase 2 (2030):**  
Grow Private Events from \$80k baseline to \$216k.

**Insight:**  
Events carry lower variable costs and higher margins.

**Operational Insight:** Margin expansion occurs as higher-value, lower-variable-cost private events become the dominant revenue driver, surpassing the fixed-cost volume baseline.

# Five-Year Financial Outlook (2026–2030)



## Key Metrics

**Inter  
Payback Period:**  
49 Months

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Critical Success Factor:**  
Maintaining the 2-month  
breakeven pace to  
protect working capital.

# Risk Assessment & Mitigation



**Construction Delays**



**Mitigation:** Tie vendor payments strictly to AR milestones.



**High Acquisition Costs (CPA)**



**Mitigation:** \$3,500 "Sandbox" budget for testing before full spend.



**Wage Bloat**



**Mitigation:** Utilize part-time Game Masters for variable capacity.

# Pre-Flight Launch Checklist

- Capital: \$330k Secured + Contingency Buffer**
- Real Estate: Lease Signed (Max \$6k/mo)**
- Product: AR Tech Developed & Integrated (\$40k allocated)**
- Team: 40 FTE Staffing Plan Finalised (capped at \$247.5k)**
- Market: Funnel Tested (CPA verified < \$25)**



# Immersive. Scalable. Profitable.

Ready for Execution.

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