



IVI

Inspire. Vivify. Illuminate.
A retreat to our being.

1 in 3 individuals worldwide
say their wellbeing is lower than ever.

lululemon, June 2023

82% of US/ 73% of UK/ 87% of China
consumers consider wellness an
important priority in their lives.

McKinsey, January 2024

TREND

Age of Healing

As society emerges from the shadow of a global pandemic, the pursuit of self-improvement has profoundly shifted towards self-transformation.

Wellness today transcends traditional realms of fitness and nutrition, embracing comprehensive aspects such as sleep, mindfulness, and emotional health.

As wellness becomes an essential facet of life, brands are now tasked with weaving it seamlessly into their products and experiences.

Trend Watching, 2024

How can a location-based entertainment venue incorporate wellness while ensuring fun for its guests?



INTRODUCING IVI

A new era of wellness-infused entertainment

IVI (pronounced ee • vee) is more than a destination; it's a transformative journey that redefines what it means to live well.

In today's fast-paced world, the **Ivi Retreat** stands as a sanctuary of balance, harmony, and joy. This pioneering, location-based entertainment destination is designed to nurture wellness through playful interactions. Ivi isn't just an escape; it's an invitation to engage deeply with every aspect of wellness—emotional, mental, social, and physical—harmoniously blended with the natural elements of air, earth, fire and water.

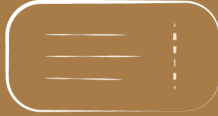
At Ivi, wellness transcends mere enjoyment—it becomes a dynamic learning experience. Here, every visit enriches your life with healthful practices that can be seamlessly integrated into daily living.



Who is Ivi for?

Ivi welcomes everyone—from young explorers to seasoned life enthusiasts and from friends to families.

With a wide range of carefully crafted experiences, Ivi ensures that whether you seek invigoration, tranquility, connection, or introspection, there is a space here to fulfill those needs.



Day ticket

Membership

INCLUDING

Attractions

Attractions
Classes

ADDITIONAL

Classes
Workshops

Workshops

TYPES

Adult
Child

Individual
Family

How does Ivi work?

Embark on a wellness journey with a choice of **attractions, classes and workshops**, available through **day tickets or monthly memberships**.

Enhance your visit with the Ivi app, a digital companion that tracks your progress and records your journey's milestones.

BUSINESS MODEL

Location-Based Entertainment Franchise

Ivi is a scalable and adaptable franchise designed for local ownership and operation, offering a unique location-based entertainment experience.

- **Franchise Support:** Franchisees receive comprehensive support covering training, marketing, and operational guidance to ensure success.
- **Admission:** Guests can choose from daily passes for immediate access to all attractions or opt for a monthly membership that includes both attractions and classes. Additional fees apply for special workshops.
- **Additional Revenue Streams:** Franchisees can enhance profitability through integrated retail stores and restaurants, which complement the Ivi experience and provide guests with additional value.



Market Strategy

Ivi strategically target **top countries in the wellness economy**, focusing on their **most visited cities and capitals**. These locations are chosen for their population's interest in wellness activities and limited access to nature.

First Phase: Introduction

- New York (USA)
- Tokyo (Japan)
- London (UK)
- Berlin (Germany)

Second Phase: Expansion

- Sao Paulo (Brazil)
- Hong Kong (China)
- Toronto (Canada)
- Delhi (India)
- Paris (France)

Third Phase: Maturity

- Milan (Italy)
- Seoul (South Korea)
- Cancun (Mexico)
- Sydney (Australia)
- Dubai (UAE)
- Cape Town (Africa)



The Legend of Ivi

STORY

The Cave of Ivi: A Journey Through Earth's Lore

In a time forgotten, when the Earth's secrets were only whispered to those attuned to its frequencies, a curious and intrepid young woman named Ivi stumbled upon a hidden network of enchanted caves. Unlike ordinary geological formations, these caverns were portals to the very essence of the planet, each resonating with the ancient whispers of a bygone era.



Ivi's Discovery:

Ivi, known for her tenacity and a deep connection to nature, was drawn to the mysterious beauty and isolation of these caves. In the heart of an ancient cavern, she found solace and established “The Hermit’s Retreat”—a sanctuary where the complexities of life seemed to dissolve in the elemental symphony of earth, water, air, and fire. This serene retreat became a place for deep reflection and learning, where Ivi embraced the raw energies of the natural world to enrich her understanding of life’s interconnectedness.



Earth's Whispers:

As Ivi explored further, each cave revealed a unique chapter of Earth's history, from its fiery volcanic origins to the mesmerizing dance of tectonic shifts. The caves, acting as natural archives, held stories etched in stalactites and stalagmites, chronicling millennia. Ivi, interpreting these natural scripts, absorbed the profound wisdom and primal energies they emitted.



Our Gateway:

In a cavern resonating with extraordinary energy, known among the few who knew of its existence as “Our Gateway,” Ivi discovered that true fulfillment extended beyond solitude; it thrived in the communal bonds formed with others. Inspired, she decided to present the caves to the community, inviting all to explore and share in the wisdom of the caves, fostering a collective enlightenment and deeper understanding of life’s interconnectedness.



The Transformation:

As the legend of Ivi and her elemental caves spread, they attracted visionary explorers and thinkers. Captivated by the enduring tranquility of the caves, they envisioned a new purpose for this ancient retreat.



Ivi's Retreat: A New Beginning:

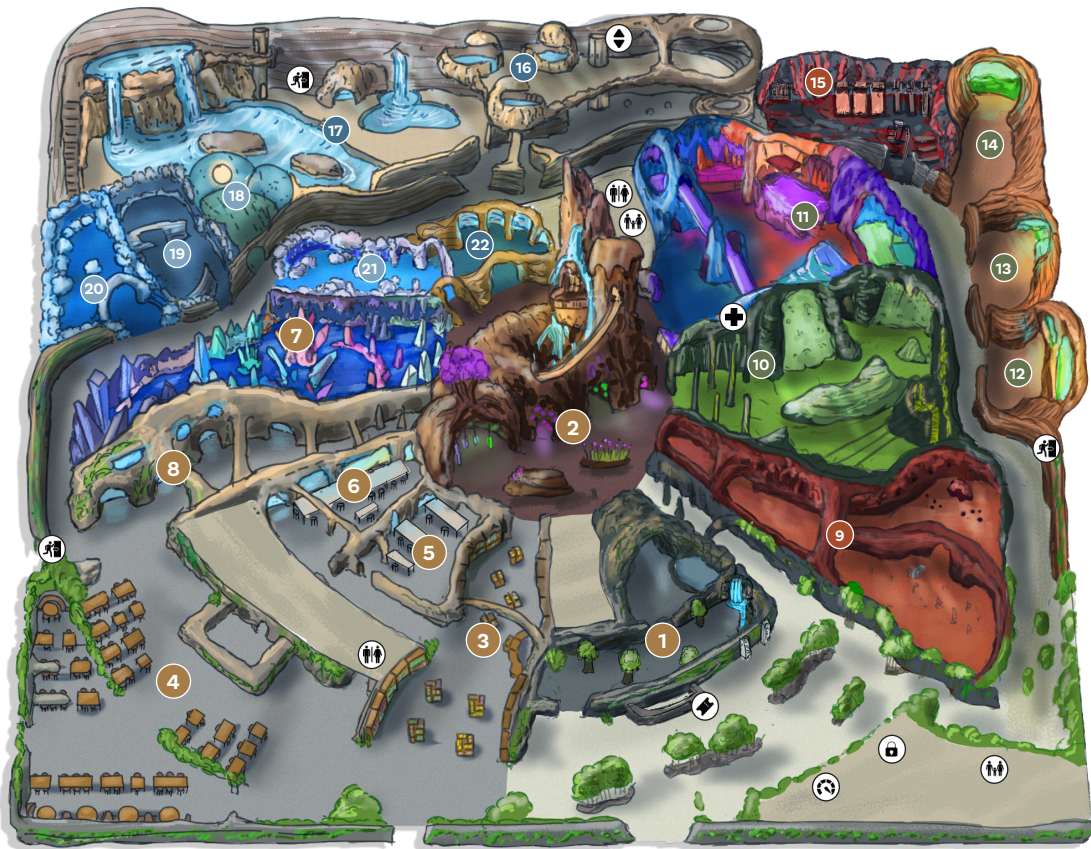
Today, the mystical caves have been lovingly transformed into **Ivi Retreat**, a holistic wellness center offering refuge for those seeking tranquility and a deeper connection with both themselves and the world around them. The design thoughtfully blends the caves' natural splendor with modern architectural elements to create spaces perfect for meditation, reflection, and communal interaction.





The Journey Through Ivi





The Underworlds

- 1 The Legend of Ivi
- 2 Elemental Trail
- 3 Echoes Emporium 🗝️
- 4 Roots and Rocks 🍴
- 5 Cuisine Cove 👤
- 6 Artisan Cave 👤
- 7 Our Finding
- 8 Gathering Grotto

Our Gateway

- 9 Our Melodies
- 10 Our Power
- 11 Our Jump
- 12 Our Move 👑
- 13 Our Rhythm 👑
- 14 Our Cycles 👑
- 15 Our Shape 👑

Whispering

- 16 Relaxing 👑
- 17 Diving 👑
- 18 Flying 👑
- 19 Calming 👑
- 20 Balancing 👑
- 21 Playing
- 22 Floating

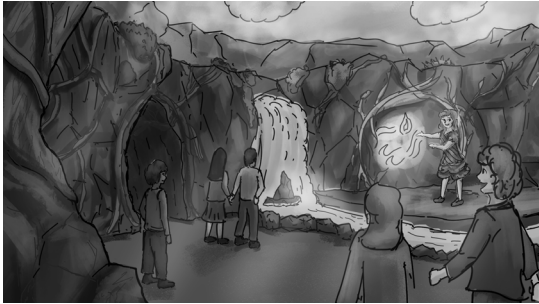
Legend

- 🎫 Ticket Office
- 🚶 Wellness Track
- 🔒 Locker
- 🚻 Restroom
- 👨 Family Restroom
- 🏥 First Aid
- 🚪 Emergency Exit
- ⬆️ Elevator
- 🛍️ Retail
- 🍴 Dining
- 👑 Members only
- 👤 Workshops

Elements of Nature:

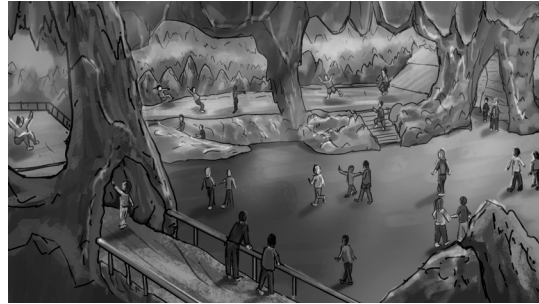
- 🟠 4 Elements
- 🔴 Fire
- 🟢 Earth
- 🟡 Air
- 🟦 Water

Explore the three enchanting lands of Ivi:



The Underworlds

Hosts transformative experiences that foster well-being and joy by harmoniously blending the four elements of nature with the four wellness dimensions.



Our Gateway

Invites guests to engage physically and socially, drawing on communal wisdom and the energizing atmosphere of the caves.



Whispering

Offers serene spaces for introspection and peace, aimed at enhancing personal clarity and fostering deep self-reflection.



The Underworlds

Hosts transformative experiences that foster well-being and joy by harmoniously blending the four elements of nature with the four wellness dimensions.



Entrance

Begin your journey at Ivi with a visit to the Ticket Office, where you can secure your entry and store your belongings in our safe Lockers. Participate in the Wellness Track for a quick health assessment before you start your adventure. Don't miss the immersive *Legend of Ivi* pre-show, which reveals the mystical origins of the caves and sets the stage for your exploration of Ivi's hidden retreat.

Type: Facility and Pre-Show

Technology: Sound system, binaural sound, interactive screens, dynamic lighting effects, atmospheric fog, ambient scents.

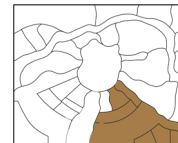
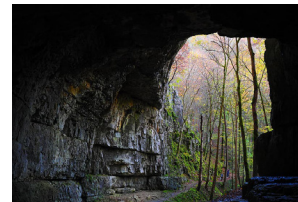
Wellness Dimensions:



Elements of Nature:



Inspirations:



Elemental Trail

Traverse a bioluminescent cave where natural wonders illuminate the path, merging earth, water, fire, and air to engage all wellness dimensions in a playful and transformative way.

Type: Attraction

Technology: Interactive sound and lighting, ambient scents.

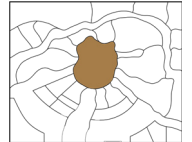
Wellness Dimensions:



Elements of Nature:



Inspirations:



Artisan Cave and Cuisine Cove

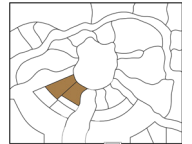
Engage in creative workshops set within the cave environment. Cuisine Cove offers lessons in healthy cooking with local and seasonal ingredients, while Artisan Cave focuses on crafts like Wind Chimes and group sound meditation.

Type: Workshops

Technology: Surround sound speakers.



Inspirations:



Wellness Dimensions:



Elements of Nature:



Our Finding

This crystal cave uses reflections and light to unveil personal insights, providing a dynamic experience where your responses shape the journey, engaging all wellness dimensions in an environment of ancient earth's secrets.

Type: Attraction

Technology: Advanced sound system, AI-enhanced screens and sensors, lighting effects, custom scents.

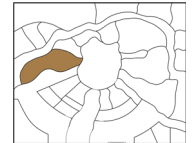
Wellness Dimensions:



Elements of Nature:



Inspirations:



Gathering Grotto

This communal area melds cave-inspired architecture with all elemental and wellness dimensions, providing a versatile space for rest, social interactions, or a peaceful coffee break.

Type: Facility

Technology: Ambient speakers, infused scents, power outlets for guests.

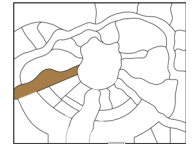
Wellness Dimensions:



Elements of Nature:



Inspirations:



Roots and Rocks

Savor meals in our cave-inspired eatery, featuring local, organic ingredients that reflect Ivi's elemental themes.

Type: Dining

Technology: Ambient sound setup.

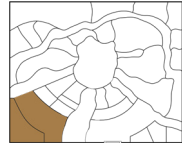


Inspirations:

Wellness Dimensions:



Elements of Nature:



Echoes Emporium

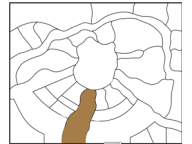
Extend your wellness journey at home with products from our retail space, featuring local crafts and wellness tools.

Type: Retail

Technology: Background music, aromatic scents.



Inspirations:



Wellness Dimensions:



Elements of Nature:



Our Gateway

Invites guests to engage physically and socially, drawing on communal wisdom and the energizing atmosphere of the caves.



Our Melodies

Gather in a dark cave lit by fire, where ancient rhythms inspire community through the element of fire, enhancing social wellness. Use easy-to-play instruments to bring stories to life through sound, fostering a sense of community and creativity.

Type: Attraction

Technology: High-fidelity sound system, projection mapping, fog and fire effects, lighting enhancements, evocative scents.

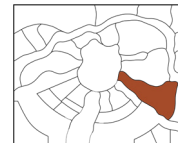
Wellness Dimensions:



Elements of Nature:



Inspirations:



Our Power

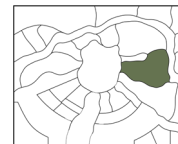
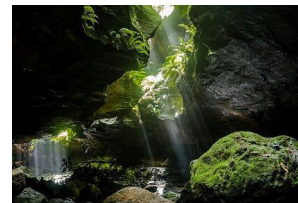
Challenge your physical and social resilience in a mountain cave, equipped with zip lines, climbing walls, mini-hiking trails rooted in the element of earth.

Type: Attraction

Technology: Projection mapping, environmental lighting effects, natural scents.



Inspirations:



Wellness Dimensions:



Elements of Nature:



Our Jump

Bounce and leap in a rainbow cavern, where colorful lights and trampoline fun boost physical fitness, enhanced by elements of earth and fire.

Type: Attraction

Technology: Projection mapping, fog and interactive lighting, sound-responsive systems.

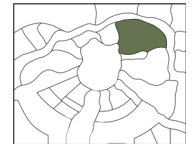
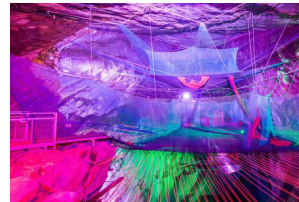
Wellness Dimensions:



Elements of Nature:



Inspirations:



Our Moves/ Our Rhythm/ Our Cycles

Move, dance, or spin in a forest cave, where the earth element underfoot supports your physical wellness through natural rhythms.

Type: Classes

Technology: Sound system, visual projectors and screens, lighting effects, and scents.

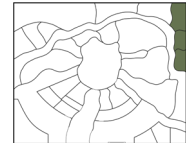
Wellness Dimensions:



Elements of Nature:



Inspirations:



Our Shape

Energize in a gym set within a volcano cave, where the fire element fuels your workout intensity.

Type: Facility for members

Technology: Sound system, television displays, fog and fire effects, dynamic lighting, and scents.

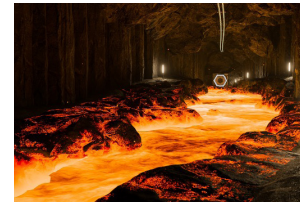
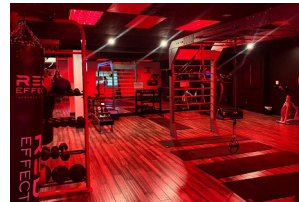
Wellness Dimensions:



Elements of Nature:



Inspirations:



Whispering

Offers serene spaces for introspection and peace, aimed at enhancing personal clarity and fostering deep self-reflection.

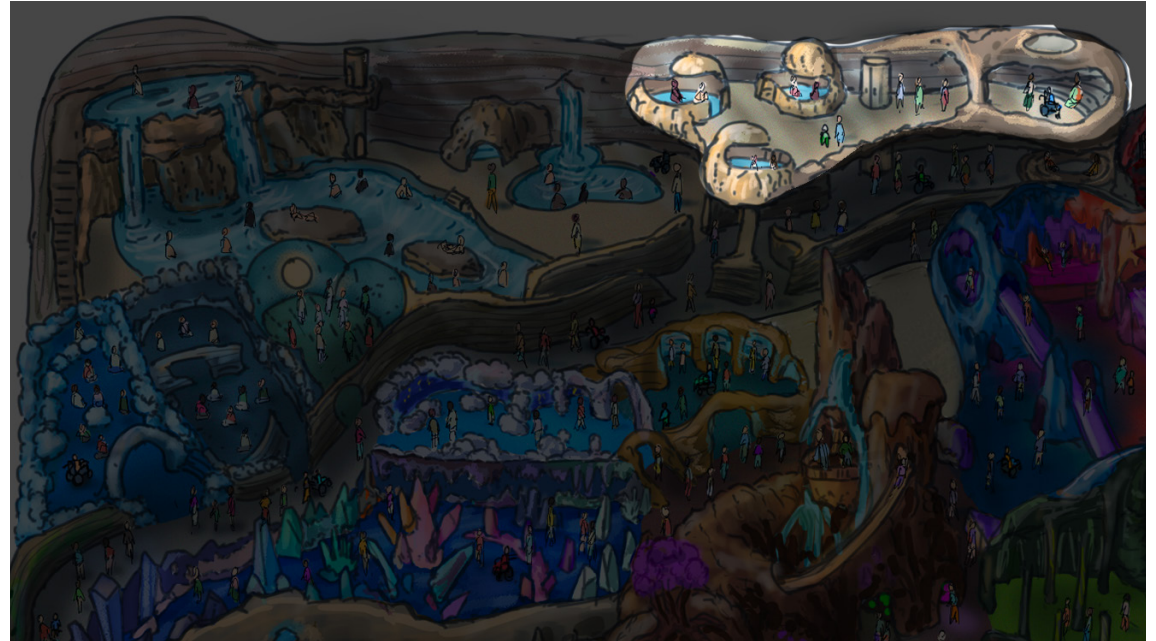


Relaxing

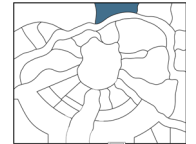
A complimentary offer for members to unwind in a sandy, water-feature enhanced cave with comfortable seats and massage beds, where elements of water promote a relaxing atmosphere.

Type: Lounge for members

Technology: Sound system, lighting effects, infused scents, water massage beds.



Inspirations:



Wellness Dimensions:



Elements of Nature:

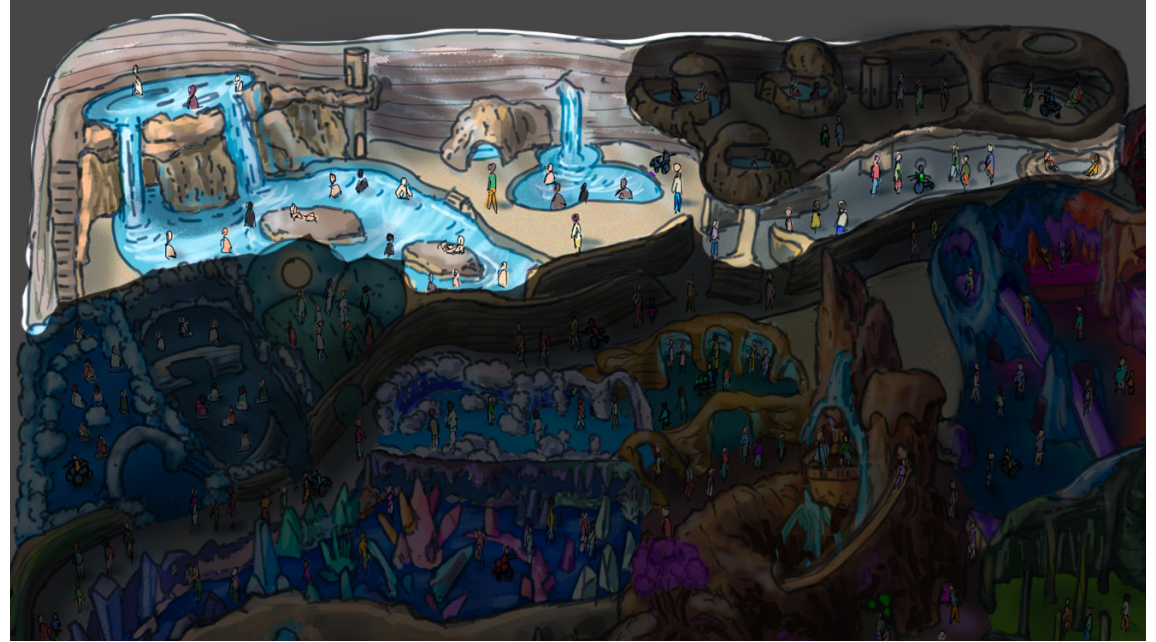


Diving

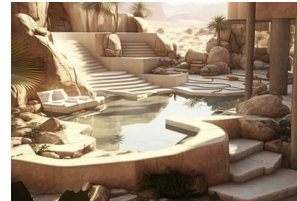
Dive into serene pool caves where the calming water enhances emotional and mental wellness, offering aqua experiences that include aerobics, aqua yoga, and aqua sound bathing.

Type: Classes

Technology: Speakers, lighting effects.



Inspirations:



Wellness Dimensions:



Elements of Nature:



Flying

Lay back and gaze through a celestial opening in the cave, where air carries your thoughts to higher planes. Engage in guided meditation and breathwork sessions in a calming environment with soothing sounds and aromatherapy.

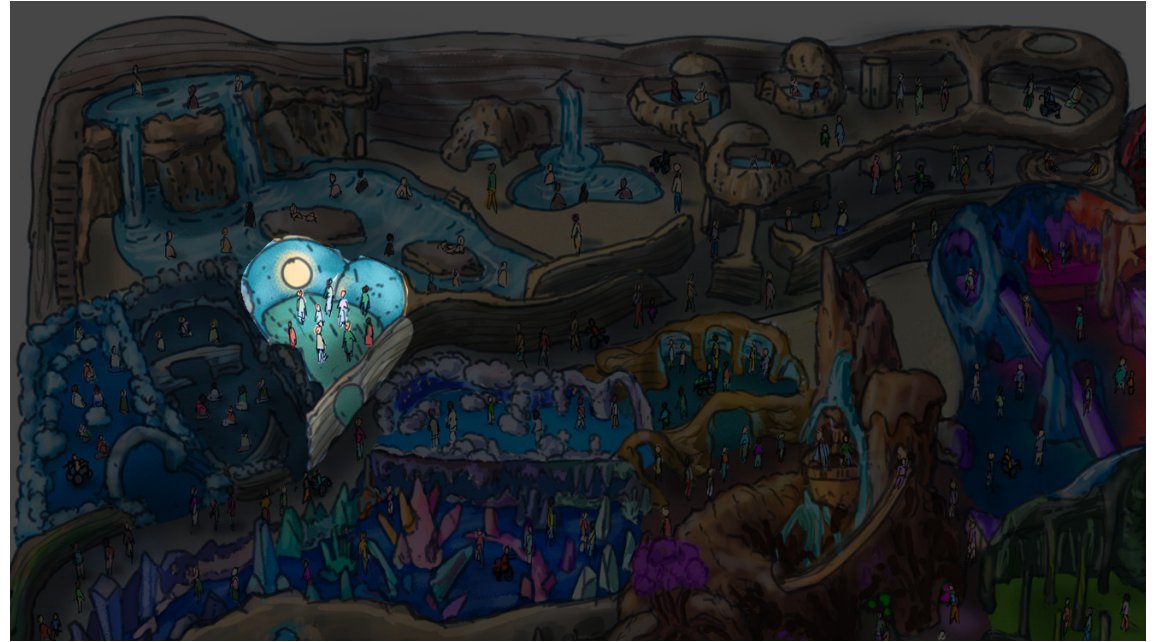
Type: Classes

Technology: Sound system, projection mapping, wind, fog, and lighting effects, and scents.

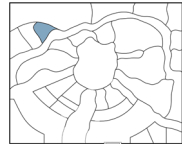
Wellness Dimensions:



Elements of Nature:



Inspirations:

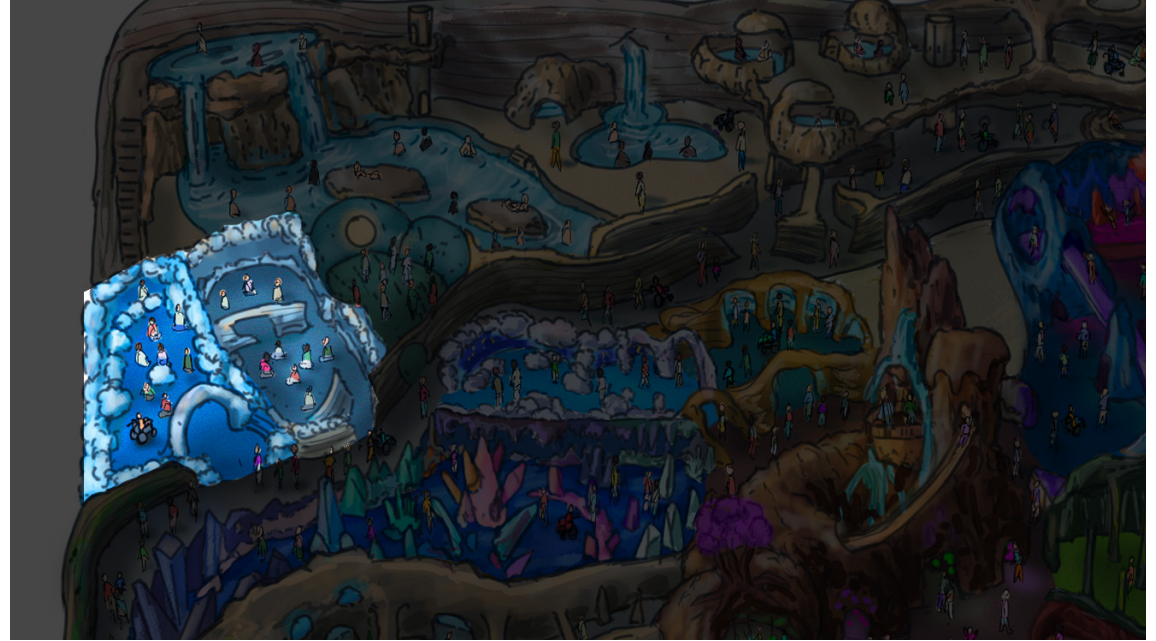


Calming / Balancing

Practice yoga or pilates in studios where mist and soft lighting create an almost ethereal experience, fostering emotional wellness with element of air.

Type: Classes

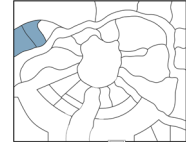
Technology: Sound system, lighting and fog effects.



Type: Classes

Technology: Sound system, lighting and fog effects.

Inspirations:



Wellness Dimensions:



Elements of Nature:



Playing

At the top of a cave open to the sky, engage in creative play that elevates your emotional and mental states. Touch the sky and shape clouds or create constellations, with the mission to bring your imaginative creations to life and enjoy the moment.

Type: Attraction

Technology: Sound system, interactive screens for cloud and constellation control, wind and lighting effects, and scents.

Wellness Dimensions:



Elements of Nature:



Inspirations:



Floating

Drift through water-filled caverns, exploring emotional and mental landscapes in an enchanting water environment, perfect for motion-simulated yoga experiences.

Type: Attraction

Technology: Immersive sound system, projection mapping, lighting, wind and water effects, and scents.

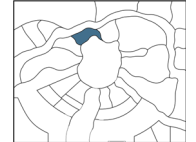
Wellness Dimensions:



Elements of Nature:



Inspirations:







Thank you!