

Looking to build Location-Based Entertainment? Here's why ***Hero's Journey*** might be the right fit...

1) At the intersection of two successful industries

People need gyms, and they want games. Why not give them both in one place?

Gamification—applying game-design strategies to non-game contexts—is a rapidly growing industry. Market research estimates that the industry is likely to grow at a CAGR of 27.9% from 2023 to 2032 (that's over 100 billion dollars of market growth in 9 years!)¹. Fitness is also a well-established (but still growing) industry, with an estimated market size of \$202.78 billion by 2030².

By combining a well-established market with a rapidly expanding one, you get the best of both worlds. *Hero's Journey* capitalizes upon a not-yet-explored niche within the fitness industry at a pivotal time for the gamification industry as it experiences such rapid growth.

2) No need to rely on tourists

Most LBEs are great for tourists. A unique, interactive entertainment—sounds like fun! Where these businesses can fall short is attracting repeat and local customers.

With *Hero's Journey*, there's a clear reason for people to keep coming back time and time again, while still appealing to the tourist crowd, making them a great fit for any location!

3) Practical for your space

Hero's Journey is designed to be successful regardless of the available physical space. Built using the principles of adaptive reuse, abandoned buildings can be turned into a *Hero's Journey* location—which is easier on the environment and the checkbook.

All of the rooms are designed to work separately as well as together. This means that each location can determine which combination of rooms and features works best, given the amount of space, initial capital, and customer demands. Locations are also encouraged to start with just a few rooms—there's always the possibility of expansion once the location is up and running!

4) Mirrors an existing, successful business model

Financially, LBEs can be challenging to run because of their large start-up cost, high staffing needs, and the challenge of building up a recurring customer base. For this reason, *Hero's Journey* mirrors the well-established financial model of a gym.

- Start-up Cost: The money that would normally be utilized to buy and maintain expensive gym equipment is instead allocated for decor.
- Staffing Needs: Utilization of the *Hero's Journey* app means customers receive rich storylines and personalized rewards systems without needing an increased staff presence at each location.
- Greatly Improved Product: Compared to other gyms, *Hero's Journey* offers an improved customer experience, meaning a greater membership fee can be charged. Plus, the opportunity for other revenue streams—day passes, events, merch, and more—mean *Hero's Journey* has a leg up on traditional gym experiences.

¹ <https://www.precedenceresearch.com/gamification-market#:~:text=Visit%3A%20Precedence%20Statistics-,Gamification%20Market%20Key%20Takeaways,21.5%25%20from%202023%20to%202032>.

² <https://www.fortunebusinessinsights.com/health-and-fitness-club-market-108652>