AImaginarium, inc

BUSINESS PLAN

2023

STEM + AI SCIENCE CENTER

www.aimaginarium.org

Prepared by:
Asheya Dixon

September 8, 2023

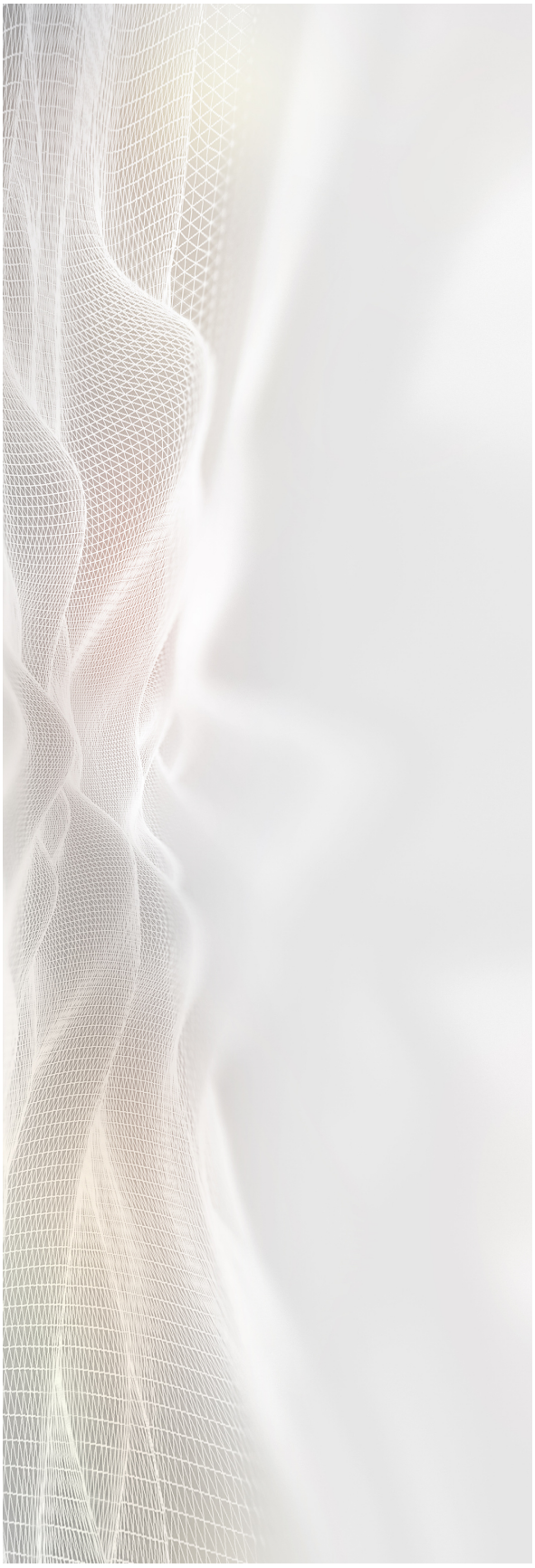


Table of Contents

Executive Summary

AImaginarium Inc., located in Wesley Chapel, Florida, is a pioneering STEM and AI science and research center with a profound commitment to empowering families to explore science through cutting-edge interactive and hands-on exhibits. We recognize the pivotal role Artificial Intelligence plays in shaping both the digital and physical realms, which is why our core mission is to kindle a passion for technology in future leaders, spanning from fundamental concepts to advanced frontiers.

What sets us apart is our distinction as the premier science-focused campground and center, where we provide RV camping facilities and on-site amenities tailored for traveling families. Our research center opens doors to a world of opportunities, offering a rich array of classes and resources to visitors eager to delve into coding languages, engaging STEM activities for kids, and the intricacies of cybersecurity.

Mission Statement

"Our mission is to kindle a passion for technology in future leaders, bridging fundamental concepts to advanced frontiers."

Business Description

Location
Wesley Chapel, Florida

Organization Structure
For profit/Corporation

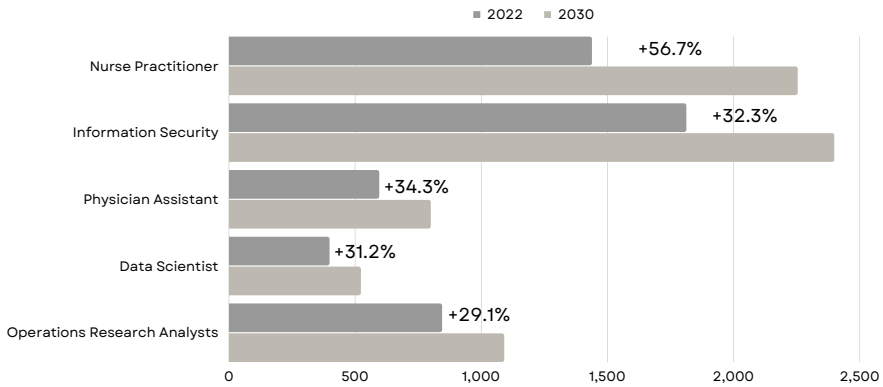
History and Background

The concept behind AImaginarium evolved from a profound desire to contribute meaningfully to the community and carry forward the legacy of technology mentorship. Terrance and Asheya Dixon, both United States Military veterans, have achieved remarkable milestones in their careers and entrepreneurial endeavors. Driven by a shared commitment to serving the public, they embarked on a mission to educate families about the ever- evolving fields of STEM and AI.

Their unwavering dedication to ensuring that underserved families have access to the resources needed for a brighter future is truly unparalleled. It is this steadfast passion that propelled them to conceive AImaginarium.
After countless hours of collaborative brainstorming and planning, AImaginarium was brought to life. The final piece of the puzzle lay in securing the funding necessary to realize this visionary project.

Market Research

A brief excerpt from Grand View Research (2023) states that "The global STEM education market in K-12 was estimated at $37.84 billion in 2021 and is expected to reach $44.35 billion in 2022. North America dominated the market with a 46.5% share in 2021. The industry is expected to grow at a compound annual growth rate (CAGR) of 14.6% from 2022 to 2030."



Demand for STEM jobs in Tampa 2022-2030

Our market research focused on identifying the fastest-growing occupations in Florida, with a specific emphasis on Hillsborough County, Tampa. Through our analysis, we uncovered a noteworthy trend: STEM (Science, Technology, Engineering, and mathematics) jobs constituted a remarkable 90% of the fastest-growing occupations, both at the state level in Florida and within local counties. Notably, it is projected that the most rapidly expanding STEM occupation during the period of 2022-2030 is that of Nurse Practitioner, exhibiting a projected remarkable growth rate of 56.7% over an 8-year span until 2030 (for detailed data, please refer to Table A-1 and Table A-2). This trend underscores the increasing demand for STEM careers. Consequently, it is imperative for the market to adapt by creating educational programs and resources that influence the community to pursue these careers.

Digging deeper into the analysis, we found a total of five museums that held potential in addressing the identified need. Among these, three museums were found to have a core focus that did not align effectively with STEM education objectives. We incorporated these five museums into our competitive analysis, leveraging this data to enhance our market research and ultimately arrive at a well-informed conclusion.

1. Museum of Science & Industry (MOSI)

MOSI is a science, technology and industry museum offering education and hands on experiences in STEAM. They cater to children and young adults interested in learning STEAM while also participating in fun onsite activities. They encourage community involvement through outreach programs, camp-ins, parties and through the local school systems.

2. The Bishop Museum of Science & Nature

The largest natural and cultural history museum on Florida's Gulf Coast, The Bishop Museum of Science and Nature offers engaging exhibits as well as educational programs which interpret the scientific and cultural knowledge of Florida, the world, and our universe. The museum also features an all digital planetarium and the Parker Manatee Rehabilitation Habitat.

Market Research

3. Glazer Children's Museum

A center for children that fosters learning and growth through imaginative play. The Glazer Children's Museum aims to make their centers equitable and accessible for all children who visit their centers. The facility is host to birthday parties, field trips and virtual activities. Children engage in the museum through imaginative play at exhibits such as grocery shopping, banks, ice cream parlors, and farms.

4. Tampa Bay History Center

With more than 100,000 annual visitors, the History Center is one of Tampa's premier cultural venues, and an anchor of the city's cultural arts district. The History Center's hands-on exhibit galleries, educational programs and community events offer a fun, entertaining and educational experience for visitors and locals of all ages. The History Center stands as a remarkable repository, encapsulating over 12,000 years of Tampa Bay's rich history and vibrant culture within its hallowed walls. It holds a distinguished place as one of the foremost establishments in our local arts and culture sphere, serving as a hub where the community can truly immerse themselves in the tapestry of our region's heritage.

5. Tampa Museum of Art

Founded in 1920, the Tampa Museum of Art inspires visitors with engaging exhibitions and innovative educational programs that emphasize ancient, modern, and contemporary art. The Museum houses one of the largest Greek and Roman antiquities collections in the southeastern United States. As one of the region's most prominent museums devoted to the art of our time, the Museum's permanent collection also embraces sculpture, photography, painting, new media, and more.

Each museum possesses unique capabilities tailored to its specific target audience. However, the primary objective of our research was to identify museums and educational centers that prioritize the dissemination of knowledge in Science, Technology, Engineering, Mathematics, and Artificial Intelligence across all age groups. Additionally, our aim was to identify institutions that host workshops, seminars, and conferences to enhance community engagement in STEM careers. Out of the five museums under consideration, we have selected the Museum of Science & Industry and The Bishop Museum of Science and Nature. While the other museums are excellent establishments, they do not directly compete with AImaginarium.

Competitive Analysis

	AImaginarium	MOSI	The Bishop Museum	Glazer Museum	Tampa History Museum	Tampa Museum of Art
Product / Service	STEAM + AI All ages	STEAM All ages	STEM All ages	STEAM Children	HISTORY All ages	ART Teens-Adults
Target Audience	Ages 2+	Ages 2+	Ages 5+	Ages 1-12	Ages 2+	Ages 17+
Price Structure	Gen. Admission Adult: $15 Child: $12	Gen. Admission Adult: $14 Child: $10	Gen. Admission Adult: $25 Child: $16	Gen. Admission Adult: $18 Child: $18	Gen. Admission Adult: $17 Child: $13	Gen. Admission Adult: $25 Child: $5
Market Strategies	Online ads, media, schools, content, WOM	Online content, sponsorships, schools, WOM	Online content, sponsors, WOM newspaper	Online content, sponsors, schools, WOM	Online ads, sponsors, content, WOM	Online ads, sponsors, content, WOM
Customer Satisfaction	Google rating: NA Yelp rating: NA	Google rating: 3.9 Yelp rating: 2.9	Google rating: 4.6 Yelp rating: 4.3	Google rating: 4.5 Yelp rating: 3.9	Google rating: 4.6 Yelp rating: 4.4	Google rating: 4.2 Yelp rating: 3.4
Strenghts	Diverse programs, events, better exhibits, camping	Diverse programs, sponsors, planetarium	Activities, sponsors, manatees	Best for small children, virtual, sponsors	Tours, sponsors, traveling exhibits	Exhibits, sponsors, size, Art education
Weaknesses	NA	Broken exhibits, small, no adult activities	Old exhibits, overpriced, boring	old broken exhibits, bad customer service	Old exhibits, smells, unorganized	Overpriced, bad customer service, lack of quality
Distribution Channels	Youtube, Yelp, IG, Groupon, TikTok, Facebook, Google	Youtube, Yelp, IG, Google, Twitter, Facebook	Youtube, Yelp, IG, Google, Twitter, Facebook	Youtube, Yelp, IG, Google, Twitter, Facebook	Youtube, Yelp, IG, Google, Twitter, Facebook	Youtube, Yelp, IG, Google, Linkedin, Facebook
Partnerships/ Alliances	Schools, City of Tampa, coding bootcamps, TBD	Schools, banks, City of Tampa, many sponsors	Florida dept of state, banks, many sponsors	Schools, banks, City of Tampa, many sponsors	Banks, private sponsors, City of Tampa	City of Tampa, private sponsors

*WOM- Word of mouth
*STEM- Science, technology, Engineering, Math
*STEAM- Science, technology, Engineering, Art, Math
*AI- Artificial intelligence
*TBD- To be determined

Target Audience

Our primary target audience in the Tampa Bay area and its surroundings consists of families with children aged 2 and above who share an enthusiasm for STEAM and AI activities. These families typically boast household incomes of $75,000 or more and allocate their discretionary income toward entertainment, including visits to museums, dining out at restaurants, enjoying arcades, exploring theme parks, and embarking on family outings. They often fall within the age range of 21 to 45 and encompass both married couples and unmarried families.

Differentiator	Positioning Strategy
Category Benefit	We are positioning ourselves as the premier destination for delivering superior STEAM + AI activities and state-of-the-art, interactive exhibits. Our offerings are designed to captivate and engage both children and their parents, providing an educational and entertaining experience that is not only up to date but also highly immersive and interactive.
Best fit for the Customer	We pride ourselves in being a better fit for our customer's style and personality by providing cutting edge STEAM + AI exhibits, fun immersive sensory experiences, family campground fun and exploration, workshops for serious adults and technology that resonates to a more modern audience.
Business Approach	Our unique business model emphasizes collaboration and inclusivity. We are committed to involving our Board of Trustees not only in shaping our business direction but also in the daily operations and the selection of our exhibits. To enhance the depth of input and infuse fresh perspectives, we are excited to introduce a Teen Committee. This committee will play a vital role in shaping our events calendar, ensuring that it remains dynamic, engaging, and always exciting for our visitors. By fostering a culture of collective decision-making, we aim to create an environment where diverse voices contribute to our continued success and innovation.
Anti-Competition	Through a multi-faceted approach, we aspire to solidify our presence in the market as the leading destination for STEAM + AI enthusiasts. Our commitment to competitive pricing, a diverse and exciting events calendar, active involvement in community events, an array of STEAM + AI workshops and activities, on-site campground adventures, a constant influx of fresh and captivating exhibits, exceptional customer service, and strategic periodic expansions positions us to carve a prominent niche in the market.
Price	Compared to other venues, we offer competitive pricing for general admission: $15 for adults and $12 for children. Additionally, we provide discounts for seniors and military personnel, as well as competitive membership plans for returning families.
Quality	We position ourselves as an organization that offers reliably high-quality experiences and educational content at a reasonable and accessible price point. Our commitment to delivering excellence in STEAM + AI activities, interactive exhibits, and educational programs is unwavering. What sets us apart is our dedicated team, including our highly qualified Board of Trustees and esteemed consultants, all of whom boast impressive and respectable careers in their respective fields. Their expertise and experience enable us to curate top-notch exhibits and activities that not only meet but exceed industry standards. By maintaining consistently high standards while keeping our offerings affordable, we strive to become a market leader for STEAM + AI entertainment.

Products & Services

Programs and Offerings

STEM + AI Exhibit List

Physics and Engineering Exhibits:

1. Giant Newton's Cradle: A larger-than-life version demonstrating conservation of momentum.
2. Rube Goldberg Machine: A chain reaction exhibit showcasing engineering creativity.
3. Magnetic Levitation Track: Explore the principles of magnetic levitation with a mini-train.
4. Trebuchet Challenge: Design and test your own trebuchet for distance and accuracy.
5. Pendulum Wave: A synchronized display of swinging pendulums creating mesmerizing patterns.

Robotics and Automation:

1. Robot Petting Zoo: Interact with various robots designed for different tasks.
2. Robot Arm Control: Use a robotic arm to pick and place objects.
3. Maze Solving Robots: Race miniature robots through complex mazes.
4. Drone Flying: Learn to pilot drones through obstacle courses.
5. Telepresence Robots: Control a robot remotely to explore a distant location.

Biology and Life Sciences:

1. Virtual Dissection: Simulated dissection experiences for learning anatomy.
2. Ecosystem Simulation: A mini-ecosystem where visitors can observe interactions.
3. DNA Extraction: Hands-on exhibit to extract DNA from plant samples.
4. Giant Microbes: Oversized plush microbes for learning about microbiology.
5. Butterfly House: An enclosed garden with live butterflies.

Space and Astronomy:

1. Planetarium Show: A domed theater for immersive astronomy presentations.
2. Solar System Walk: Scale model of the solar system spread throughout the exhibit.
3. Astronaut Training: Simulated astronaut training exercises.
4. Meteorite Touch: Display of real meteorites visitors can touch.
5. Telescope Observations: Nighttime telescope sessions for stargazing.

Computer Science and AI:

1. Virtual Reality Lab: Explore virtual worlds and simulations.
2. AI Chatbots: Interact with AI-powered chatbots to learn about natural language processing.
3. Coding Challenges: Hands-on coding activities for all levels.
4. Machine Learning Demonstrations: Showcase how AI recognizes patterns.
5. Cybersecurity Challenges: Learn about online security through interactive games.

Environmental Science:

1. Aquaponics System: A sustainable ecosystem combining fish and plants.
2. Recycling Simulation: Sort and categorize recyclables in a hands-on exhibit.
3. Weather Station: Explore meteorological instruments and forecast predictions.
4. Ocean Current Simulation: Observe the impact of ocean currents on marine life.
5. Solar-Powered Gadgets: Interactive solar panels and devices.

Mathematics:

1. Fractal Art Gallery: Display intricate fractal patterns created through math.
2. Math Puzzles: A collection of brain-teasing math puzzles.
3. Infinity Room: An optical illusion room demonstrating mathematical concepts.
4. Giant Spirograph: Create intricate geometric patterns with a giant spirograph.
5. Interactive Tessellations: Hands-on exploration of tessellations and symmetry.

Energy and Sustainability:

1. Wind Turbine Simulator: Control a model wind turbine and measure energy output.
2. Solar-Powered Car Racing: Build and race solar-powered toy cars.
3. Hydroelectric Dam Model: Observe how water flow generates electricity.
4. Energy Efficiency Home: Interactive home exhibit highlighting energy-saving technologies.
5. Electricity Circuit Playground: Hands-on exploration of electrical circuits.

Chemistry and Materials Science:

1. Chemistry Magic Show: Engaging live demonstrations of chemical reactions.
2. Nanotechnology Lab: Explore the world of nanomaterials through interactive exhibits.
3. Periodic Table Wall: A large-scale periodic table with interactive elements.
4. Crystal Growing: Hands-on crystal growing experiments.
5. Chemical Reaction Sandbox: Create colorful chemical reactions in a sandbox.

Products & Services

Programs and Offerings

STEM + AI Exhibit List

Earth Sciences and Geology:
1. Volcano Eruption: Controlled volcanic eruption demonstration.
2. Fossil Dig Site: Simulated fossil excavation site with replica fossils.
3. Earthquake Simulator: Experience the tremors of an earthquake.
4. Mineral Identification: Interactive display for identifying minerals.
5. Rock Climbing Wall: Indoor rock climbing wall with geological features.

Aviation and Aerospace:
1. Flight Simulator: Pilot a virtual aircraft through different scenarios.
2. Rocket Launch Simulator: Simulate rocket launches and trajectory paths.
3. Space Shuttle Exhibit: Explore a retired space shuttle replica.
4. Astronomical Observatory: On-site observatory with powerful telescopes.
5. Parabolic Flight Experience: Simulate weightlessness on a parabolic flight.

History of Science and Invention:
1. Inventor's Workshop: Hands-on experience creating contraptions.
2. Leonardo da Vinci's Machines: Replicas of da Vinci's inventions.
3. Industrial Revolution Exhibit: Explore the transformative era with interactive displays showcasing steam engines and early machinery.

Art and Technology Integration:
1. Digital Art Studio: Create digital art using interactive software and hardware.
2. Kinetic Sculptures: Artistic installations that move and change shape through technology.
3. Holography Display: Experience three-dimensional holographic images.
4. Interactive Light Show: Control colorful light displays with your movements.
5. Robotic Artists: Collaborations between robots and human artists in the creation of artwork.

Human Body and Health Sciences:
1. Giant Heart Model: Walk inside a colossal heart replica to learn about cardiovascular health.
2. Germ-Free Zone: Interactive hygiene and infection prevention exhibits.
3. Anatomy Augmented Reality: Use AR technology to explore human anatomy.
4. Body Systems Exploration: Interactive exhibits on the circulatory, digestive, and respiratory systems.
5. CPR Training: Hands-on CPR training with feedback.

Oceanography and Marine Life:
1. Virtual Submarine Dive: Explore underwater ecosystems through virtual reality.
2. Touch Tank: A shallow pool with live marine creatures like starfish and sea anemones.
3. Coral Reef Simulation: Learn about coral reefs and their conservation.
4. Deep-Sea Exploration: Discover the mysteries of the deep ocean with interactive displays.
5. Marine Mammal Center: Exhibits dedicated to marine mammals and conservation efforts.

Architecture and Urban Planning:
1. LEGO City: Construct a miniature cityscape with LEGO bricks, exploring urban planning.
2. Architectural Design Software: Hands-on use of architectural design software.
3. Green Building Exhibit: Learn about sustainable building practices and green technologies.
4. City Planning Simulation: Role-play city planning scenarios and challenges.
5. Skyscraper Construction: Construct and test the stability of tall buildings.

Culinary Science and Food Technology:
1. Molecular Gastronomy Lab: Explore the science behind modern cooking techniques.
2. Interactive Cooking Classes: Hands-on culinary workshops for all ages.
3. Food Chemistry Demonstrations: Discover the chemical reactions behind cooking.
4. Farm-to-Table Exhibit: Explore sustainable agriculture and local food production.
5. Taste Test Challenges: Blind taste tests to explore sensory perception.

Future Technologies and Innovations:
1. 3D Printing Zone: Hands-on experience with 3D printing technology.
2. Augmented Reality Sandbox: Interact with an AR sandbox to create landscapes.
3. Quantum Computing Demo: Learn about the principles of quantum computing.
4. Biotechnology Lab: Explore genetic engineering and biotech advancements.
5. Smart Home Simulation: Interactive demonstration of smart home technologies.

Environmental Conservation:
1. Waste Reduction Challenge: Interactive game highlighting waste reduction strategies.
2. Eco-Friendly Home Showcase: Explore sustainable home design and practices.
3. Wildlife Rehabilitation Center: Learn about wildlife conservation efforts.
4. Climate Change Simulation: Interactive exhibits on climate science and solutions.
5. Ocean Cleanup Challenge: Hands-on activities related to ocean pollution and cleanup.

Products & Services

Programs and Offerings

STEM + AI Exhibit List

STEM Careers and Role Models:

1. STEM Role Model Wall: Profiles of diverse STEM professionals and their contributions.
2. Career Exploration Zone: Interactive displays showcasing various STEM career paths.
3. Meet the Scientist: Live sessions where visitors can meet and interact with scientists.
4. Innovator Speaker Series: Inspirational talks by prominent STEM innovators.
5. Future Innovators Showcase: Celebrate young inventors and innovators from the community.

Futuristic and Sci-Fi:

1. Time Travel Experience: A themed exhibit exploring the concept of time travel.
2. Alien Encounter Zone: Engage in playful encounters with imaginative extraterrestrial lifeforms.

CAMPS

Summer STEM camp
Learn to code bootcamp
Overnight camping

EVENTS

Hackathon
Robotics race
Tech speakers
STEM + AI seminars
Code for kids
Tech for small businesses
Day of sensory for individuals with disabilities
Skywatch-viewing the stars
Fun in the lab
Sip and paint
STEAM festival
Fitness Fridays

SERVICES

Birthday party rental
Venue rental
Meeting and Conference rental
Tours
Field trips
Workshops
Weddings
Souvenir shop
Cafe
Theater
Indoor playground
Outdoor playground
Sports courts
RV parking
Campground
Dining

Products & Services

Programs and Offerings

FACILITIES

Our projected site should span between 5 and 8 acres to accommodate both the facility and the campground, along with associated amenities. The building is constructed using a weatherproof solid steel structure provided by Allied Steel Buildings. We opted for a steel structure due to its durability and cost-effectiveness. Furthermore, its hybrid design facilitates seamless expansion, allowing for the incorporation of various exterior materials. (See appendix B-1 for facility and grounds animation walk-through and B-2 - B-4 for floorplans and site plans)

EQUIPMENT

1. Interactive Exhibits: Touchscreens, tablets, and interactive kiosks with educational software and content.
2. Audiovisual Equipment: Projectors, screens, sound systems, 2-way radios and interactive whiteboards for presentations and interactive displays.
3. Virtual Reality (VR) and Augmented Reality (AR) Equipment: VR headsets, AR glasses, and related hardware for immersive experiences and simulations.
4. Computers and Servers: High-performance computers and servers for data storage, processing, and running interactive exhibits.
5. Robotics and Coding Kits: Educational robotics kits, coding stations, and programming tools for hands-on learning.
6. 3D Printers and Scanners: Equipment for creating and scanning 3D objects, useful for educational demonstrations and workshops.
7. Laboratory Equipment: Microscopes, telescopes, spectrometers, and other scientific instruments for research and demonstrations.
8. Climate Control Systems: HVAC systems to regulate temperature and humidity to protect sensitive exhibits.
9. Security Systems: Surveillance cameras, access control, and alarm systems to protect valuable exhibits.
10. Lighting Systems: Specialized lighting for exhibits, including LED lighting to enhance displays.
11. Furniture: Display cases, seating, and interactive tables to enhance visitor experience.
12. Museum Software: Collection management software, ticketing and registration systems, and visitor tracking software.
13. Educational Materials: STEM-related books, resources, and teaching aids for workshops and educational programs.
14. Maintenance and Cleaning Equipment: Tools for maintaining and cleaning exhibits and facilities.
15. Accessibility Equipment: Wheelchair ramps, lifts, and other accessibility aids to ensure inclusivity.
16. Power Backup Systems: Generators or uninterruptible power supplies (UPS) to prevent disruptions during power outages.
17. Artifacts and Exhibit Components: Artifacts, models, and replicas.
18. Safety Equipment: Fire extinguishers, first-aid kits, and emergency response equipment.
19. Networking and Wi-Fi: High-speed internet and Wi-Fi for visitors, staff, and interactive exhibits.
20. Outdoor Equipment: Tents, domes, camping equipment, outdoor seating, and recreational gear.
21. Outdoor recreation: Rubber courts, nets, basketball goals, sports equipment, playground equipment and fencing.
22. Indoor recreation: Indoor playground equipment, arcade games and furniture.

(See start up costs in financial projections for a breakdown expense sheet of every item)

Marketing & Sales Strategy

Marketing Plan

I. Executive Summary

In this marketing plan, we outline a comprehensive strategy to promote and attract participants to our STEM and AI science center and campground. Our mission is to inspire a passion for science, technology, engineering, and mathematics (STEM), as well as artificial intelligence (AI), among individuals of all ages and backgrounds. With a focus on interactive exhibits, educational programs, and a unique campground experience, we aim to engage, educate, and entertain our target audience.

II. Introduction

Welcome to the world of discovery and innovation at our STEM and AI Science Center and Campground. Our unique facility is designed to ignite curiosity, inspire learning, and foster a deep appreciation for science, technology, engineering, mathematics, and artificial intelligence. Nestled amidst the natural beauty of North Tampa in Wesley Chapel, our center offers an unparalleled experience where visitors of all ages can engage with interactive exhibits, participate in hands-on workshops, and embark on memorable adventures in our campground. This introduction sets the stage for a journey through the boundless realms of STEM and AI education, where innovation meets exploration, and where the future of knowledge unfolds.

III. Target Audience

Our primary target audience encompasses a diverse range of individuals who share a common passion for knowledge, technology, and innovation. By defining specific segments within our audience, we can tailor our offerings to meet their unique needs and interests:

1. Families: We welcome families seeking educational and recreational experiences that inspire wonder and curiosity in their children. Our exhibits and activities are designed to engage all family members, making learning a fun and collaborative endeavor.
2. Students: We cater to students of all ages, from primary school to university level. Our programs aim to complement formal education, providing opportunities for hands-on learning, skill development, and exposure to cutting-edge technologies.
3. Tech Enthusiasts: We extend a warm invitation to tech enthusiasts, hobbyists, and professionals eager to delve deeper into the world of artificial intelligence, coding, robotics, and emerging technologies. Our center offers a space for networking, exploration, and skill enhancement.
4. Community Groups: We actively engage with local community groups, schools, and organizations to create meaningful partnerships. These collaborations enable us to reach a broader audience and fulfill our commitment to community enrichment.
5. Tourists and Travelers: Having camp amenities to include RV parking and a robust campground, our campground provides a unique blend of outdoor adventure and educational experiences, making it an attractive destination for tourists and travelers seeking an enriching getaway.

IV. Marketing Goals and Objectives

Our marketing endeavors are guided by clear and ambitious goals aimed at expanding our reach, enhancing engagement, and promoting lifelong learning. These goals align with our mission to increase awareness of our STEM and AI Science Center and Campground:

Marketing Goals:

1. Increase Awareness: Elevate awareness of our business, its abundant resources, and engaging activities among our target audience.
2. Boost Visitor Traffic: Attract a growing number of visitors to our center, both for on-site experiences and virtual engagements.

Marketing & Sales Strategy

Marketing Plan

3. STEM Program Enrollment: Secure a minimum of 200 student enrollments in our STEM programs during the upcoming academic year, as tracked by program registration records.

4. Adult Course Participation: Attain a 10% increase in participation in our adult courses within the next quarter, monitored through course registrations.

5. Online Engagement Metrics: Improve online engagement metrics, such as social media followers, likes, shares, and comments, by 15% each quarter.

V. SWOT Analysis

Strengths:

1. Unique Offering: Our center offers a distinctive blend of STEM and AI education, interactive exhibits, and a campground experience, setting us apart from competitors.
2. Educational Excellence: We pride ourselves on the quality of our educational programs, which are designed by experienced educators and professionals.
3. Diverse Audience: Our ability to cater to diverse target audiences, including families, students, tech enthusiasts, and tourists, broadens our appeal.
4. Community Engagement: Strong connections with local schools, organizations, and community groups enhance our outreach and collaborative potential.
5. Online Presence: A well-designed website and active social media presence provide a solid foundation for online engagement.

Weaknesses:

1. Limited Brand Recognition: As a new entrant in the market, we face challenges in establishing widespread brand recognition.
2. Resource Allocation: Limited resources and budget constraints may restrict the scale and scope of marketing initiatives.
3. Competitive Landscape: Competing with established attractions and educational institutions in the region requires careful positioning.
4. Seasonal Demand: The campground experiences fluctuations in demand based on seasonal factors.

Opportunities:

1. Growing STEM Interest: The increasing emphasis on STEM education presents an opportunity to fulfill a growing demand for STEM-related activities.
2. Partnerships: Collaborations with schools, universities, and tech companies can expand our educational network.
3. Digital Engagement: Leveraging online platforms for educational content and virtual experiences can extend our reach.
4. Community Outreach: Strengthening ties with the local community through outreach programs and events can boost our reputation.

Threats:

1. Competitor Challenges: Established competitors with larger budgets and resources may pose a challenge.
2. Economic Volatility: Economic downturns and fluctuations can impact visitor numbers and enrollment.
3. Regulatory Changes: Changes in regulations related to education, tourism, and public health may require adjustments to our operations.
4. Online Competition: The competitive online landscape for educational content may affect our ability to engage and retain online audiences.
5. Natural Disasters: Environmental factors such as hurricanes or wildfires could disrupt operations.

Print Marketing:

- Design and Distribute Collateral: Create visually appealing brochures, flyers, and event posters that highlight our offerings and educational value.
- Local Event Presence: Attend local events, fairs, and community gatherings, armed with promotional materials to engage with the community.

Marketing & Sales Strategy

Marketing Plan

VI. Online Marketing Strategies

Website Optimization:

- Improve User Experience and Mobile Responsiveness: Enhance the website's user interface for seamless navigation and ensure mobile compatibility.
- Optimize for Search Engines (SEO): Implement SEO best practices to boost visibility on search engines, utilizing relevant STEM and AI keywords.
- Encourage Newsletter registration: Enable popups that encourage newsletter sign ups and subscription to our science center loyalty program

Social Media:

- Choose and Prioritize Social Media Platforms: Identify and focus on social media platforms that align with our audience demographics.
- Content Strategy: Develop a content calendar that includes sharing STEM-related articles, providing behind-the-scenes insights, and crafting interactive posts to engage our online community.

Email Marketing:

- Create a Segmented Email List: Segment our email list based on audience preferences and behaviors to deliver tailored content.
- Send Regular Newsletters: Disseminate informative newsletters featuring event updates, promotions, and educational content to foster audience engagement.

Online Advertising:

- Utilize Pay-Per-Click (PPC) Advertising: Employ PPC campaigns on Google and social media platforms, allocating budgets and targeting specific keywords and audiences.

Content Marketing:

- Develop a Blog: Create an educational blog housing informative articles on STEM and AI topics to establish our authority in the field.
- Create Engaging Multimedia: Craft engaging videos, infographics, and podcasts that captivate our audience's interest.

Social Media Advertising:

- Run Targeted Ad Campaigns: Implement targeted advertising campaigns on platforms such as Facebook, Instagram, and LinkedIn to reach specific audience segments.
- A/B Test Ad Creatives: Continuously refine ad creatives and messaging through A/B testing for optimal performance.

Influencer Partnerships:

- Collaborate with STEM and Tech Influencers: Forge partnerships with influential figures in STEM and tech spheres to broaden our reach and credibility.

VII. Offline Marketing Strategies

Local Partnerships:

- Collaborate with Local Schools and Universities: Forge meaningful partnerships with educational institutions to offer workshops, educational programs, and field trips.
- Community Organizations: Establish alliances with local community organizations to promote STEM and AI awareness and involvement.
- Educational Workshops: Host on-site educational workshops and experiences for students and educators.

Marketing & Sales Strategy

Marketing Plan

Public Relations:

- Local Media Relationships: Develop strong connections with local media outlets, including newspapers, magazines, and TV stations, to secure coverage and feature articles.
- Host Press Events: Organize press events and releases to share exciting updates, initiatives, and success stories with the community.

Events and Workshops:

- On-Site STEM Workshops: Conduct engaging STEM workshops and events at our center to attract local participants and provide hands-on learning experiences.
- Off-Site Outreach: Extend our reach by participating in industry conferences, trade shows, and community gatherings to promote STEM and AI education.

Word of Mouth:

- Referral Programs: Encourage satisfied visitors and participants to become ambassadors by referring friends and family to our programs and experiences.
- Incentives: Offer incentives or rewards to those who actively promote our center within their social circles.

VIII. Budget and Resources

At the outset of our marketing endeavors for the STEM and AI Science Center and Campground, we have allocated an initial monthly budget of $10,000. This budget encompasses various marketing strategies and initiatives to increase awareness, engagement, and participation among our target audience.

Budget Allocation:

1. Online Marketing Strategies:
    - Website Optimization: $1,500
    - Social Media Management and Content Creation: $2,000
    - Email Marketing Software and Campaigns: $1,200
    - Online Advertising (PPC and Social Media Ads): $2,000
    - Content Marketing (Blog, Videos, Infographics, Podcasts): $1,500
    - Social Media Advertising: $1,000
    - Influencer Partnerships: $800
2. Offline Marketing Strategies:
    - Local Partnerships and Workshops: $1,000
    - Print Marketing (Brochures, Flyers, Posters): $800
    - Public Relations and Press Events: $1,200
    - Events and Workshops (On-Site and Off-Site): $1,500
    - Word of Mouth (Referral Programs and Incentives): $500

Total Monthly Budget: $10,000

These initial investments are directed towards establishing a strong foundation for our marketing efforts. As we observe increased revenue and gauge the effectiveness of our strategies, we are prepared to adapt and scale our marketing budget as necessary to maximize our outreach and impact.

Resource Allocation:

In addition to financial resources, we have dedicated staff members responsible for overseeing various aspects of our marketing initiatives, including a Marketing Manager, Content Creators, Social Media Specialists, and Community Outreach Coordinators. We may also engage external partners, such as graphic designers, SEO experts, and influencers, to supplement our efforts.

Our dynamic and flexible budget allocation allows us to optimize our marketing strategies based on real-time performance data and the evolving needs of our STEM and AI Science Center and Campground.

Marketing & Sales Strategy

Marketing Plan

IX. Timeline and Milestones

In alignment with our construction commencement goal in June 2024, our marketing activities are strategically planned to secure funding by January 2024 and commence marketing in January 2024. This timeline allows us to build anticipation, engage our target audience, and generate excitement leading up to the grand opening of our STEM and AI Science Center and Campground. Below, we outline key dates, promotions, and campaigns as well as the milestones to monitor our progress:

January 2024: Campaign Launch and Pre-Construction Phase

- Launch our pre-construction marketing campaign, focusing on awareness-building and audience engagement.
- Begin website optimization, including mobile responsiveness and SEO enhancements.
- Initiate social media content strategy to introduce our mission, values, and educational focus.
- Start building segmented email lists for future campaigns.

February 2024: Educational Content and Partnerships

- Continue social media content, highlighting STEM and AI-related educational content.
- Develop partnerships with local schools, universities, and community organizations.
- Begin blog and video content creation with a focus on STEM and AI topics.

March 2024: Print Materials and Community Outreach

- Design and print brochures, flyers, and posters for distribution at local events and schools.
- Host community outreach events to introduce ourselves and our educational offerings.
- Expand content creation efforts, including infographics and podcasts.

April 2024: Online Advertising and Collaborations

- Launch online advertising campaigns, targeting local and digital audiences.
- Explore influencer collaborations within the STEM and tech communities.
- Continue to build our email list and prepare for future newsletter campaigns.

May 2024: Refinement and Event Preparations

- Refine online advertising strategies based on initial performance data.
- Prepare for on-site and off-site STEM workshops and events.
- Increase engagement on social media platforms, building anticipation for our center's opening.

June 2024: Construction Commencement

- Begin construction on our STEM and AI Science Center and Campground.
- Monitor construction activities

July 2024 Onward: Post-Opening Engagement and Expansion

- Host a job fair
- Hire employees
- Start upper management meetings and training

August 2024 Onward: Post-Opening Engagement and Expansion

- Last minute construction items
- Exhibit installations
- Building walk-through if possible
- Staff training
- Grand opening for employees

September 2024 Grand Opening Celebration

- Host grand opening events and activities to welcome our first visitors.
- Launch targeted email campaigns to promote inaugural visits and campground bookings.

October 2024 Onward: Post-Opening Engagement and Expansion

- Continue online and offline marketing strategies to maintain engagement.
- Monitor performance metrics and adjust marketing efforts accordingly.
- Plan for periodic expansion and introduction of new exhibits and programs.

Marketing & Sales Strategy

Marketing Plan

X. Measurement and Analytics

Metrics and Key Performance Indicators (KPIs):
To gauge the effectiveness of our marketing initiatives, we will track an array of metrics and key performance indicators (KPIs):

1. Website Traffic: Monitor the number of visitors, page views, and bounce rates on our website to assess online engagement.
2. Social Media Engagement: Analyze likes, shares, comments, and follower growth on social media platforms.
3. Email Marketing: Measure open rates, click-through rates, and conversion rates for email campaigns.
4. Online Advertising: Evaluate click-through rates (CTR), conversion rates, and return on ad spend (ROAS) for online advertising.
5. Content Marketing: Track the reach and engagement of blog posts, videos, infographics, and podcasts.
6. Social Media Advertising: Assess the performance of paid social media campaigns, including impressions, CTR, and conversions.
7. Influencer Partnerships: Evaluate the reach and engagement generated by influencer collaborations.
8. Offline Marketing: Monitor attendance at community events, workshops, and local partnerships.
9. Word of Mouth: Measure the effectiveness of referral programs through the number of referrals and incentives redeemed.

Regular Analysis:
Our team will conduct ongoing analysis of these metrics to measure the effectiveness of our marketing efforts. We will regularly review performance data to identify trends, areas of improvement, and opportunities for optimization. Adjustments to our marketing strategies and budgets will be made based on data-driven insights to ensure our objectives are met.

XI. Conclusion

In conclusion, our comprehensive marketing plan outlines a strategic roadmap to achieve our goal of attracting participants to AImaginarium. We are committed to fostering a passion for science, technology, engineering, mathematics, and artificial intelligence among individuals of all ages and backgrounds.

Key points of our plan include:

- Identifying a diverse target audience, including families, students, tech enthusiasts, and community groups.
- Setting clear marketing goals and specific, measurable objectives to track our progress.
- Implementing a balanced mix of online and offline marketing strategies to engage our audience effectively.
- Allocating a flexible budget and leveraging available resources to support our marketing initiatives.
- Establishing a comprehensive timeline and milestones to guide our efforts leading up to the construction commencement in June 2024.

Marketing & Sales Strategy

Pricing Structure

TICKET SALES (weekdays)		TICKET SALES (weekends)	
Adults	$15	Adults	$17
Children	$12	Children	$14
Senior	$14	Senior	$16
Military			
Adults	$12.75	Adults	$14.75
Children	$10.25	Children	$12.25
Senior	$11.95	Senior	$13.95

EVENT RENTAL PACKAGES	
Conference room	$65/hr
Small events room (1000sq ft)	$200/hr
Medium events room (2500sq ft)	$500/hr
Large events room (5000sq ft)	$1000/hr
Outdoor events	*TBD must inquire
Weddings	*TBD must inquire

CAFE MENU	
Turkey Burger	$13.50
Beef Burger	$13.50
Hotdog	$7
Pizza	LG 1 top $20 / 3 top $25
Pizza slice	$5
Wings(Hot, mild, BBQ, plain)	(5) $9.50 (10) $19.50
Quesadillas	$12
Nachos	$19
Chicken Strips	(3) $7 (5) $11
Fries	$6
Sweet potato fries	$7
Onion rings	$10
House salad	$14
Ice cream	$2.50
Bottled water	$3
Fountain drink	(S) $2.50 (M) $3 (L) $4.50

*Pricing based on local competitive rates and are subject to change to meet market rates

PARTY RENTAL PACKAGES

$400 STANDARD PACKAGE
Includes 1.5 hrs of party time in a private themed room
Each gift bag is $5
We provide 2 large pizzas, drinks for every child and gift bags full of candy, assortment of toys and novelty science items. There will be TV, music & activities
Each party is assigned 1-2 employee
AImaginarium can provide invitations (must request)

CAMPS & WORKSHOPS

Summer STEAM camp	$250/week per child
Code for kids day camp	$40/day per child
Adults learn to code	$499 30 day course

GIFT SHOP

TBD

RV Parking

Small parking space	$75/night
Large parking space	$100/night

On-site bathhouse, laundry, trash collection & camp store

Organizational Structure & Mgt

Team

1. Team
- Asheya Dixon (Owner) see attached resume
- Terrance Dixon (Co-Owner) see attached resume

2. Advisory Board
- TBD

3. Operations
Our operational structure encompasses a well-coordinated team responsible for the seamless functioning of AImaginarium, including its varied facilities and amenities.

Exhibit Halls (Monday-Sunday, 10:00 am - 8:00 pm):
- Exhibit Curators: Responsible for the setup, maintenance, and interactive operation of exhibits.
- Guest Services: Welcomes and assists visitors, provides information, and ensures a positive guest experience.
- Educational Programs Team: Organizes and conducts educational programs, workshops, and guided tours.
- Security Personnel: Ensures the safety and security of visitors and exhibits.

Café, Bar, and Arcade (Monday-Saturday, 10:00 am - 11:00 pm; Sunday, 10:00 am - 6:00 pm):
- Food and Beverage Manager: Oversees café and bar operations, including menu planning, staffing, and quality control.
- Bartenders and Servers: Serve customers at the bar and café, ensuring an enjoyable dining experience.
- Arcade Attendants: Maintain arcade games, assist players, and handle ticket redemption.
- Clean-Up Crew: Ensures cleanliness and sanitation of dining and gaming areas.

Our day-to-day operations are characterized by a commitment to providing exceptional educational and recreational experiences to our visitors while adhering to the specified hours of operation for each area of our facility. This operational structure ensures that our organization runs smoothly and efficiently, catering to the diverse needs and interests of our guests throughout the week.

References

"STEM Education In K-12 Market Size & Trends Report, 2030." Grandview Research. https://www.grandviewresearch.com/industry-analysis/stem-education-k-12-market-report#:~:text=b.-,The%20global%20STEM%20education%20in%20K%2D12%20market%20size%20was,in%20K%2D12%20market%20growth? &text=b.,share%20of%2046.5%25%20in%202021.

AImaginarium
Wesley Chapel, FL
June 2025 - August 2025

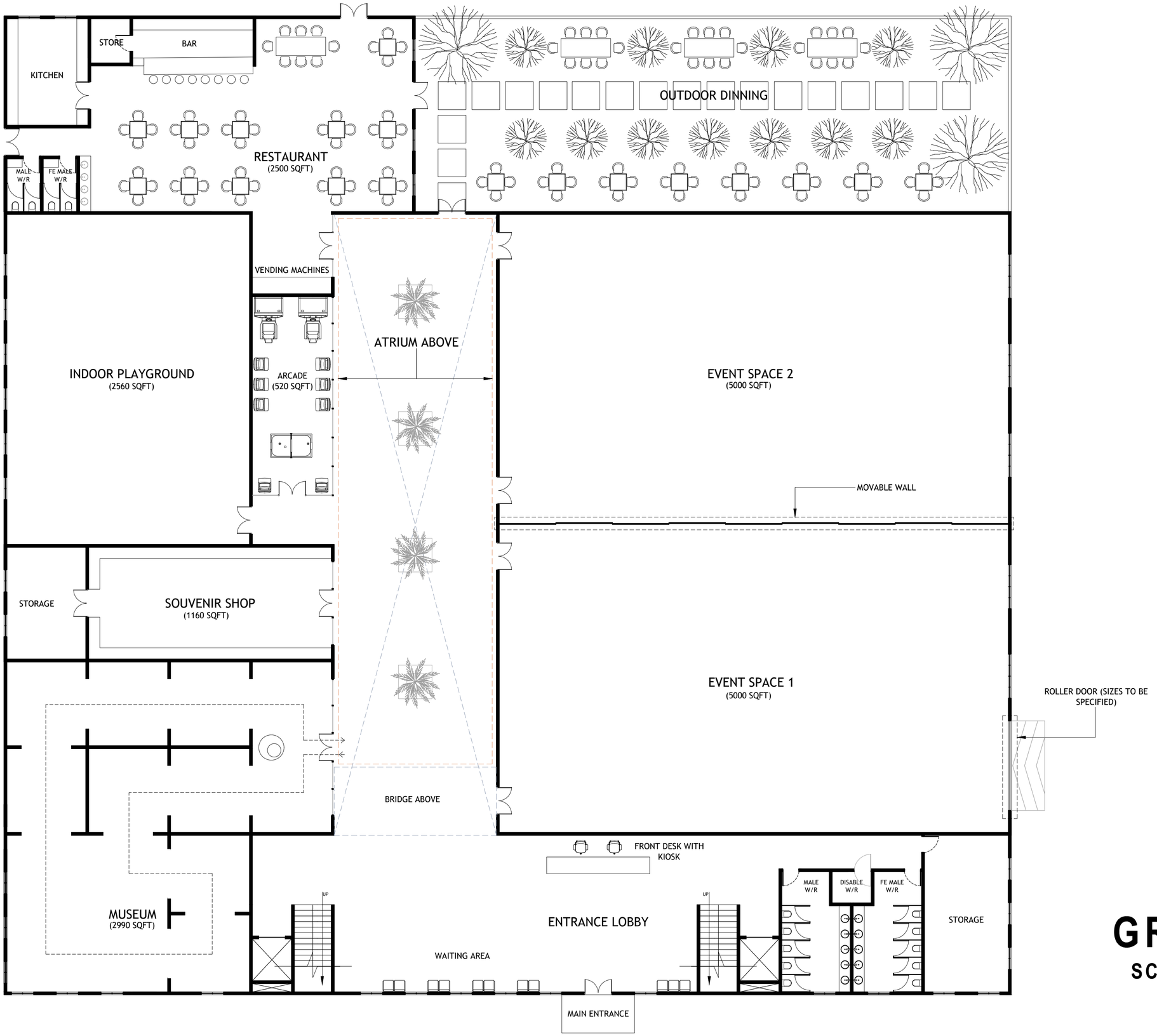
Kids
SUMMER CAMP

INDOOR PLAY
MOVIES
GAMES
SCIENCE
SPORTS
ART
OUTDOOR ADVENTURES



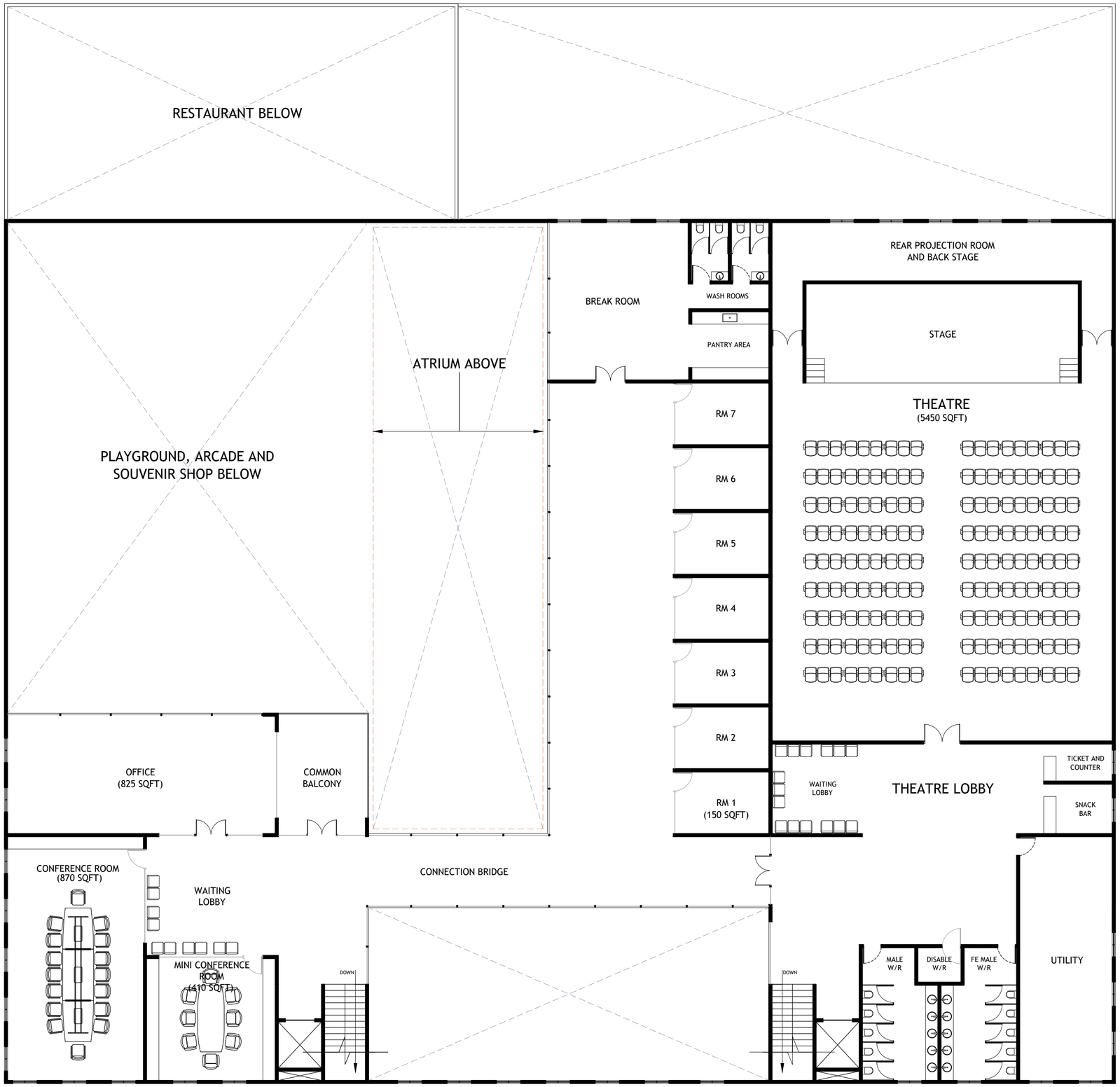
SEE YOU THIS SUMMER!

Space is limited
Registration begins April 1st 2025
www.aimaginarium.org/summercamp



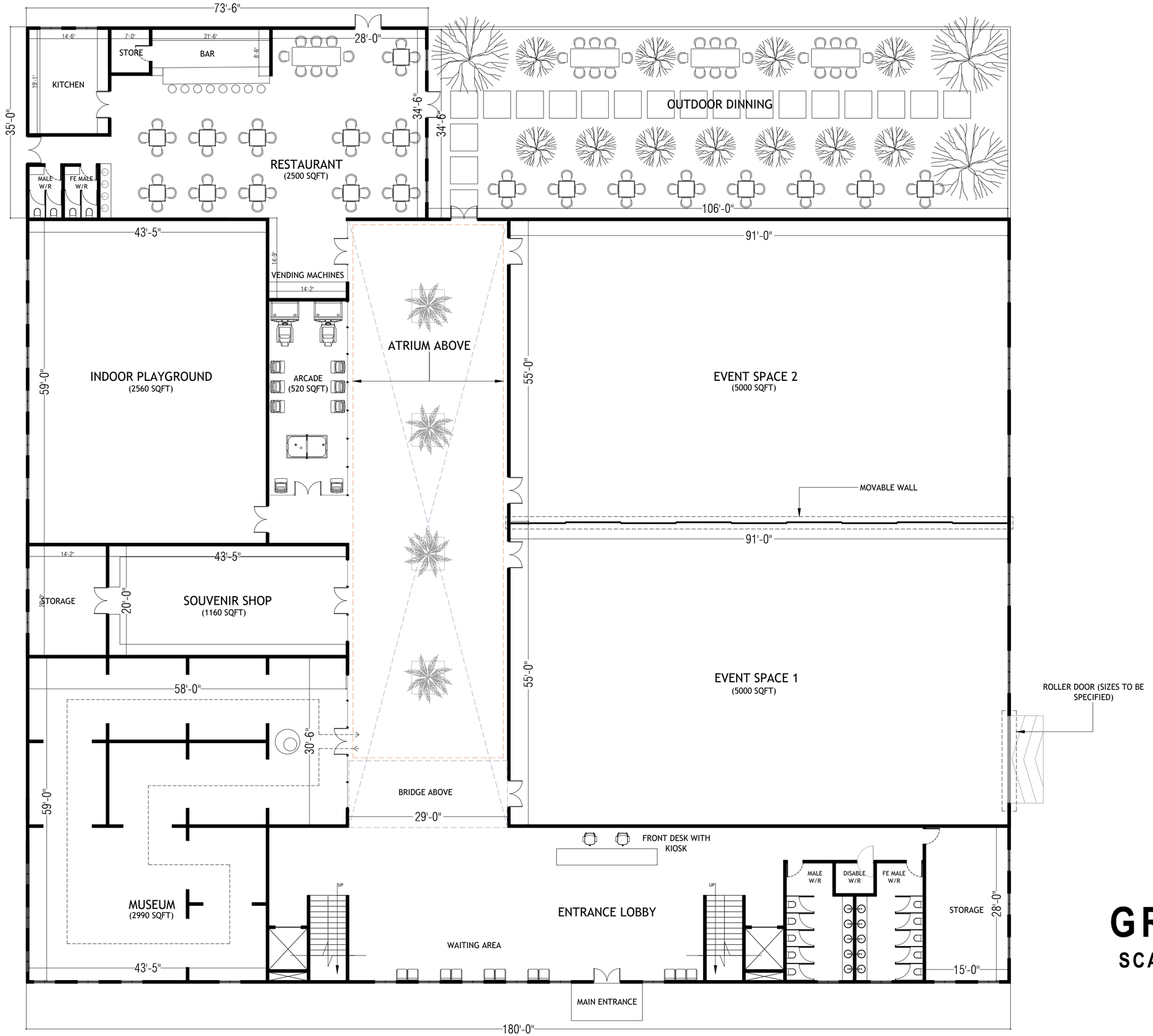
GROUND LEVEL

SCALE 1 : 150 on A2 SHEET



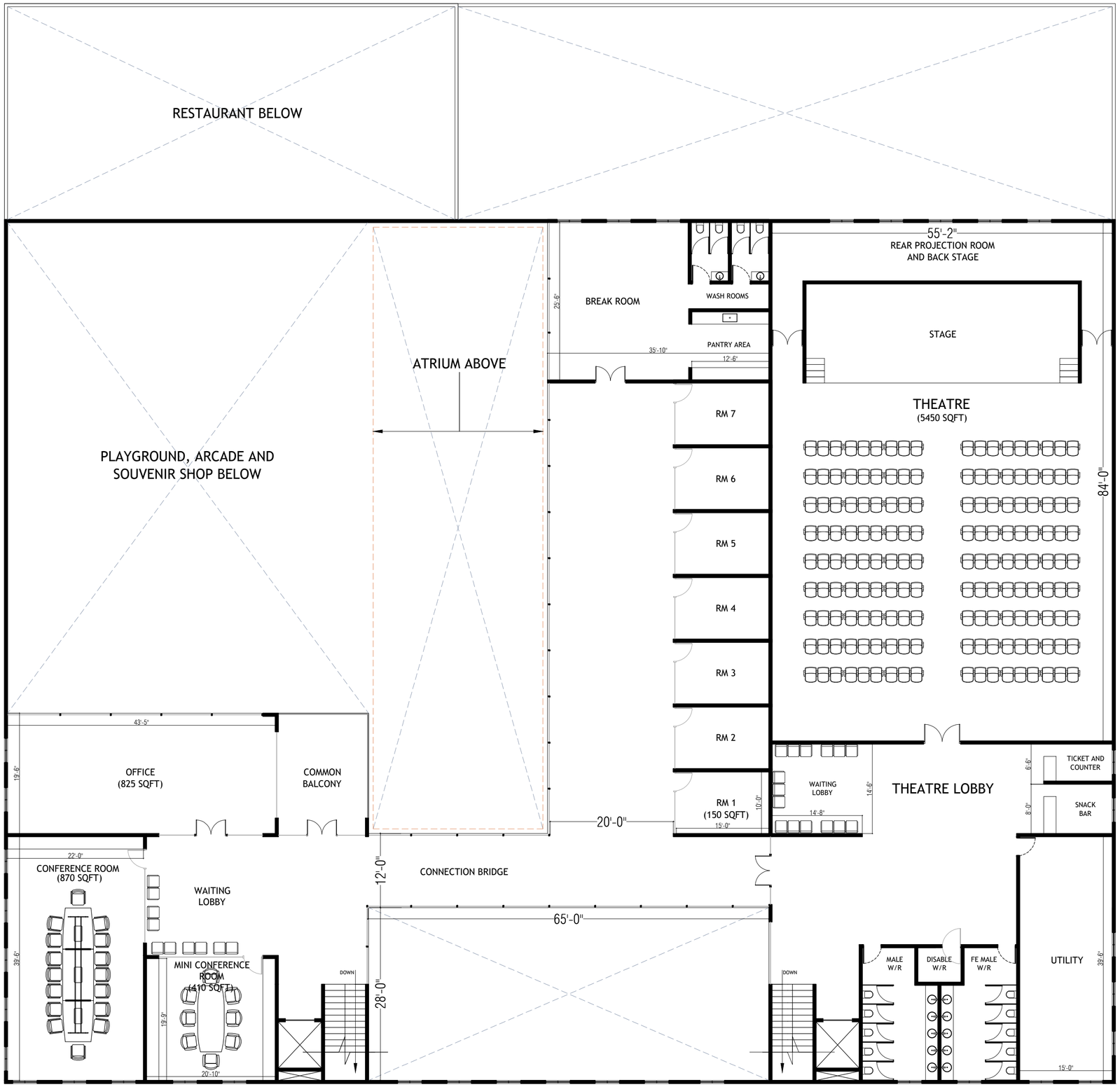
MEZZANINE LEVEL

SCALE 1 : 150 on A2 SHEET



GROUND LEVEL

SCALE 1 : 150 on A2 SHEET
(DIMENSIONS)



MEZZANINE LEVEL

SCALE 1 : 150 on A2 SHEET
(DIMENSIONS)