



HOLOZONE

An OpEzee Initiative

BUSINESS PROPOSAL
January 2021



- Totally **New** Concept – First Time Ever!
- For **all** age groups and interests
- Very high customer satisfaction
- Excellent **ROI**
- Group based – **Safe**, Sanitized Rooms!

About Holozone

- An innovative, new Entertainment and Experience Center chain. First center setup and operational at Bangalore International Airport! With excellent feedback.
- Using 3D Holograms to provide experiences such as Dinosaurs, Underwater World, Sports, Arcade Gaming. Many more exciting features coming up.
- High conversion rates and Excellent feedback in initial days of launch.

Experiences for everyone

- Dinosaur Adventures – 10/30 mins
- Underwater World – 10/30 mins
- Holo Sports – 10/30 mins
- Flyover City Tours – 10/30 mins
- Holo Tours (Virtual 3D Holo) – 10/30 mins
- Holo Yoga (10 mins)
- Arcade Gaming – 6 Games
- Giant Scratchy Machines – 6 Variants





Holozone Business Models

1. Basic – 1 Holo Room/1 Arcade/ 2 Scratchy
2. Advanced – 1 Holo Room / 1 Holo Wall or Stage 1 Arcade / 1 Giant Scratchy
3. Each model however has to be customized based on the space available, footfall analysis and business potential

How each Holozone is setup?

1. Air Conditioned Space
2. 3D Holo Room Equipment
3. 3D Arcade Gaming Equipment
4. Scratchy Machine Equipment
5. Civil & Electrical Works for Centre
6. Interior Décor & Signage
7. Operations Staff & Setup
8. Insurance
9. Marketing
10. Registration & Compliance



Sample Ticketing Models

Experience	Rate	Qty/mth	# of units	Revenue/Mth
Dinosaur Kingdom	1,000	210	1	2,10,000
Underwater World	1,000	210	1	2,10,000
Holo Sports	1,000	210	1	2,10,000
Arcade Gaming	400	240	2	1,92,000
Scratchy Machine	350	360	2	2,52,000
Total Revenue/Mth				10,74,000

BUSINESS MODEL

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE	1,28,88,000	1,41,76,800	1,55,94,480	1,71,53,928	1,88,69,321
TICKETING	1,28,88,000	1,41,76,800	1,55,94,480	1,71,53,928	1,88,69,321
EXPENSES	1,92,00,000	63,46,000	67,10,180	70,93,979	74,98,958
CAPEX	1,50,00,000	13,00,000	14,00,000	15,00,000	16,00,000
OPEX	42,00,000	50,46,000	53,10,180	55,93,979	58,98,958
CONTRIBUTION	(63,12,000)	78,30,800	88,84,300	1,00,59,949	1,13,70,363

An investment of Rs 1cr can lead to a payout of ~Rs 3.5 lacs pm* for the duration of the business – approximately 5 years to double the investment!



Business Proposition

- Total Investment – starts from Rs 1cr each
 - Investor - Rs 1cr
 - Holozone – Rs 1cr
- Based on normal ticketing model (existing and conservative)
 - Average Potential Payout to Investor – Rs 3.5 lacs pm
 - Average Potential Payout to Holozone – Rs 3.5 lacs pm
- An exceptional ROI potential with a proven formula for an innovative business – first of it's kind in India.

HOLOZONE

Next Steps

1. Indicate geography/area of interest
2. Confirm interest in business model/plan
3. Identify potential spaces and validate with Holozone
4. Agree on indicative investment option – amount and model
5. Sign Term Sheet and initiate setup
6. Launch of Holozone!



A person in a dark suit is shown in profile, reaching out to interact with a glowing blue grid. A 3D model of a flower is visible within the grid. The background is dark, and the grid lines are bright blue.

**For more
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