



Master Class Portfolio

Technology Planning in the Sports and Entertainment/Mixed Use District Market

From experience to operations, we understand intelligent buildings

Over 30 years of design to build experience across 200 building projects globally.

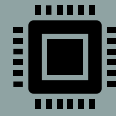
Services

From an owner operator perspective, we've created these service offerings based on our experiences with Microsoft, ocV!BE, T-Mobile, Puget Sound Energy across buildings, data centers, campuses and sports and entertainment districts.

Objectives:



Educate groups or entities developing multi-billion dollar projects on use cases from Alosanar experts



Showcase partner solutions throughout the planning, design, deployment and monetization of the technology stack



Further qualify prospects through our joint Go To Market Strategy



Support partner solutions sales to mixed use, real estate asset classes (see below) in the future

Market Opportunity:

- 35 U.S. Sports and Entertainment Districts, \$1B+ in development **\$142B**
 - 15%* of the investment spend of IT budget **\$21B**
-
- 150, over \$1 Billion in investment, U.S. mixed use developments equal roughly \$280B
 - 10%* of the investment spend of IT budget **\$28B**

• *PWC: 8%-15% IT investment as a percentage of the overall development budget. Range based on level of customer experience



**Almost
\$50 Billion in IT
Investment**



Offerings:

1. Part 1: *Master Class*

- Designed for sharing with a Group

2. Part 2: *1 Day Workshop*

- Designed for Customer would like a deep drive into planning and technology design of Sports & Entertainment/Mixed Use Districts

3. Part 3: *IT Master Plan - 3 Weeks*

- Designed for customers who would like to have a deep dive discussion and come out with an estimated ROM for their IT Master Plan.

Part 1: Master Class:

1. Pre-Class Planning

Discuss program alignment, key metrics, opportunities, and audience

2. The Class

Our panel of experts, from an owner-operator perspective, will qualify customers through case study presentations and roundtable discussions

3. Post-Class Debrief

Discuss qualified customers and partner workshop opportunities with highest prospects

Audience

Pre-sales customers in the pre-planning, planning, design, and build phase of development

Decision makers: C-Suite and Building Owner / Operator

Asset Classes:

- Sports & Entertainment
- Corporate Campuses
- Multifamily
- Hotel
- Office
- Retail/Food & Beverage
- Parks & Outdoors



Expert Speakers



- xGlobal Head of Experiences & Smart Buildings at Microsoft
- Created the World Smartest and World's first AI Enabled Building
- Created the Digital Integration Platform at Microsoft, which integrated all Building systems across its Real Estate Portfolio
- Globally recognized Expert on Smart Buildings, Smart Cities & Human Experiences in Physical Space
- Multi Award Winner for creating the Smartest Buildings & Cities Globally
- **Microsoft**



- xCTO ocV!BE, Anaheim Ducks, 20 years of consulting
- Innovative tech evangelist and digital leader with over 30 years excelling in scalable technology strategies
- Technology Infrastructure Planning
- Data Platforms Insights and Monetization
- **ocV!BE**
- **Fields @ Frisco**
- **MIT Smart City Certificate**

Technology Domains



Connectivity, wired and wireless

Fiber - Organizations network backbone, focus on capacity for decades, Dark Fiber Leasing, future use cases

Wi-Fi - Wireless as the primary connectivity for guest experience

DAS - 5G and future cellular technology for high density guest experience

CBRS - IOT, Security and Sports betting

Space planning - Edge Data Center, Vaults, IDF, MDF, MPOE

Bandwidth - Strategic partner, redundancy, capabilities critical for operations and guest experience



Transportation and Mobility

Smart Parking - Sensors for parking inventory, guidance and safety.

Smart Traffic - On property traffic count and flow.

City/Hwy Integration/Public Transit - Data integration with property, city and major arteries

Way Finding/ Beacons - Pedestrian and vehicle navigation.

Ingres/Egress and integration with parking, traffic on and offsite



Smart Spaces

IOT Sensors and the Digital Twin

Lidar - Measure crowd flow and counts

Wayfinding - Beacons for app navigation

Water - water detection and monitoring

Electricity - monitoring and optimization

Waste - compaction, monitoring and notification

Parking/Traffic

Digital Twin as the dashboard to all sensor data



Safety and Security

Cameras - Security system integrated to a security hub that supports

Access Control - Staff and guest access control and monitoring

Crowd Flow - use of sensors for real time and time series data to improve safety and staffing during peak times.

Emergency Response

Technology Domains



Customer Identity and Loyalty

- District Identity
- App/Web Integration
- AI/ML Predictive recommendations
- Insight and Analytics Graph
- Customer data platform
- Privacy/compliance



Commerce Platform and Payments

- Site Wide Platform for hospitality, retail, food and beverage
- POS - Mobile ordering, Delivery on/off property
- Self-Checkout, Line Tracking
- Headless commerce with unified user interface
- Payments Partner - High Value in data and transaction relationships
- Data co-op for third parties



App/Mobile/Web

- App and Web Experience
- Interface to all things for guests
- Opt In Loyalty or Anonymous
- Transactions, itinerary, location services, ticketing, access, VIP



Content and Displays

- Large format - LED, Media Walls
- Small Displays
- Audio Integration
- Content production and management
- Sponsors, Informational, Guidance, Promotional

Technology Domains



Audio

Experiential Audio
Operational Audio – Music
Control/Zoning/Infrastructure/Converged Network\Emergency Response Support



ML/AI

Machine Learning – Predictive awareness for operations planning
Customer Recommendations – Web and App integration to drive activity and commerce
Visual AI – Crowd and vehicle flow intelligence



Smart Energy Consumption, Waste management and Air Quality

Electricity – monitoring and optimization
Water – water detection and monitoring
Air Quality monitoring
Waste – compaction, monitoring and notification



Special Facilities

Preview/Briefing center
•3D model of project
•Projection room I
•A/R and or VR options
Broadcast Facilities/Broadcast Truck bays
Production Facilities
Event Support plazas and shared spaces
Data Center
Central Utility Plant
Security Hub

Part 1: Master Class






Master Class Outcomes

- Identify and enhance network opportunities in this target market
- Qualification of the prospects that attend
- Strengthen prospect relationships with your sales team
- Enhance your brand recognition and credibility within target market
- Amplify the business cases, best practices, skills, tactics and strategies of your user community in this target market

Master Class Deliverables

- Present on how we plan, design, build and monetize solutions across district-wide infrastructure, from an owner-operator perspective. Discuss best practices via case studies. Use cases include ocV!BE, Frisco Fields, Microsoft East Campus
- Lead a breakout, roundtable session for feedback with prospects to engage, qualify and analyze their project vision, objectives, plan and roadmap.
- Provide partner with a prospect readiness and gap analysis report based on project entitlement status, timeline, budget, and other criteria.

Master Class Agenda (1hr 45min)

Time	Topic	Focus	Speaker
20 Min	Challenge: How are you going to plan, design, and deploy solutions across your project?	<ul style="list-style-type: none">- Skills- Strategies- Tactics	
30 min	Plan and design digital infrastructure for sports & entertainment districts Use Case Examples	<ul style="list-style-type: none">- Network Connectivity- Safety and Security- Audio Visual- Data Platforms	
	Break		
30 min	Create human experience and engagement across cities and corporate campuses Use Case Examples	<ul style="list-style-type: none">- User Journeys- Digital Experiences- Health & Wellness	
	Break		
20 min	Breakout Sessions	<ul style="list-style-type: none">- Project Vision- Objectives- Plan- Roadmap	
10 Min	Outro: Opportunity: How are you going to plan, design, and deploy solutions across your project?	<ul style="list-style-type: none">- Best Practices- Business Cases	

Part 2: 1 Day Workshop: Deep dive on the prospect development project, real estate assets, use cases as they apply to the prospect's development specifically

1. Pre-Workshop Planning

Research and create a brief on development along with high level thoughts on use cases and experience in preparation to discuss in the workshop.

2. The Workshop

High level, holistic technology plan discussion that creates a north star that aligns with prospects development project mission, vision and values. Deep dive review of technology

3. Post-Workshop Debrief

Report to partner which provides a breakdown of technology solutions and capabilities across the development. Details of the technology plan to create an initial architecture and detailed partner product road map.

Audience

Prospect in the pre-planning phase of development

Decision makers: C-Suite and Building Owner / Operator

Part 2: 1 Day Workshop







1 Day Workshop Outcomes

- Smart spaces planning across the prospects development project
- Engage early in planning opportunities for the sports and entertainment/mixed use development project
- Improve customer readiness in planning, designing, deploying of partner solutions across the project
- Elevate pre sales customer support and resources for partner solution planning, design, deployment in this prospect
- Increase the amount of sales and revenue opportunities for partner solution deployment in this target market

1 Day Workshop Deliverables

- A detailed, deep dive, to align a holistic technology master plan with the mission, vision, values of the project.
- A focus on experience use cases across the entire development. Experience use cases provide for a high-level view of the tech stack and requirements for the district.
- Identify customer challenges, gaps and opportunities for partner solution planning, design, deployment
- Define how the partner product and solutions fit for each prospect based on their aligned technology strategy to sales and engineering team and/or partners to define a solution architecture for these prospects

1 Day Workshop Agenda

Time	Topic	Focus	Speaker
8:30 am - 10:30 am	Alignment with project mission, vision and values. What is your master technology plan "North star"	- Technology Strategy	 
10:30 am- 12 pm	Consultative review of technology stack to gain alignment with north star.	- Network Connectivity - Safety and Security - Audio Visual - Mobility - Data Platform - App(s) - POS/Commerce	
	Break		
1:30 pm - 3:00 pm	Consultative review of user experience and smart spaces to gain alignment with the technology north star.	- User Journeys - Digital Experiences - Health & Wellness - AI/ML - Sustainability	
	Break		
3:15 pm - 4:30 pm	Monetization and Value	- Partners - Sponsorship - Monetization - Legal Considerations - Public/Private Partnerships	
4:30 pm - 5:00 pm	Summary - High Level Read out		

Part 3: 3 Week Workshop – Technology Master Plan

1. **Week 1: Pre-workshop - Deep dive into building/development details, real estate assets, use cases across technology domains as they apply to the building/development.**
2. **Week 2: Onsite workshop – 4 day deep dive**
 - Alignment with Mission Vision Values – NorthStar definition
 - Requirements built across technology domains
 - Finances opportunities – ROI and Monetization review
 - Outline of Technology Master Plan
3. **Week 3 Deliverables:**
 - Basis of design for the project across technology domains
 - Technology Master Plan
 - Technology Pro Forma
 - Read out to Executive Team

Audience :Decision makers: C-Suite and Building Owner/Operator

Part 3: 3 Week Workshop





3 Week Workshop Outcomes

- Establish a “NorthStar” for technology plan, working with senior leaders to align mission, vision and values with
- Deep dive into the technology domains including options, life cycle costs and monetization/ROI options
- Review use cases and recommend a timeline for planning, designing, deploying of solutions across technology domains
- Jointly created Technology Master plan including a budget and ROI estimates
- **Post Workshop Read out to solutions partner**

3 Week Workshop Deliverables

- Holistic technology master plan with the mission, vision, values of the project.
- User experience definitions based on use cases across technology domains. In order to develop requirements for the district.
- Build cost models around the technology requirements.
- Establish ROI and Monetization model
- **IT Master Plan and Pro Forma**

3 Week Workshop Agenda

Time	Topic	Focus	Speaker
Week 1	<p>Pre-workshop – Alosanar deep dive into building/development details, real estate assets, use cases across technology domains as they apply to the building/development.</p>	<p>- Deep dive into use cases as they apply to your building or development based on publicly available information</p>	 
Week 2	<p>Onsite workshop – 4 day deep dive</p> <ul style="list-style-type: none"> • Alignment with Mission Vision Values – NorthStar definition • Requirements built across technology domains • Finances opportunities – ROI and Monetization review • Outline of Technology Master Plan. 	<p>Basis of design for:</p> <ul style="list-style-type: none"> - Network Connectivity - Safety and Security - Audio Visual - Mobility - Data Platform - App(s) - POS/Commerce 	 
Week 3	<ul style="list-style-type: none"> • Basis of design for the project across technology domains • Technology Master Plan • Technology Pro Forma • Read out to Executive Team 	<p>Finalize building/development Technology Master Plan and Pro Forma</p>	