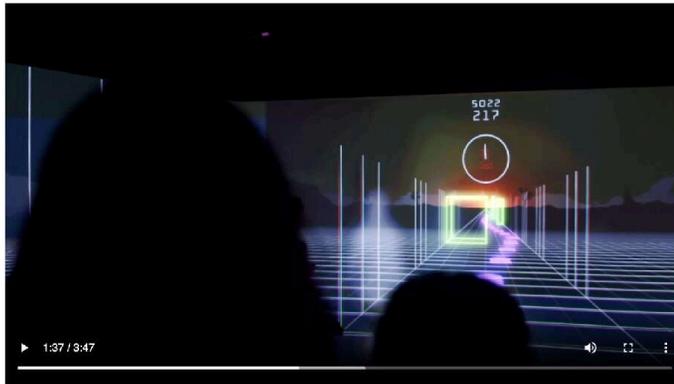


## Social Entertainment Destination Featuring Interactive and Immersive Experiences



[electricplayhouse.com](http://electricplayhouse.com) Albuquerque NM   

### Highlights

- 1 Arriving Summer 2023: Electric Playhouse at The Forum Shops in Caesars Palace, Las Vegas
- 2 Albuquerque Store projecting over \$2M in sales in 2023 (parent company, not this entity)
- 3 Previously Raised \$5M Series A (parent company, not this entity)
- 4 Voted one of the Top 10 Best New Attractions of 2020 by USA Today (parent company, not this entity)
- 5 Be part of our National and Global launch in the top tourist destination in the world.

### Our Team



**Brandon Garrett** CEO

Brandon is an Architect and Creative Technologist focused on creating immersive & experiential family entertainment destinations. Leads company's vision, growth and operations.

The idea behind Electric Playhouse is rooted in the importance of bringing play and creativity into our lives. In a world where technology often dominates our daily routines, it's essential to create spaces that encourage interaction, socialization, and exploration. By blending digital and physical elements, Electric Playhouse fosters a unique environment that offers a refreshing departure from traditional, static forms of entertainment.



**Eric Yakley** CTO | Partner

Eric is an experienced leader in creative technologies, infrastructure, enterprise IT, Media Systems and field installations. Leads company's technology teams, research and development and business to business client relations and development.



**Luke Balaoro** Senior Software Architect

Programmer and artist, blending real-time generative visuals with human interaction and game design. Leads company's software development teams, Platform development and creative.



**John Strong** Director of Business Development

John is known throughout the technology industry as a passionate leader, entrepreneur and innovator and admired for his exacting tactical execution to get startup company's up and running. John leads investor relations and is a board advisor.

### Pitch



#### LEAD INVESTOR



**Max Plotnick**

There are several compelling reasons to consider investing in Electric Playhouse, a cutting-edge company that is revolutionizing the entertainment industry. First and foremost, the company is at the forefront of the immersive experience trend, which is rapidly gaining popularity among consumers of all ages. By combining interactive technologies, such as augmented and virtual reality, with physical spaces, Electric Playhouse is able to create truly immersive experiences that are unlike anything else on the market. Second, Electric Playhouse has a strong track record of success, having opened multiple locations and attracting a loyal customer base. The company's unique offering has earned it recognition in major media outlets and awards, demonstrating its ability to capture the attention of both customers and industry professionals. Finally, the company is well-positioned to capitalize on the growing demand for experiential entertainment. As consumers increasingly prioritize experiences over material possessions, companies like Electric Playhouse are poised to thrive. With a talented team and a strong vision for the future, I believe Electric Playhouse is a smart investment choice for those seeking exposure to the innovative and exciting world of Immersive entertainment.

Invested \$5,000 this round



Note: Investors in this Wefunder round would be investing in Electric Playhouse NV LLC, a wholly-owned subsidiary of Electric Playhouse, Inc.

Electric Playhouse NV LLC intends to create a new Electric Playhouse location in Las Vegas.

### WHAT IS THE PROBLEM?

**DECLINING FOOT TRAFFIC & CLOSURES**

- Closure of traditional brick and mortar stores & Theaters
- Rise of e-commerce & shift towards online shopping
- Landlords seeking new Anchors to drive foot traffic

### OUR SOLUTION

**BRING NEW LIFE TO VACANT SPACES**

- Transform vacant or underperforming space into new entertainment & Community hubs
- Immersive and Interactive Digital Experiences
- Bring people together
- Promote Healthy Active Play

### PRODUCT

**SPATIAL ENTERTAINMENT PLATFORM**




**Interactive** walls and floors powered by a Network of motion tracking sensors (No Headset or Controllers Required)

**Immersive** Projection Mapped Environments

**Proprietary Platform** manages sensor and computer systems, calibration, and content in a single interface

### PRODUCT

**Time of Day Scheduling**

- Monday: Yoga & Fitness
- Mid Day: Immersive Art, Education (Field Trip)
- Afternoon: Interactive Games
- Evening: Immersive Arts & Dining, Corporate Events
- Late Night: Concerts

**Additional Programming**

- City, Brewery Parties and Private Parties
- Corporate Events and Team Building
- Special Event Programming (Fashion Shows, Trunk Shows, etc.)



### MARKET

### LOCATION BASED ENTERTAINMENT

- TAM**  
\$4.20 BILLION  
GLOBAL MARKET
- SAM**  
\$80 MILLION  
U.S. MARKET
- SCM**  
\$140 MILLION  
SOUTHWEST



**Founded in 2018**

- 2018 London A  
Booked for a mid 20k if Staples building
- Reopened June 2021**  
(4 Month Closure)  
Successful
- 2022 \$100 Million of Operations**  
All venues are projected 100,000 guests in 2022
- 2023 EP Las Vegas Opening**  
Opening Summer 2023

**Opened February 2022**

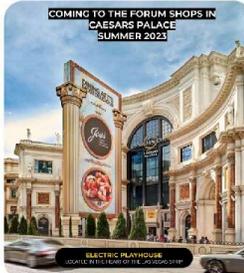
- Shut down after 6 weeks
- Invited to Museum Week
- Moved HQ FROM LA to main operations office based

**2023 EP Las Vegas Opening**

- Opening Summer 2023

**EP Las Vegas**  
\$1M FILM CREDIT UP TO 25% REIMBURSABLE TAX CREDIT

### TARGET MARKET



**COMING TO THE FORUM SHOPS IN CAESARS PALACE SUMMER 2023**



**Under Construction!**  
Targeting Summer 2023 Opening  
42 MILLION ANNUAL TOURIST

**Outdoor Terrace with Incredible Views of the Strip**

Las Vegas, NV is one of the top 5 most visited cities in North America



### EXPANSION IN VEGAS




**Las Vegas Strip**

**Forum Shops**

**LEGEND**

1. Lobby & Bar
2. Entry Terrace with view of the strip
3. Entertainment Area
4. Full bar
5. Kiosk
6. Reception with view of the strip
7. Party Rooms




### GO TO MARKET STRATEGY

**TARGET LANDLORDS & THEATER OWNERS**

- SIMON
- Brookfield
- REGAL
- AMC THEATRES

**SOCIAL MEDIA & TARGETED EVENT MARKETING**



**LICENSED EXPERIENCES**

- Disney
- NBC UNIVERSAL
- SONY PICTURES
- WARNER BROS.
- EA
- Microsoft Studios

**SEEKING 20k - 30k SPACES**

**24,000 Conventions a Year**

### BARRIERS TO ENTRY

**PROPRIETARY IP & TECHNOLOGY**



Proprietary IP that links building scale network of sensors, calibrates equipment and content.

Large IP Content library of over **900** Electric Playhouse experiences

**OPERATIONS**



Electric Playhouse owns and operates its venues and has developed all of its operations, training, technical support and administrative operating procedures to manage the unique and high tech venues.

### COMPETITORS

**THE ELECTRIC PLAYHOUSE ADVANTAGE**




**THE COMPETITOR**



## TEAM

### Leadership



**Brandon Garrett, AIA**  
CEO & FOUNDER  
[LinkedIn](#)



**Eric Yakley**  
CFO & PARTNER  
[LinkedIn](#)



**John Strong**  
PARTNER OF FRANKLIN, WASHINGTON  
[LinkedIn](#)



**Luke Balacoro**  
SENIOR VP OF OPERATIONS & CO-FOUNDER

### Corporate



**Patricia Garrett**  
CHIEF FINANCIAL OFFICER



**Sabrina Smith**  
HR & OPERATIONS DIRECTOR



**Summer Gomez**  
EXECUTIVE ASSISTANT



**Simone Seagle**  
INTERACTIVE ENGINEER



**John Kraker**  
INTERACTIVE DEVELOPER



**Bill Pritchard**  
CREATIVE TECHNOLOGIST



**Jose Craggin**  
ART DIRECTOR



**Max Beck**  
MARKETING DIRECTOR



**Maddy Mirvis**  
INTERACTIVE ARTIST

Our Leadership team combines years of experience in Architecture, Real Estate, Entertainment, Technology, Finance and Capital.

Our corporate office includes 11 employees and our ABQ Playhouse has 40 employees.



## BOARD OF DIRECTORS



**Paul Silverman**  
BOARD MEMBER  
[LinkedIn](#)

A veteran of four decades in the business, Paul has led in product and market development.

He has been involved in strategic thinking and has co-authored a 10 year and only published trend report on development in Asia from 2002-2010.





**Bill Bice**  
BOARD MEMBER  
[LinkedIn](#)

Bill is the CEO of CSDC, a 501(c)(3) non-profit organization that provides training and support for the at-risk youth.

Bill is a fellow entrepreneur and is the CEO of a company that is leading the way in the world of 3D printing.



**BOARD PLANS TO GROW WITH FUTURE ROUNDS**

Seeking Board Members with experience in Theater Attractions, Entertainment and Amusement Operations.

## ADVISORS



**Craig Kornblau**  
Board Advisor  
[LinkedIn](#)





**Drew Tulchin**  
Board Advisor  
[LinkedIn](#)





**Ricci Rukovina**  
Board Advisor  
[LinkedIn](#)





**Lionel Leventhal**  
Board Advisor  
[LinkedIn](#)



**Exit Partners**

(Movie Game Studio Acquisitions) - Craig and Ricci (Entertainment Operator Acquisitions) - Sewky advisors

## BUSINESS MODEL



Category	Pricing	Price Range
Ticket Sales	Core Admission	\$ 9 - \$20
	All Shows	\$30 - \$40
Immersive Fine Dining and Private Parties	Per Person	\$40 - \$70
	Minimum Spend	\$10K - \$20K
Food & Beverage	Set Menu	\$20 - \$30
	À la Carte	\$10 - \$15
Special Events	Concerts	\$5 - \$10
	Shows	\$10 - \$15



## 5 YEAR PROJECTIONS

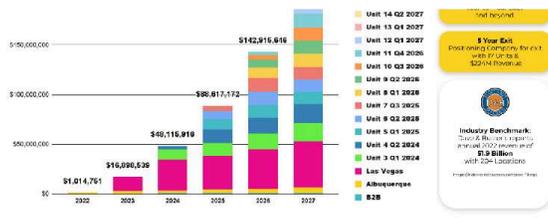


**\$223,734,822**

UVR 17 Q4 2027  
UVR 16 Q3 2027  
UVR 15 Q3 2027

**\$10M Revenue Per Stage At 100% Utilization**

**17 Locations by 2027**



The slide above mentions forward-looking projections that cannot be guaranteed.

## LAS VEGAS INVESTMENT

2023	2024	2025	
(in \$MM)			
Total Revenue	\$14M	\$30M	\$35.4M
Cost of Goods Sold	\$2.9M	\$5.7M	\$5.8M
Gross Profit	\$11.1M	\$24.3M	\$29.6M
Operating Costs	\$3.7M	\$5.0M	\$7.1M
<b>Net Income</b>	<b>\$7.4M</b>	<b>\$18.6M</b>	<b>\$23.4M</b>

Investment	Return
Investment	\$10,000,000
<b>3X Return</b>	<b>\$30,000,000</b>
Year 1 Dividends	\$7,885,400
Year 2 Dividends	\$6,000,000
Year 3 Dividends	\$6,114,600
<b>Projected 3X Return on Investment</b>	<b>~30 Months</b>

### LAS VEGAS PROFIT SHARE INVESTMENT

**USE OF FUNDS**

- Seeking 35M: 15%
- Operations Startup: 25%
- Marketing: 60%

**TERMS**

- Greater of 20% preferred return or Share of 33% net profit.
- 3rd Party
- Profit Sharing
- Private Company Investment
- Opportunities Available

**74X**  
Top Global Destination  
Las Vegas, NV (Total Population: 2,298,000)  
Las Vegas, NV (Total Revenue: \$70.2B)  
<https://www.lasvegasconvention.com>

Pro. Size: US AQG  
ABQ Pop: 962,889

The slide above mentions forward-looking projections that cannot be guaranteed.

## 5 YEAR EXIT STRATEGY

### Acquisition By Entertainment Or Theater Operators

**Dave & Buster's Pays \$835M to Buy Entertainment Company Main Event (50 locations)\***

\*As of 12/31/2022

Booking Board Adviser in Themed Attractions

### Acquisition By Movie or Game Studio

Exit Team On Advisory Board

## WHAT PEOPLE ARE SAYING

### Press Releases

- Electric Playhouse teams with ABQ-based artist to create interactive works (local press link)
- Close friends to make for the eyes
- It's what's the opening on Google (2 weeks) (local press link)
- Call & A Local Escape from Reality
- Wefunder Channel: The Birth of an Interactive Playhouse
- Electric Playhouse pieces best for second location on the Vegas Strip
- Electric Playhouse plans to open location on Las Vegas Strip
- Electric Playhouse sets on Las Vegas with interactive
- Accidental: The 3rd opening in Vegas - Real World 2022 (local press link)

Visit our Press Page

Electric Playhouse	Main Event	Dave & Buster's
Google: 4.3	Google: 4.2	Google: 4.2
Yelp: 4.5	Yelp: 3.5	Yelp: 3.5
Yelp: 4.0	Yelp: 2.2	Yelp: 3.0

### Top Reviews

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

The testimonials in the above slide are for other Electric Playhouse locations, not the location that the entity raising on Wefunder (Electric Playhouse NV LLC) plans to build.

## GET IN TOUCH

**Brandon Garrett, AIA**  
CEO & Co-founder  
[brandon@electricplayhouse.com](mailto:brandon@electricplayhouse.com)

**John Strong**  
Director of Business Development  
[john@electricplayhouse.com](mailto:john@electricplayhouse.com)

**Electric Playhouse ABQ**  
5201 Quay Rd NW  
Albuquerque, NM 87120

**Corporate Studio**  
301 Gold Ave SW, Suite 100  
Albuquerque, NM 87102

