

Seriously Cool Location Based Adventures

Make boring normal experiences exciting. Unlock levels, discover local history and have a blast.

You can even build your own adventures!





What is it?

It's a mobile app that shows you cool adventures near your location and allows you to publish place-based digital adventures others can experience

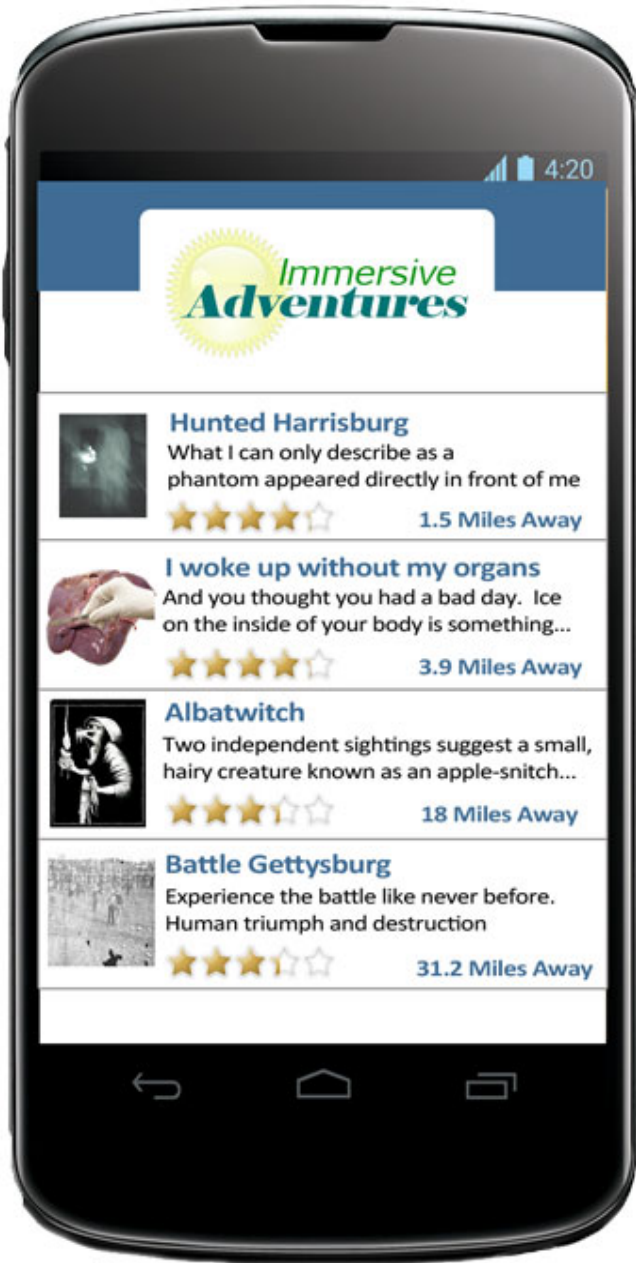
- Alerts
 - Nearby virtual experiences
- Entertainment mode
 - Games
 - Exercise
 - Movie-like experiences
 - Answer questions to unlock content
- Tourist mode
 - Educational and entertaining



What is it?

Creator modes

- In the App
 - Track and place coordinates
 - Upload content
 - Tag locations
 - Create simple interactive menus
- Developer Kit
 - Platform for creating more detailed experiences



Immersive Adventures

Seriously Cool Location Based Adventures

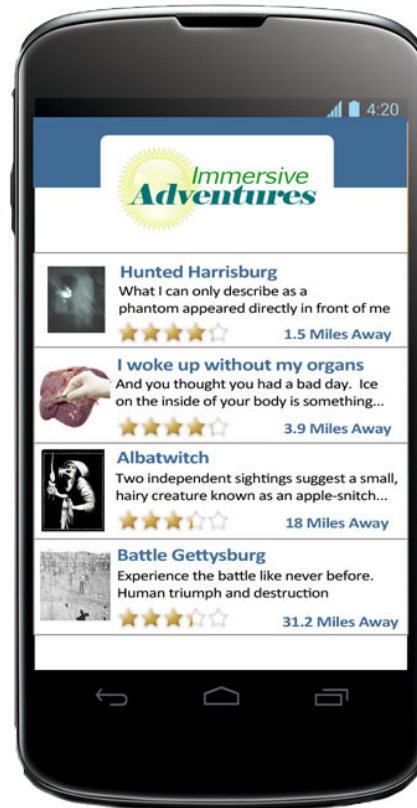
Make boring normal experiences exciting. Unlock levels, discover local history and have a blast.

You can even build your own adventures [Learn More](#)

Did we mention it's free?



The App Demo





What the Opportunity?

People want to know more and share more with others about the places they visit

- Tremendous amount of digital information about real places
- Accessing that information isn't easy or convenient
- Opportunities to create richer information
- Share what you know with others

Who's the Audience?



Our initial target consumer are students, with smart phones, those adventure seekers looking to integrate digital & real world experiences

We'll also have a side focus geographically on the Northeastern focusing on tourism agencies & chambers of commerce for small town and cities, as well as those for larger cities and major tourist attractions (e.g, Gettysburg Battlefiled, Old Williamsburg, Hershey Park, etc.)

How will we get the word out?

- Internet marketing
- Contacting tourism agencies
- Contacting schools & universities
- Social media sharing



How will we measure success?

How will you measure progress in reaching our audience?

- Number of downloads
- Number of downloads of developers kit
- Number of "adventures" published to the marketplace
- Number of "adventures" downloaded
- Number of non-free "adventures" downloaded

What will success look like in reaching our audience?

- Reach 1000 app downloads by the end of FEB 2014
- Grow app downloads at a rate of 10% per week
- 60,000 app downloads by the end of 2014.
- 100 adventures downloads at an average of \$0.99 per adventure
- 30,000 published adventures by the end of 2014



How will we earn money?

Adventure Creators

- Upload adventures
- They choose the price they want to charge (min \$0.99)
- They can make it free

We keep 30% of the download fee

180,000 free adventures downloaded by the end of 2014

36,000 for-a-fee (\$0.99) adventures downloaded by the end of 2014

Generating $\$0.30 \times 36,000 \times \$0.99 = \$10,692$ in gross download revenues for Immersive Adventures by the end of 2014.



Our Team



Troy Yohn

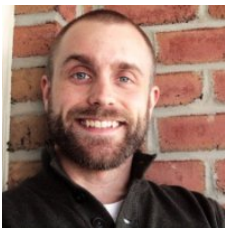
90% inventive thinker and the other half is 82% Marketing Scientist. Over 15 years of business systems design, systemic management, interactive software development and marketing expertise.

Currently the Director of Digital Media Marketing at Rutter's Convenience Stores



John Purcell

John Purcell is a Patent Attorney with his own firm, The Purcell Law Firm, P.C., in King of Prussia, PA.



Jason Stoltzfus

Kick-ass software engineer!

Currently a Software Engineer at MapQuest



Competition

What does the competitive landscape look like?

- Instagram
- YouTube
- Twitter Vine

How we're different: We're location based to integrate the real world with the virtual world

Launch Plan

Execute getting the word out

- Internet marketing
- Contacting tourism agencies
- Contacting schools & universities
- Social media sharing



Ask

We'd love to win the prize pack!