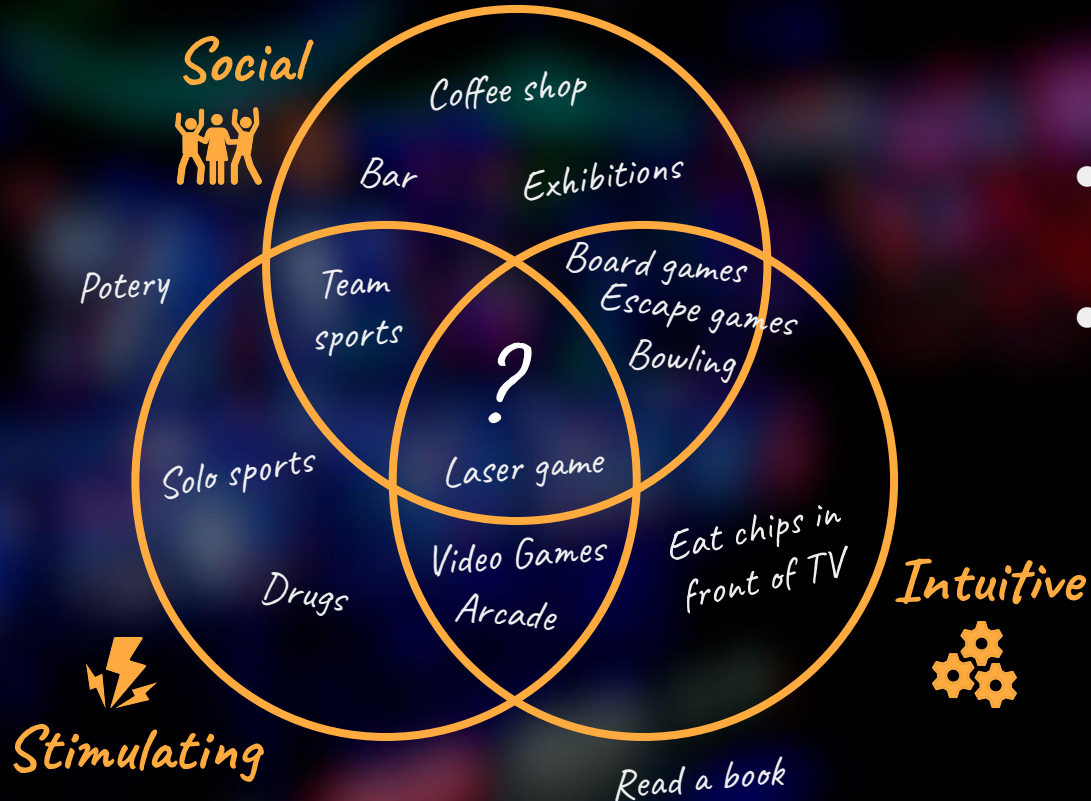# HyperCube

Real games for real people

Pitch deck

What do young people do after work / school?

Social

Coffee shop

Bar

Exhibitions

Potery

Team sports

Board games
Escape games
Bowling

?

Solo sports

Laser game

Drugs

Video Games
Arcade

Eat chips in front of TV

Intuitive

Stimulating

Read a book

- Most social activities aren't stimulating.

- Most stimulating activities aren't very social or easy to start with.

The mission

Make accessible yet stimulating, real-life games.

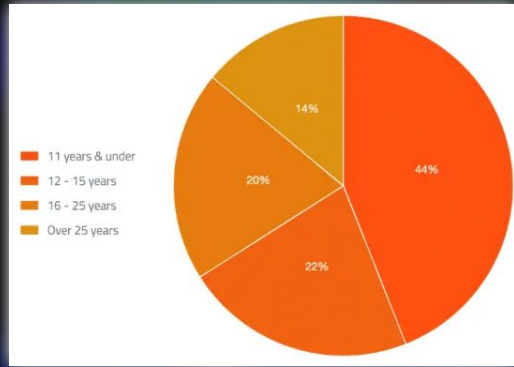# The product — HyperCube

A **touch-sensitive** disco-like floor to play series of challenging mini-games (competitive and collaborative).

Market (our product targets the same population as laser games and other indoor entertainment centers)

Laser game market

🌐 "The global family/indoor entertainment centers market was valued at $30.9 billion in 2022" — Allied Market Research

📊 "The market size of the Laser Tag Arenas industry in the U.S. has grown 2.6% per year on average between 2015 and 2020" — IBISWorld

💲 "laser tag arenas represent one of the most profitable businesses in the entertainment industry, with operators generating profit margins of as much as 40 percent" — IBISWorld

Known competition

Activate playactivate.com

- Operates in the USA (13 venues) and Canada (10 venues).
- Had only ~6 open venues in 2022.
- Does not seem interested in European market.

Hype Energize hypearena.ro

- Operates in Romania (1 venue).

Moka SFX mokasfx.com

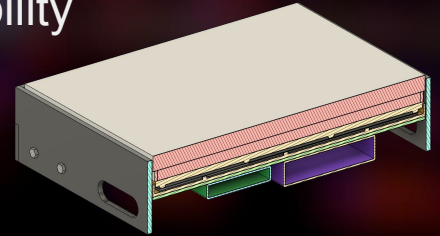- Chinese SFX-maker. Sells a white-label low-quality equivalent.
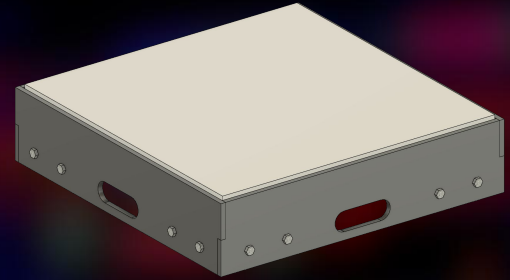
Roadmap

Short term (Q2 2024)
- Prototype refinement and tests
- Construction of a real-size game
- Opening of a room in Prague
  - Tackling of real-use issues and long term wear
  - Initial data about product reception and profitability

Long term
- Addition of new game features
- Opening of additional rooms and / or franchising venues in other cities

Use of expected funding

- Salaries (software, mechanical, electronic engineering, marketing, etc).

- Materials, tools.

- Rent and utilities of a workplace.

- Construction of a real-life HyperCube game (e.g. 24 x 24 tiling).

- Rent and utilities of a first venue.

- Marketing.

The founder

- French software engineer. 10 years in Prague.

- Forever DIYer.

- Experience in startups:

  - Engineer at Salsita / Corkscrew (wine recommendation)

  - Engineer at Ordamo (Restaurant ordering app)

  - Engineer at Assolib (Associative web portals)

  - Engineer / Mentor at Masteos (real estate consulting)

  - Engineer / Mentor at Artrade (NFT trading platform)

Pascal Heitz

☎ +420 778 045 171

@ pascal@hypercube-labs.com

🔤 English, French

Thank you!

hypercube-labs.com