

Partners Invited



EXPERIENCES | GAMES

**EXPERIENCES**

**GAMES**

**CAFÉ**

Moderate  
Investment

High  
Returns

Supply &  
Operational Support



# What Is Virtual Reality?

Virtual Reality (VR) is the use of computer technology to create a simulated virtual environment. Unlike traditional entertainment systems, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and are able to interact with 3D worlds. By simulating as many senses as possible, such as vision, hearing, touch and movements, the arcade is transformed into a gatekeeper to this artificial Virtual Reality world.



EXPERIENCES | GAMES



# UNIVRSE Virtual Reality Arcade

'UNIVRSE Virtual Reality Arcade' is a young entertainment brand conceptualized by **Buzzylogic Innovations Private Limited** working exclusively in Virtual Reality. UNIVRSE Virtual Reality Arcade is the next level entertainment destination having multiple Virtual Reality stations where everyone can enjoy world-class top-rated Virtual Reality experiences, games and more. With more than 30 exciting titles for all age groups, the arcades are recognized more as advanced family entertainment destinations.

UNIVRSE Virtual Reality Arcade has been closely featured by prominent media publications like Times of India, Dainik Bhaskar, Navbharat, Navrashtra and has been featured in Top 10 startups in Virtual Reality & Augmented Reality. The concept was selected among the top business ideas at various forums.

# Journey So Far

Till then  
4 franchisees  
were signed and  
11 were under  
discussions.

May  
2019

Till  
April  
2019

Launched first  
master  
franchise  
outlet in East  
India.

Till  
January  
2019

Launched five  
arcades and  
started growing  
through franchising

12 outlets are  
successfully  
running and 4  
are under  
development.

Now

May  
2018

Launched  
second arcade  
and plan for  
five more  
arcades cleared.

January  
2018

Launched first  
arcade in  
Empress Mall,  
Nagpur.

August  
2016

Entered VR  
services domain  
and started  
experimenting in  
VR entertainment.



# Experiences & Games Offered



Shooting Games



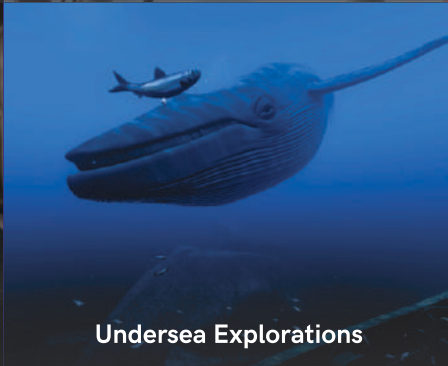
Walk The Plank Experience



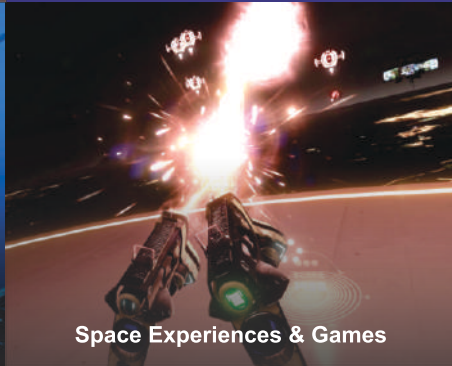
Thrilling Adventures



Haunted Houses



Undersea Explorations



Space Experiences & Games



Sports like  
Table Tennis/Badminton



Boxing



Cricket

Musical Experiences  
Amongst Others.

UNIVRSE has over **30 games and experiences** in its full arcade line-up. Whether a person is an avid gamer, an adventure lover or comes in with curiosity, the arcade has something for everyone.

UNIVRSE caters to all age groups from 8 to 80 years and serves as a complete Family Entertainment Center filled with lots of joy and laughter.

# Testimonials

## Hitesh Nimje

I love it. The most happening place for gamers. One can go with family and friends.

## Amit Sharma

Amazing place for Virtual Reality experiences!  
A must visit with family. Out of the world experiences for me, my son, wife and my parents as well. Five stars..

## Mihir S. M.

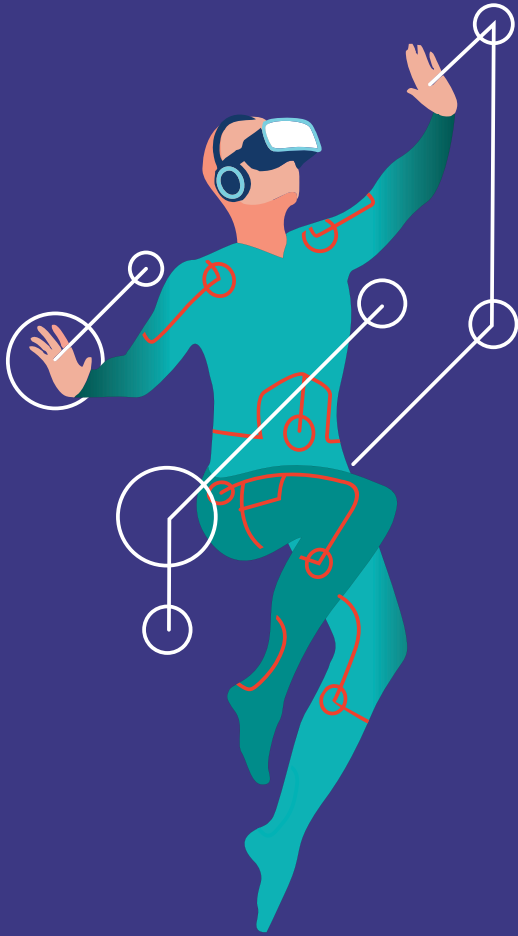
Most amazing experience I had at Univrse. A must go place. Realised that VR is such a mind blowing technology. Staff is super friendly and worked with involvement. Games of all genres available as per choice. Right from kids to grand parents, there is something for everyone here.

## Expanding Footprints Via Franchise

UNIVRSE is successfully operating multiple outlets. It is all set to expand Pan-India and looking for some amazing partners to work with. UNIVRSE is looking to open SIS units and cafe. For this, the brand has presented models with the following financial facts.

Expansion Format	Unit	SIS[A]	Café
Area Required	400sq. ft.	200sq. ft.	700sq. ft.
Approx. Investment*	20 Lakh	15 Lakh	30 Lakh
Franchise Fee	3.5 Lakh	2 Lakh	7.5 Lakh
Payback Period	1 Year, 5 Months	8 Months	1 Year, 9 Months
Agreement Term	5 Years	5 Years	5 Years

\*Approx. investment includes franchise fee

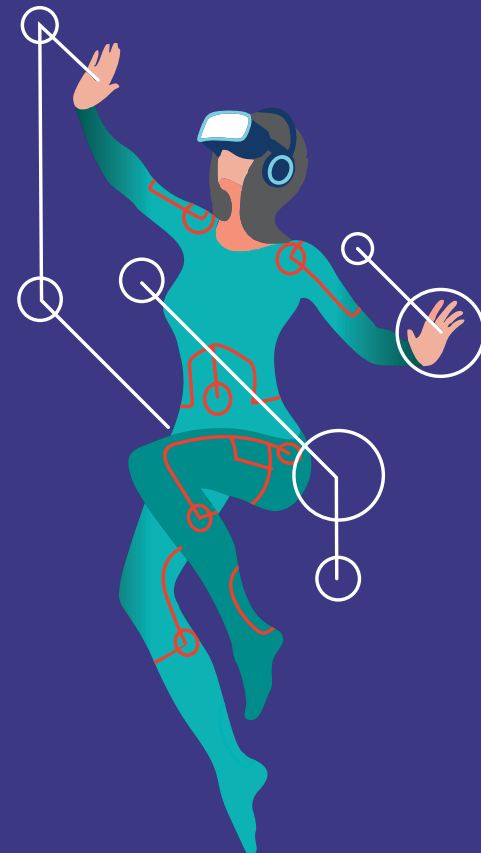


# Preferred Franchise Partner Profile

- ▶ Entrepreneurs with good financial bandwidth to invest in the project.
- ▶ Sufficient backup and ability to sustain during gestation period.
- ▶ Existing unutilized property (Leased or Owned) in upscale market, highstreet, shopping complex or mall.
- ▶ People with spaces in malls, foodcourts, airports, hotels and cinemas.
- ▶ Cafes, Hotels, Restaurants, Retail Shop owners who are willing to add entertainment to their destination.

# Great Reasons to Partner

- ▶ Unique and differentiated concept of VR in Entertainment Industry.
- ▶ Latest and world-class top rated hardware and content instead of same traditional arcade gaming setups.
- ▶ Content and technology suitable for all age groups and customer segments.
- ▶ Introduction of fresh content.
- ▶ Low investment, high returns, high machines capacity utilisation, low operational costs, less space.
- ▶ Well trained staff and experienced team.
- ▶ Well-reputed & love on Social media.
- ▶ 100% positive feedbacks and over 60% repeat visitors at the outlets.
- ▶ Lucrative franchise formats with impressive payback terms.





# Comprehensive Support System

For smoother functioning of the franchised outlets, Univrse Virtual Reality Arcade has devised a systematic support system for its franchise partners.

**Setup & Selection:** The company will assist the franchise partners in determining the right location for establishment of the outlet and help in its setup as per brand guidelines.

**Training:** The company will conduct comprehensive training program on how to manage the outlet operations for the main staff.

**Equipment:** The company will provide franchisees with a detailed list of equipment required for the outlet operations.

**Process Management:** The company will provide software system to track the inventory, employees and performance of each outlet.

**Operations Manual:** The company will provide an Operations Manual containing mandatory and suggested specifications, standards, operating procedures and rules for running the outlet.

**Advertising & Promotions:** The company will in association with its franchise partners will organize events specific to advertising & promotions of 'Univrse Virtual Reality Arcade' at the national level. Printed materials like brochures, pamphlets, flex banners, etc. would be provided on cost basis.

**PR Coverage:** The company will ensure regular PR coverage at regional/national levels, besides centralized brand building through print/outdoor/web/electronic media.

**For more information, contact:**

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 **UnivrseArcade**  **UnivrseArcade**

