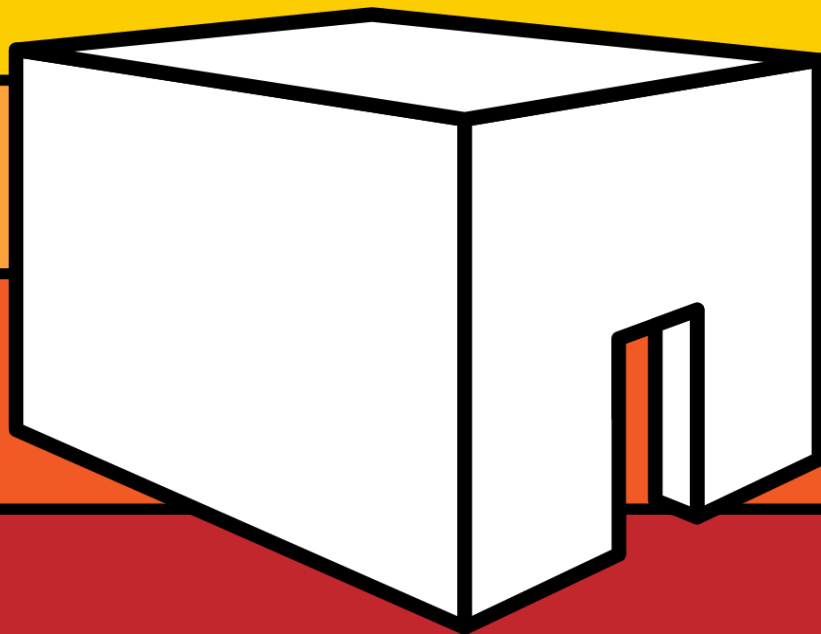


The Eureka Room



The Eureka Room Experience

What is The Eureka Room?

The Eureka Room is a fun and absurd participatory experience for friends and strangers. Visitors engage with curious and playful programming within a one-of-a-kind, 100-square-foot room filled with light and sound.

Fun

Feelings of joy, delight, humor, mystery, surprise, and playfulness.

Human Connection

Cooperative and shared experiences with friends and strangers.

Special Memories

The satisfaction of having done something truly unique and truly "Austin".

It's difficult to explain because it's absurd. Here are a few photos that do it no justice whatsoever.



What are people saying about The Eureka Room?

The Eureka Room received more than 230 five-star Google reviews in just four months.

"This was one of the most entertaining experiences I've ever had."

"The weirdest thing you can do in Austin."

"The best thing I've done on my trip to America."

The Eureka Room Business

Advantages by Design

- Unique IP and dedication to quality guards against knockoff competition, such as those encountered by the many Van Gogh exhibits, Instagram houses, and escape rooms.
- Low labor costs. Potentially up to 25% of the labor costs for the typical escape room.
- Small footprint. The experience accommodates up to 12 people in a 100-sq-ft space.
- Location agnostic and moveable.
- Not tech-centric. Experience- and human-centric. Avoids an expensive arms race of tech.
- A platform that can accommodate new content without much added cost.

Immersive Market

- Immersive experience industry up 19% from 2019 to 2020.
- 74% of consumers now value experiences over products or things.

Austin Market

- Austin tourism \$9B annually.
- 30M tourists annually.
- Not enough "must-do" Austin attractions¹.

About Mike

- Entrepreneur of 17 years in the Austin events and entertainment industry.
- IRL Experience Designer. Has written over 250,000 words on his blog irlxd.com.
- Engineer, marketer, musician, writer, humorist, video editor, salesperson, and bookkeeper. He reads a lot.

About the Team

- Mike has a deep bench of incredible people: engineers, creatives, builders, marketing professionals and hourly employees.
- Business coach Mehul Patel (co-owner of Dominican Joe's and Lockout Austin).
- People like working with Mike. Most of his Austin Events team has been with him for over a decade.

¹ Unverified contention. Based on 17 years of publishing Austin events and activities.

The Eureka Room Magic

The Eureka Room has a mission.

The Eureka Room's mission is to **help adults feel joy and connection by providing experiences of charming absurdity**. A well-defined mission is critical not just for determining which actions should be done but which should not be done. The Eureka Room adheres to the mission.

The Eureka Room makes great experiences.

The Eureka Room is neither sacrosanct self-expression nor an immersive experience money grab. Instead, The Eureka Room is about making **successful quality experiences** that provide a positive feedback loop to make **more successful quality experiences**.

The Eureka Room is here to serve.

The Eureka Room serves by providing: (1) Valuable experiences for customers, (2) Meaningful work for team members, and (3) Profit for the company to further the mission.

The Eureka Room has higher aims.

Besides being "fun", The Eureka Room aims to reduce the fear of strangers, taking chances, and being in new situations. It also aims to help those who are uncomfortable with being playful. The Eureka Room's favorite quote from any visitor ever was, "This gives me hope for humanity".

The Eureka Room has a dedicated leader.

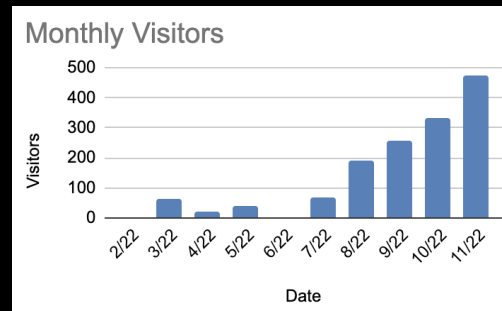
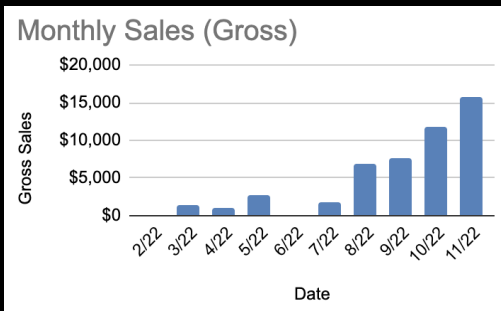
Mike has a life-long passion for the industry of "unique entertainment". He sacrificed much of his home for the first iteration of the Eureka Room where 1,500 people visited over four years. He's spent thousands of hours on this experiment and hopes to spend many more.

People ask him all the time how he came up with it. He honestly doesn't remember. He just says the universe has compelled him to do it.

The Eureka Room Future

Revenue and Visitors This Year

Revenue and visitor traffic is increasing since opening on Cesar Chavez in late July, 2022:



The Current Outlook

The current lease is up at **the end of March** and may not be renewable.

Even with an extension of the lease, the current location is only large enough to test the MVP and pay the bills, with few resources left for R&D or growth.

Current capital resources only allow for taking advantage of limited, smaller opportunities.

More capital by way of a loan, investment, and/or credit line would allow The Eureka Room to take advantage of more growth opportunities, especially in regards to leasing.

The Use of More Capital

Additional capital would be put toward the following priorities:

1. Establish a new location that could serve more customers and larger groups.
2. Expand and refine marketing efforts.
3. Add staff and contractors to take the operational, marketing, and clerical tasks off Mike's plate so that he can focus on future growth and R&D.
4. Provide a dedicated space for development. Currently development and production share the same infrastructure, which is both inefficient and risky.

Beyond The Eureka Room...

The development space exists to produce programming for The Eureka Room. That said, the longer-term hope is that it will evolve into a facility that will develop new technology uses and methods for experiences that may potentially give rise to adjacent businesses.

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Find out more about The Eureka Room at EurekaRoom.com

Find out more about Mike at IRLXD.com