

WILD INTERACTIVE ADVENTURES

Revolutionizing Family Entertainment with
Emotion, Interaction, and Technology.

Website:
hickeyinteractive.com



THE PROBLEM

Family Entertainment Centers (FECs) struggle with:

- **Outdated**, non-interactive attractions
- Poor guest **experience**
- High **costs** for families
- Lack of community **integration**
- **Competition** from home entertainment





OUR SOLUTION

- Emotionally **immersive**, interactive experiences for all ages
- **Data-driven** operations + cashless tech
- **Community**-focused programming
- High **repeat visit** value via themed adventures
- Disney-like magic in a **40,000 sq. ft** space

VISION

Exceed guest expectations through joy, innovation, and connection.

MISSION

Create unforgettable family moments that combine fun and learning in immersive, themed environments.

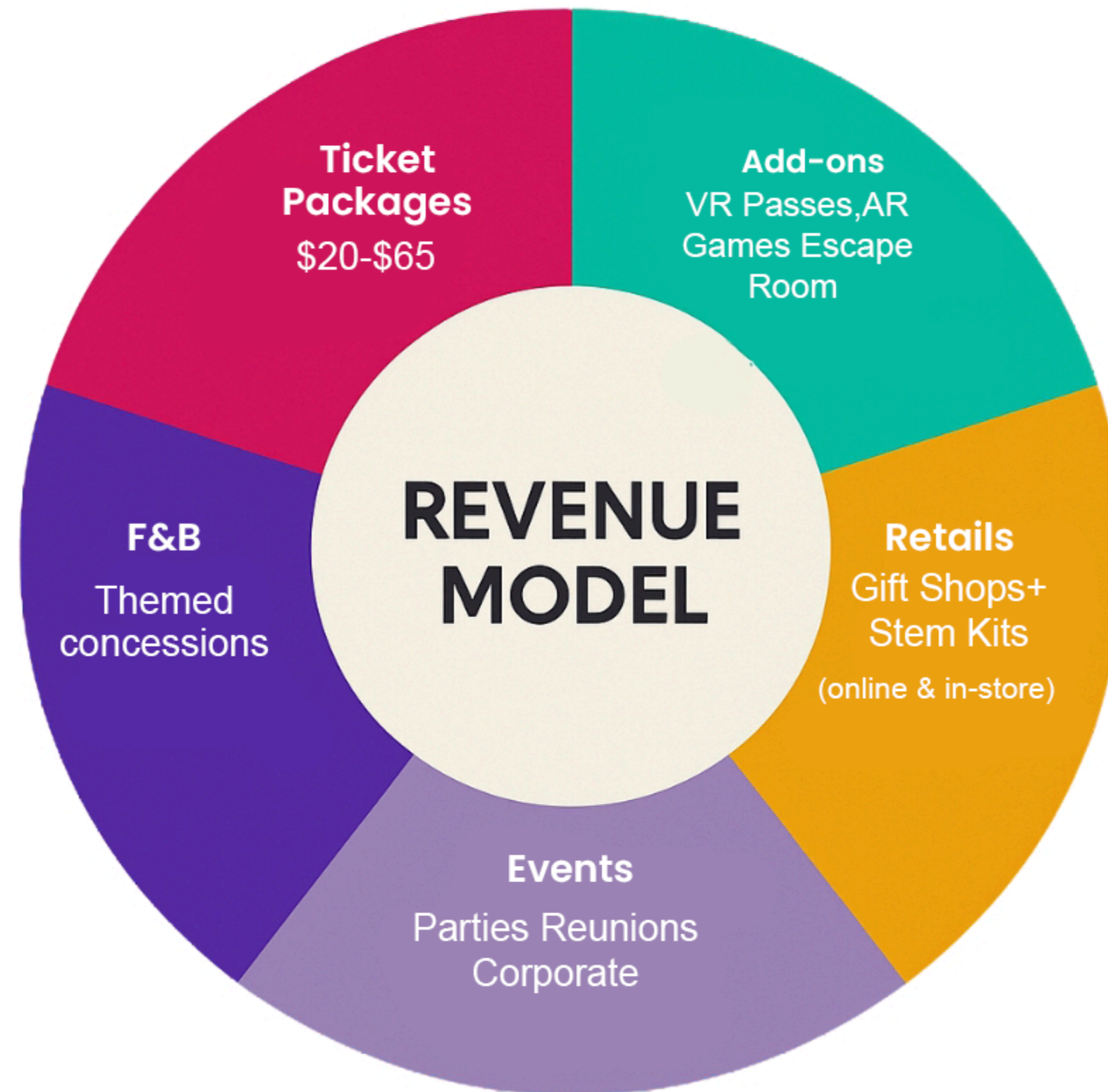


PRODUCT & EXPERIENCE OVERVIEW

- Themed VR zones & interactive laser quests
- Escape rooms (physical & VR)
- STEM learning centers + IA Kids Play Zones
- Augmented reality activities
- Birthday parties, corporate & family events



REVENUE MODEL





MARKET OPPORTUNITY

- **\$32B U.S.** Amusement Industry (2023)
- Global FEC Market: **\$46.8B** (2025) → **\$102.8B** (2032), 11.9% CAGR
- Myrtle Beach: **19M** annual visitors
- Capturing 2% = **330k** visitors/year = **\$21.8M** annual revenue

TRACTION



**Flagship
Location 95%
Complete
Pre-Investor Loss**



**Over 2,000
LinkedIn Followers
& Positive Feedback**



**Project is
Shovel-Ready
Pending Funding
+ Lease**

**Debugged Startup Process Through
Near-Complete Build**

COMPETITIVE EDGE

- **Interchangeable** attractions (rotating themes)
- **Interactive**-first design
- Seamless **blend** of play + education
- **No direct competitor** offering this model in Myrtle Beach or the U.S.



TEAM



WAYNE HICKEY, COO

25+ years in operations, serial entrepreneur, amusement park R&D



CANDY HICKEY, CEO

40+ years in finance, STEM educator, IA Playfounder

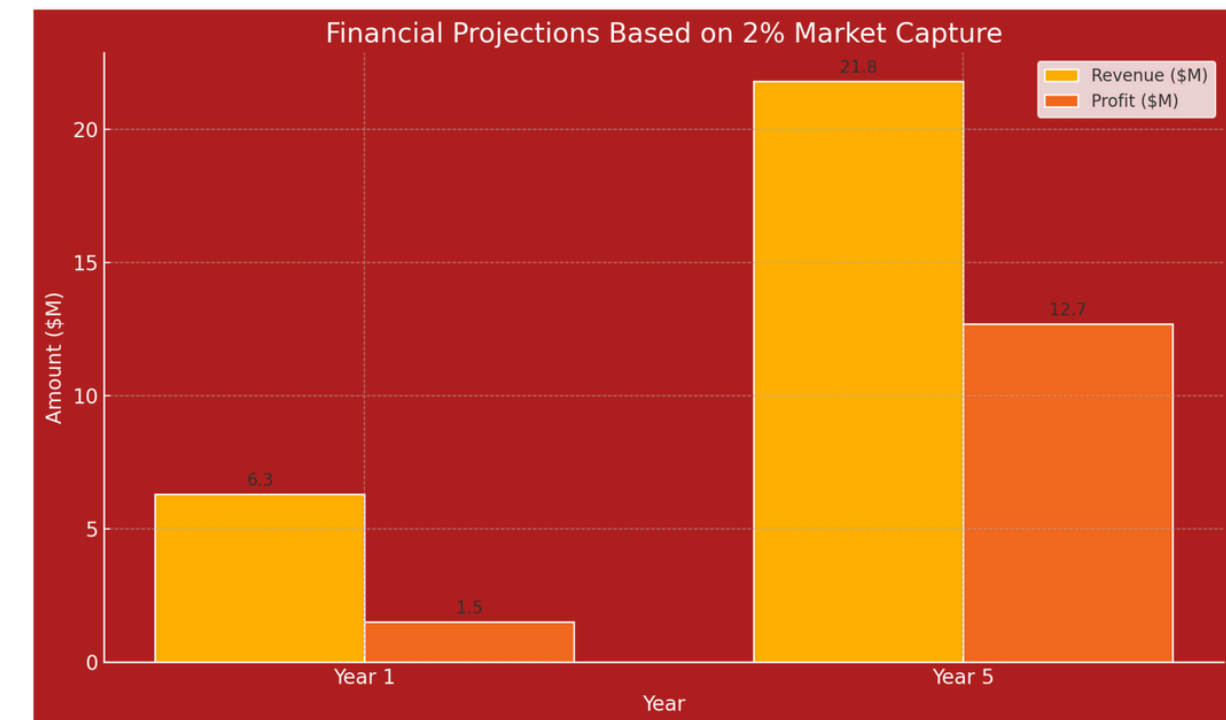


TIFFANY WEAVER, MARKETING:

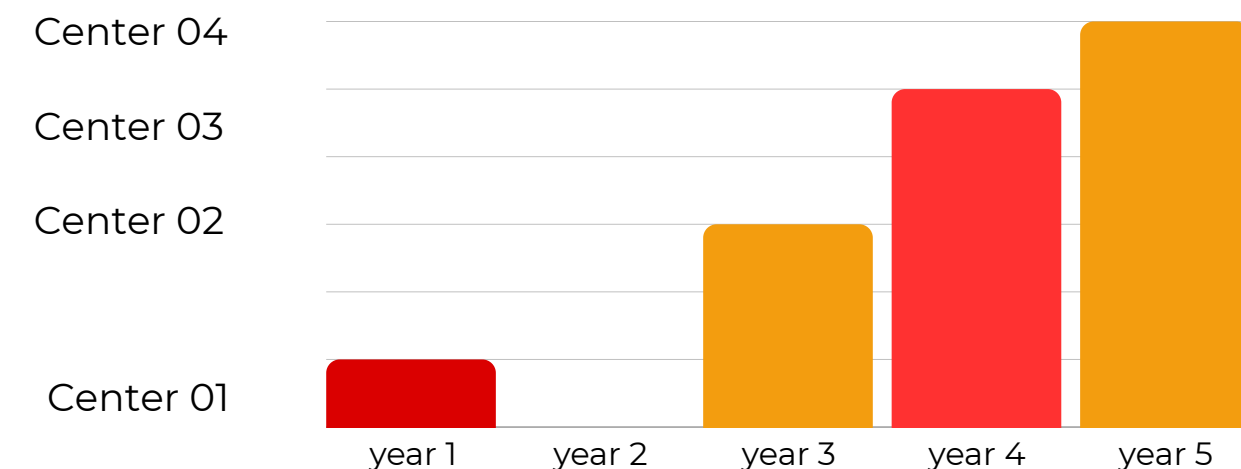
18+ years FEC marketing, top-tier strategist

FINANCIAL PROJECTIONS

- Year 1: **\$6.3M** Revenue, **\$1.5M** Profit
- Year 5: **\$18.0M** Revenue, **\$10.2M** Profit
- Based on **1.2%** market capture of Myrtle Beach visitors
- EBITDA margin **>50%** by Year 5



Expansion time frame



FUNDING ASK

\$6M to build 1st location

- Attractions & Equipment: **\$2.1M**
- Build-out & Theming: **\$1.5M**
- Team & Salaries: **\$890K**
- Marketing: **\$220K**
- Working Capital: **\$555K**



RISKS & MITIGATION

- **Unproven** game popularity
- **Staffing** challenges
- **Complex tech** requiring training

Mitigation:

- **Proven demand** from early feedback
- Phased staff **onboarding** & partner training
- **Modular attractions** allow rapid content refresh



WANT TO SEE MORE?

Under NDA, we'll share

- Full financial model with operating assumptions
- Our unique interchangeable attraction system
- 5-year center rollout & licensing plan
- Full design concept & buildout specs



To request an NDA please email: wayne.interactive@gmail.com

“LET’S BUILD THE FUTURE OF FAMILY FUN”
WILD INTERACTIVE ADVENTURES

isn’t just a place—it’s a movement to **reconnect** families
through **joy, learning,** and **innovation**

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