

Investor Persona Map – DOKO Battlefield & ELOS Museum

Lead Investor (Flagship VC or Creative Capital Firm)

Investment Range: \$20M–\$25M

Motivations: Large-scale innovation, category creation, high ROI, immersive technology, founder vision **Target Examples:**

- Andreessen Horowitz (a16z Cultural Leadership Fund)
- Forerunner Ventures (brand + experience)
- Collab Capital (Black-owned startups)
- MaC Venture Capital

What They Value:

- Clear multi-year rollout plan (DOKO → ELOS → Franchise)
 - Founder storytelling and cultural insight
 - Differentiated tech use (wearables, live feedback, personalization)
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Strategic Entertainment or Sports Industry Investor

Investment Range: \$5M–\$10M

Motivations: Brand synergy, personal legacy, visibility, future licensing/activations **Target Examples:**

- Individual celebrities or athletes with creative ventures
- Brands like Nike, Adidas, Roc Nation, Sony Innovation Fund

What They Value:

- Alignment with lifestyle, youth, or cultural empowerment
 - Long-term ownership or co-brand opportunities
 - Hosting custom events or crossover moments in venue
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Super Angel / Creative Visionary Investor

Investment Range: \$1M–\$5M

Motivations: Passion for the founder, cultural impact, being early in a generational shift **Target Examples:**

- Film or art producers who want to fund real-world spaces
- Executives who previously built immersive brands (ex-Meow Wolf, A24, etc.)

What They Value:

- Deep relationship with founder
 - Creative integrity over short-term margins
 - Opportunities to help shape storytelling
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Mission-Aligned Impact Fund / Grant Partners

Investment Range: \$500K–\$2M

Motivations: Equity in arts, youth development, DEI, Black innovation **Target Examples:**

- The Mellon Foundation
- Black Ambition Prize (Pharrell)
- Knight Foundation (Atlanta-focused)
- Local Atlanta economic development funds

What They Value:

- Access, education, and cultural transformation
 - Representation in creative industries
 - Community partnerships, equity hiring
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Family Office / Institutional Legacy Investor

Investment Range: \$5M–\$10M

Motivations: Long-term wealth generation, legacy philanthropy, owning new cultural landmarks

Target Examples:

- Private wealth firms tied to arts or entertainment
- Second-gen family offices interested in youth/culture

What They Value:

- Measurable long-term brand equity
 - Low-risk real estate-backed innovation
 - Franchise potential + future IP licensing
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This map is designed to guide how you position your pitch, outreach, and investor conversations — aligning values and vision with capital that shares your mission.