

OTHERWORLD

ENCOUNTER

ART • SCIENCE • FANTASY

WWW.OTHERWORLDENCOUNTER.COM



MISSION STATEMENT

- ◆ Transport audiences into an **interactive art fantasyland**.
- ◆ Utilize and promote the talents of the **Nashville creative community**.

MARKET & OPPORTUNITY

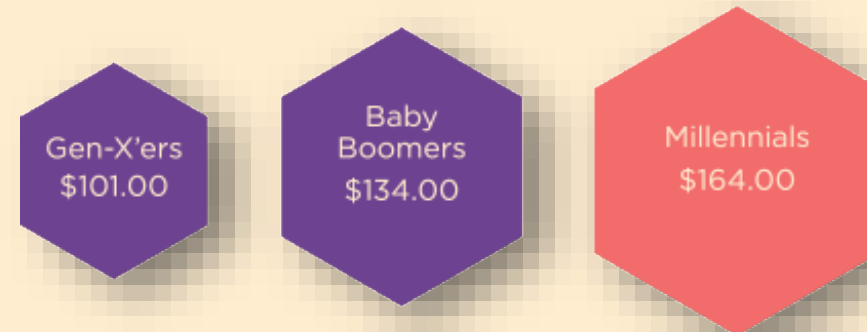
There's a shift in consumer spending towards experiences and away from goods

Average Annual Growth:
Personal Consumption Expenditures
(PCE) 2014-2016



Millennials are the leaders in discretionary spending on experiences

Monthly Spending on Entertainment



*Nashville Millennials spend
\$70M per month on entertainment
and they're hungry for new experiences!*

MARKET & OPPORTUNITY

Millennials

- *Spend the most on experiences
- *Hungry for happiness and social activities
- *Social media is a big influence
- *Have a fear of missing out (FOMO)

Unique Value Proposition

OtherWorld Encounter is a
“Not-To-Be-Missed”
social activity to be shared with friends...
in person AND on social media.

WHAT IS OTHERWORLD ENCOUNTER?

- *An immersive art experience.
- *A place where new creative technologies (AR/VR, holograms, projection mapping) are presented to the public with artistic content.
- *A unique social event where visitors can explore, touch, climb, decipher, solve and BE a part of the ART.
- *A business that utilizes, rewards and compensates Nashville creative talent, allowing them to CREATE, LEARN & EARN.



Inaugural Exhibit:
December 28, 2018-January 13, 2019 at the
Nashville Fairgrounds-Vaughan Building

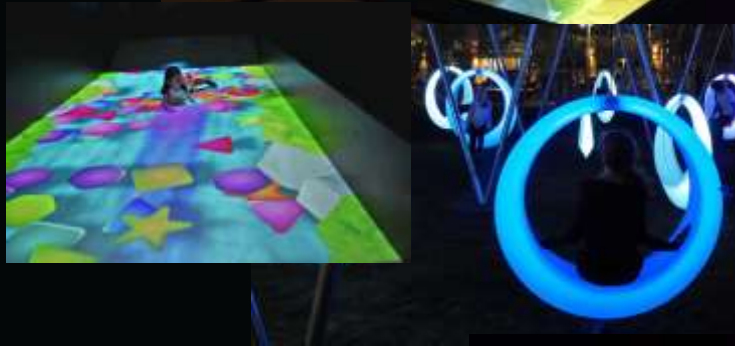
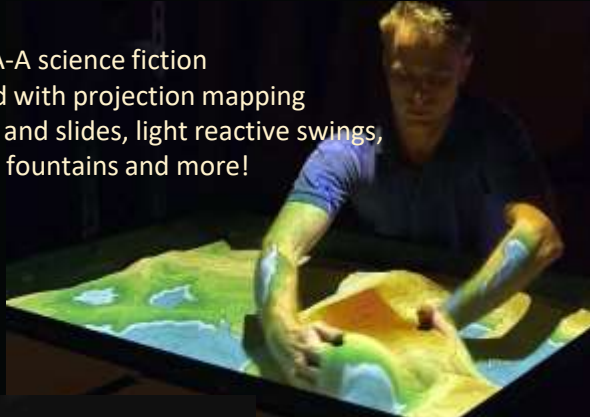
Plus:

**Exhibit travels to southern U.S. markets: 2019-2021*

**Permanent Location in Nashville: 2021*

WHAT IS OTHERWORLD ENCOUNTER?

CENTRALIA-A science fiction playground with projection mapping sandboxes and slides, light reactive swings, interactive fountains and more!



LIGHT & SOUND RESPONSIVE RIBBONS
Translucent ribbons that emit light and specific sounds when touched



A small sample of our exhibit...

THE EVOLUTION OF GAMING-Solve the mystery of OtherWorld and gain access to a "secret room" with a Virtual Reality experience and play on gaming systems from the past



GEODESIC DOME UFO EXPERIENCE
Enter our dome and take a UFO ride to distant lands!



COMMUNAL GAME ROOM
Play interactive projection games or solve life-sized puzzles with friends and family!



MARKET VALIDATION

Immersive Art Experiences - An emerging and successful industry

**Burning
Man**

\$45m 2017 revenue

**Meow
Wolf**

\$3.5m 2017 net income

**Museum of
Ice Cream**

\$20m revenue
4 events since 2016

29Rooms

520m Social Media
mentions through 9/2017

**Click on the name above to view a video about each immersive exhibit*

WonderSpaces • Happy Place • Candytopia • The Selfie Museum

Immersive Art Experiences are selling out everywhere!

COMPETITIVE ADVANTAGE

	OTHERWORLD ENCOUNTER	Meow Wolf	Pop-Up Exhibits	Escape Games	Dining Out	Live Music or Movie
Immersion/ Interactivity	✓	✓	✓	✓	✗	✗
Cost/Value	✓	✓	✗	✗	✓	✓
Live Social Experience	✓	✓	✓	✓	✓	✗
Geographic Accessibility	✓	✗	✗	✓	✓	✓
Team Participation & Fun Problem Solving	✓	✓	✗	✓	✗	✗
Social Media Sharing	✓	✓	✓	✗	✗	✓
Use of New Technology	✓	✓	✓	✓	✗	✓



Unique, fun & economical social activity + first to market in region = Competitive Advantage

BUSINESS MODEL

Revenue

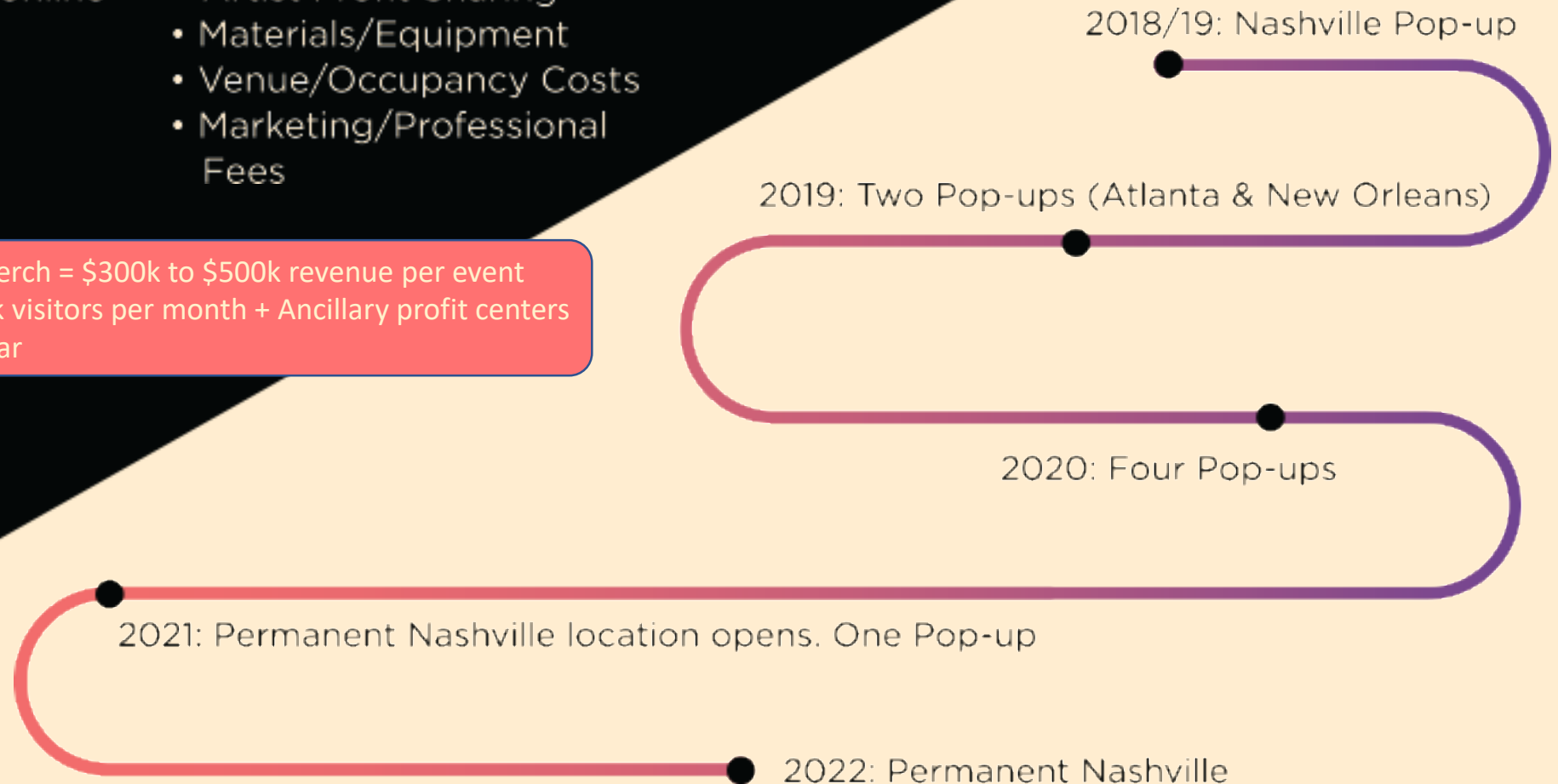
- Admissions: \$16-\$25 pricing
- Merchandise: On-site and online
- Private Events
- Learning Center
- Food & Drink

Expenses

- Artist/Operations Salaries & Artist Profit Sharing
- Materials/Equipment
- Venue/Occupancy Costs
- Marketing/Professional Fees

Pop-Up Events: Tickets & Merch = \$300k to \$500k revenue per event

Permanent Location: 8k-15k visitors per month + Ancillary profit centers
= \$5M-\$8M revenue per year



MARKETING PLAN



Social Media
Ad Campaigns



Community
Outreach / PR



Online Business
Directories



SEO / SEM



Street Signage

PROMOTIONAL STRATEGY

Dynamic
Presentation

FOMO

Sense Of
Urgency

THE TEAM

Management team offers a balance of business development & operations, artistic experience, event production and fiscal responsibility



Sheila Whitlow
Founder/CEO

Founded, operated and franchised youth sports businesses. 25-years experience in marketing & advertising. B.S. Communications, University of Florida.



Jamie Whitlow
Founder/CAO

Visual Artist who has created art installations for over a dozen art and music festivals nationally. B.S. in Art Practices from MTSU.



Earl Kelly
Founder

Artist with experience in audio production and performance, creative direction, stage design event production and technical installation art. Co-founder of MetaNOIA art collective.



AnnaLee Kelly
Founder

A visual and performance artist who along with Earl, co-founded MetaNOIA Art, a Collective that showcases LED art installations and galleries at national art and music festivals.



Joseph Newsome
Founder

Joe holds experience in design, fabrication, construction and production mgmt. Served as the lead project manager for the International Chinese Lantern Festival. B.F.A. from Watkins College.



KC Whitlow
Founder/CFO

Founded, operated and franchised youth sports businesses. Former VP of Finance and Administration for Reuters. M.B.A in Finance, University of Florida.

NASHVILLE'S OWN (OtherWorld Network): Our team of Creatives who will design, build and operate the exhibit

Ralph Edge
Sandor Torgyk
Jessi Knight
AnnaLee Kelly

Alex Patin
Julien Foster
Taylor Matson
Joe Newsome

Brian Somerville
Kay Kennedy
Jamie Whitlow

Chris Strachan
Matt Kinney
Earl Kelly

FINANCIAL

	2018	2019	2020	2021	2022
Visits	8550	49,650	84,400	170,000	275,000
Revenue	\$202,000	\$1,288,000	\$2,215,000	\$3,922,000	\$6,730,000
Expenses	\$ 81,700	\$ 522,000	\$1,340,000	\$2,344,000	\$2,953,000
EBIDTA	\$121,700	\$ 766,000	\$ 875,000	\$1,579,000	\$3,777,000

Key Assumptions:

**Revenues rise with increased tickets sales and number of events in 2019 and 2020*

**Spring 2021-Launch of Nashville permanent location*

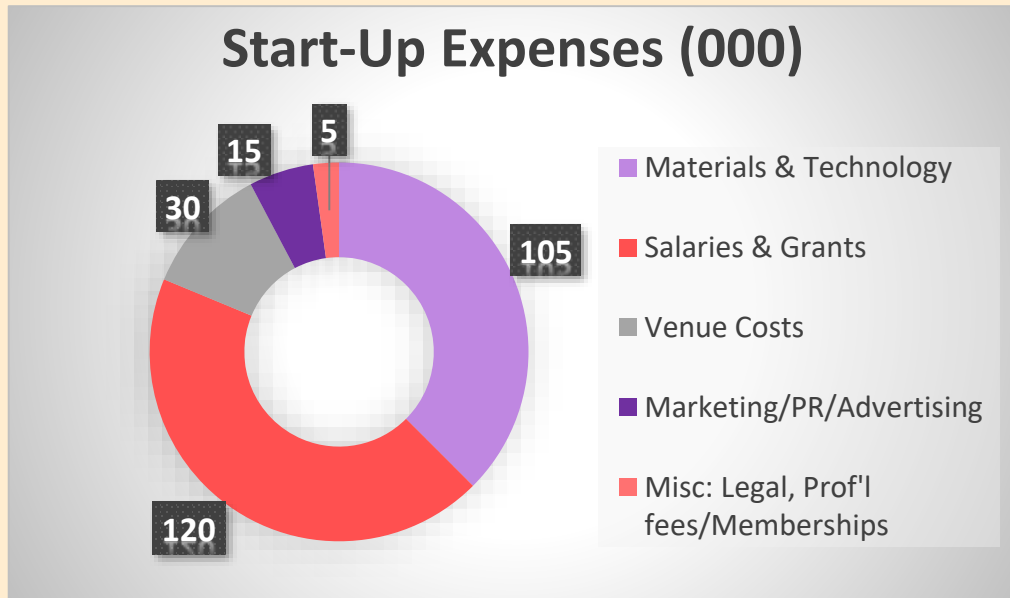
**2022 revenues rise with growth of permanent Nashville operation*

**Expenses include bonuses for Nashville's OWN artists based on profit-sharing plan*

**EBIDTA=Earnings before interest, depreciation, taxes and amortization*

FINANCIAL

Seeking \$250k Pre-seed Capital



**Founders investment: \$40k for early expenses and cash reserve*

**Will consider SAFE notes, convertible notes or equity interest*

**Additional funds may be raised through crowdfunding sources*

**2nd round of funding anticipated in 2020 for permanent location*

Exit Strategy

Merger with
Market Leader

Entertainment
Co. Buyout

VC:
\$20M valuation

Angel Tax Credit Eligible

LaunchTN approved
company:
33% Hall tax credit
for eligible investors



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