



# Air Maniax & Street Maniax - Onboarding QnA

## Core profile (Air Maniax & Street Maniax)

Item	Air Maniax	Street Maniax
<b>One-sentence description</b>	UAE's premier inflatable adventure park turning screen-time into high-energy family fun.	Dubai's <b>23 000 sq ft trampoline, parkour &amp; freestyle arena</b> built for teens and adrenaline junkies who want pro-level thrills indoors.
<b>Current offerings</b>	<ul style="list-style-type: none"> <li>• Inflatapark arenas</li> <li>• Warrior Assault Interactive (ninja course with points)</li> <li>• Zip Zag zipline &amp; GridManiax aerial maze</li> <li>• Laser Frenzy maze</li> <li>• Birthday &amp; school packages, camps</li> <li>• Annual / family passes, merch socks</li> </ul>	<ul style="list-style-type: none"> <li>• Wall-to-wall trampolines &amp; foam pits</li> <li>• Parkour zone, warped wall, QuickFlight drop tower, zipline</li> <li>• Fitness / skill classes</li> <li>• Party packages</li> </ul>
<b>Features in pipeline (12-18 mo.)</b>	<p>NONE FOR NOW</p> <p>New website</p>	<p>NONE FOR NOW</p> <p>New website</p>
<b>Mission</b>	"To create next-generation multi-activity sports & recreation facilities	

	with cutting-edge technology, exemplary service and <b>non-negotiable safety.</b> " ( <a href="http://zawya.com">zawya.com</a> )	
<b>Growth objectives</b>	<ul style="list-style-type: none"> <li>✓ Increase website traffic &amp; GEO visibility</li> <li>✓ Generate qualified leads (birthday / group enquiries)</li> <li>✓ Drive ticket &amp; party sales</li> <li>✓ Elevate brand visibility (nationwide &amp; expat social channels)</li> <li>➡ In other words: All of the above.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Increase website traffic &amp; GEO visibility</li> <li>✓ Generate qualified leads (birthday / group enquiries)</li> <li>✓ Drive ticket &amp; party sales</li> <li>✓ Elevate brand visibility (nationwide &amp; expat social channels)</li> <li>➡ In other words: All of the above.</li> </ul>
<b>Target audience</b>	<b>Primary:</b> Parents 28-45 (mid- to high-income expats & locals) with kids 4-14 looking for AC-cooled weekend fun. <b>Secondary:</b> Schools, camps, birthday planners. <b>Tertiary:</b> Corporates seeking team-building.	<b>Primary:</b> Teens & young adults 13-25 who identify as "thrill-seekers / parkour fans." <b>Secondary:</b> Fitness influencers & friend groups, <b>Tertiary:</b> Families with athletic older kids.
<b>Short-term goals (0-12 mo.) ASSUMED</b>	<ul style="list-style-type: none"> <li>• +25 % YoY web sessions</li> <li>• +20 % online ticket revenue</li> <li>• Hit 1 500 monthly form-fills for parties/camps</li> </ul>	<ul style="list-style-type: none"> <li>• Reach 80 % average weekend capacity</li> </ul>
<b>User persona (≤ 3 lines)</b>	<i>"Sarah, 34, British expat living in Dubai Marina, juggles two energetic kids. She wants a safe, AC-cooled weekend activity that both tires them out and photographs well for Instagram."</i>	<i>"Khalid, 17, Emirati parkour fan, hangs out on reels and watches Ninja Warrior clips. Looks for new spots to land flips and post POV GoPro edits with friends."</i>
<b>Main competitors</b>	Bounce Dubai Trampo Extreme OliOli	Bounce Dubai Trampo Extreme OliOli