



BeatOrbit

Investor Deck



Introduction

From HintHunt to BeatOrbit





HintHunt - Precious lessons from the past

What worked with HintHunt?

- The core team (*see later*)
- The original business model
 - Immersive 1-hour sessions
 - 750K GBP / year via ticket sales in London
- The trend of **active entertainment**
 - Pioneering the category
 - Educating the audience
- The **flow experience** that customers love
 - #1 Tripadvisor attraction for 2 years

What went south?

- Too early franchising
 - Successful partners vs. revenue & regulation issues
- Stuck with scaling & property difficulties
- Copycat pressure forced early innovation
 - Our high-end innovation was too early
 - Content creation became too expensive
- Fragmented market
 - Lost momentum to build a volume business



BeatOrbit - New venture, fixing the old issues

Keep everything that worked

- The original team
- The original business model
 - All revenues coming from ticket sales
- Riding the active entertainment trend
- The flow experience that customers rave about

Revise everything that fell apart

- Avoid franchising for min. 2 years
- Prepare for scaling ahead
 - Distinct focus on properties
- Create a smart hardware platform where
 - Content creation becomes cheaper
 - Content may come from well-known artists
- Aim for volume business from day one



BeatOrbit

Phase one - Building the MVP





BeatOrbit aims to finish what Guitar Hero® started:

With BeatOrbit's immersive, full-body experience
Anybody can use the power of drums and music
To switch off and escape from the everyday rush.

BeatOrbit is ...

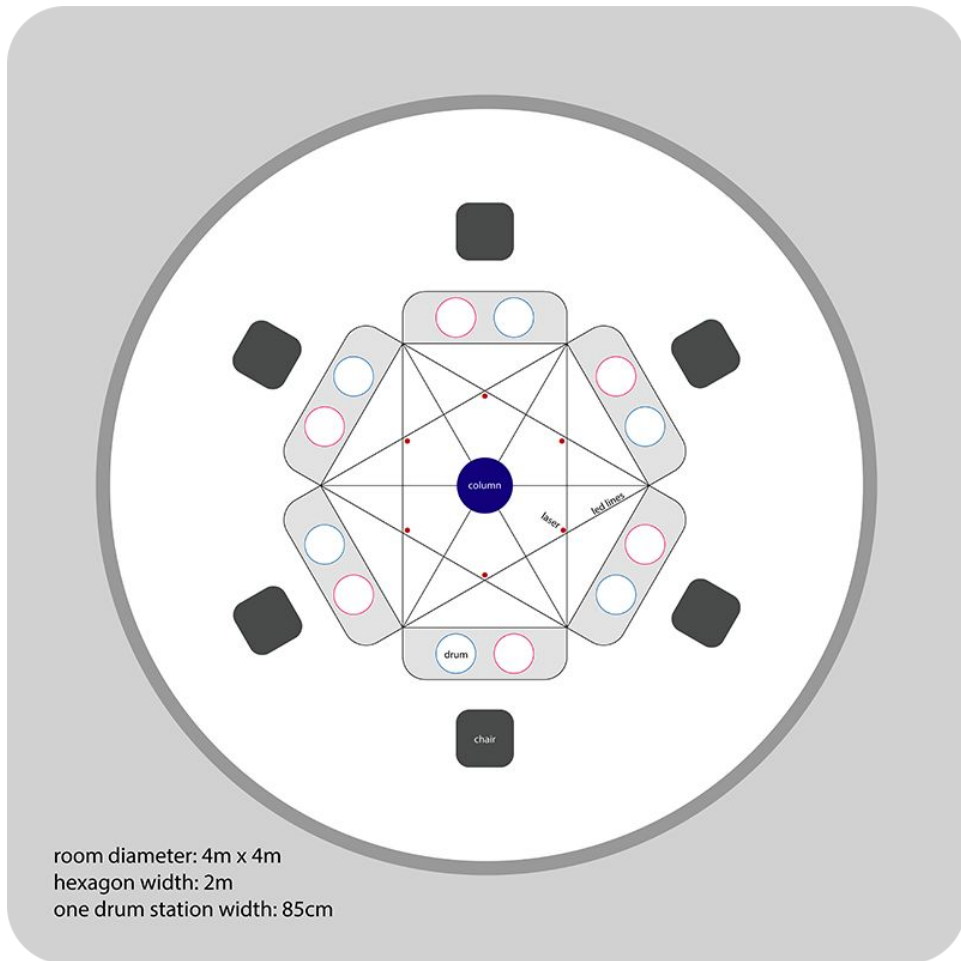
- A **musical hardware** that you can go into
- The room is a 4 meter wide cylinder
- The main unit is a hexagon shaped desk
- Fits 6 people with 2 drum pads each
- Equipped with concert-grade audio & bass

Extras

- Immersive 360 panorama projection
- Live show elements - leds, lights, lasers
- Soundproofing, AirCon,, touchscreens, music engine

Content creation

- MVP: in-house 30-60 minute programmes
- Long-term: Open source for artists



Immersive panorama projections
INSIDE



ON THE OUTSIDE:
A cylinder-shaped mini building



Business case

EXAMPLE: One London unit with 4 cylinder rooms (4 x 7 sessions per day, 100£ each session)

Booking rate	Revenue pm (£)	Profit before tax (£)	Margin
30%	25K	2K	7%
60%	50K	19K	38%
90%	76K	37K	49%

Execution plan

1. MVP VALIDATION

- Dedicated Budapest location, focus on drumming sessions first
- 6-12 months dev time (incl. mass-audience testing)
- 150K GBP (CAPEX + OPEX)
- Goal: mass-production ready hardware + validated experience

2. OPENING FLAGSHIP UNIT

- Fully functional unit with 4 cylinders
- Dedicated location (London)
- 350K GBP (CAPEX + 3 months ramp-up)

We are raising

500K GBP with 2 milestones:

- 150K GBP - Budapest - business validation
- 350 GBP - London - flagship unit

Ideally we look for a long term partner who is also interested in scaling the business after validation.



BeatOrbit

Phase two - Long term vision



Creating Content for BeatOrbit

PHASE ONE (MVP demo sessions)	PHASE TWO (Open source sessions)
Demo drumming sessions We prepare custom made sessions <ul style="list-style-type: none">- to showcase the hardware capabilities- to facilitate the flow state for groups- to launch revenues asap- to prepare the dev guidelines for phase 2 Examples <ul style="list-style-type: none">- African drumming session- Japanese taiko session- Warship drumming session, etc	Targeting artists & brands We invite artists, labels and brands <ul style="list-style-type: none">- To play with our toy & boost marketing- To avoid copycat pressure in the long run Options <ul style="list-style-type: none">- Direct artist approach: opening the platform for musicians and video artists- Label deals: working with labels to get to A-list artists (eg. remixing well-known hits)- Branded content: a new promotion platform for brand stores, blockbusters

We aim to transform **social drumming**
to an **interactive live show** to prove that:

“Anybody can make music”

Inspirations -

Validated success stories that build momentum for BeatOrbit:

- The Karaoke story
- Guitar Hero / Rock Band
- The ever-evolving and ever-popular music business
 - “Music is the universal language”
- The full body experience that you can only feel @ live music shows
 - Targeting all your senses (versus the VR trend we don’t understand)
- The mass-discovery of flow states via active entertainment
- The drumming team building sessions
 - With many scientific researches proving the health benefits of drumming
- Panorama projections
 - Are already coming to installations, exhibitions and people love it

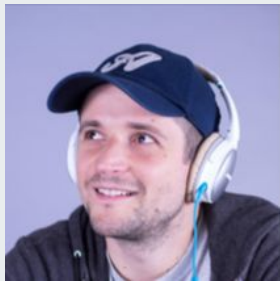
The Team



Laszlo Budai

Laszlo was the business engine in HintHunt, while Attila brought the constant creative juice to the table.

Currently they are working together in an idea-laboratory with two senior advisors. Making BeatOrbit a reality is the #1 project on their plate.



Attila Nagy



Csaba Vinkler

Csaba was the Head of our HintHunt London unit, while Tamas became our lead developer during the innovation period.

Currently they are working on different projects, but both of them are happy to join BeatOrbit when the time comes to execution.



Tamas Horvath



Thanks!

laszlo.budai@alaplabs.com

