

Invest in the Future
of Immersive
Space
Experiences

NEBRYSS VOYAGE



TEAM & AUDIENCE / OBJECTIVE



Role-play

Venture team pitching to
funding partners and venue
stakeholders



Objective

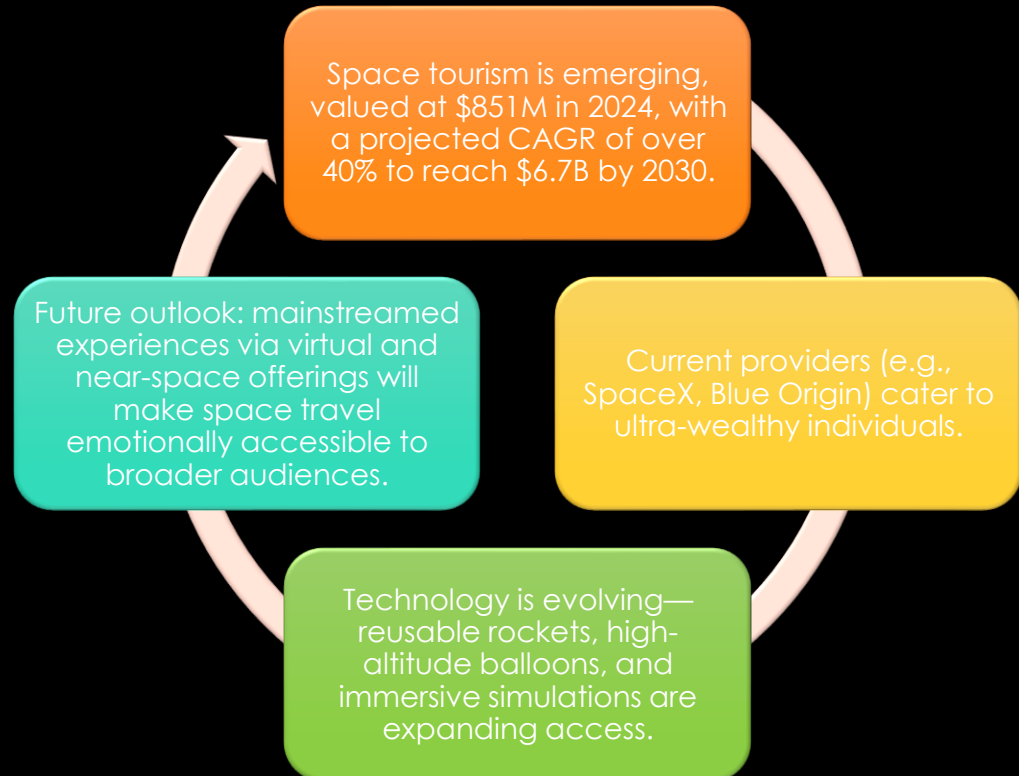
Secure approval and ~\$3.99M
funding (startup + operating
capital) to launch the flagship
site



What you'll see

Opportunity, prototype, market
plan, financials, funding ask,
and implementation plan

CURRENT STATE AND FUTURE OF THE SPACE TOURISM INDUSTRY





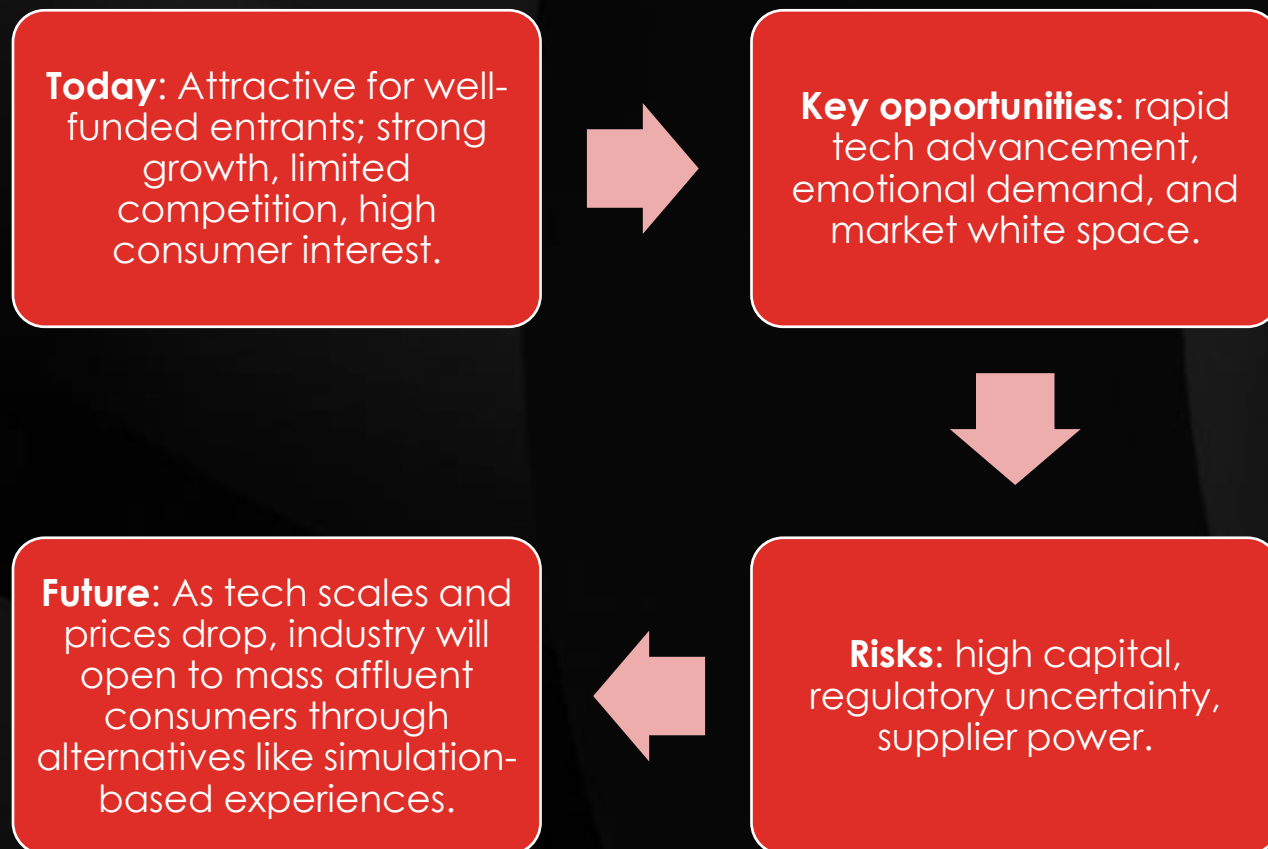
OPPORTUNITY ASSESSMENT

Rising interest in space-themed experiences;
accessible alternative to orbital tourism

Gap: Affordable, repeatable, cinematic
'astronaut journey' in major U.S. metros

Nebryss Voyage: Immersive, tiered, ground-
based space experience with strong upsell
paths

INDUSTRY ATTRACTIVENESS: NOW AND FUTURE



THE CHALLENGE: MAKING SPACE TRAVEL ACCESSIBLE

- **Opportunity:** Launch a virtual destination-based space experience for space-curious consumers priced out of real travel.
- **Supporting Points:**
 - 42% of U.S. adults are interested in space travel (Struckell, 2025).
 - Only 19% would pay >\$100,000—huge affordability gap (PR Newswire, 2021).
 - Half of U.S. households earn >\$75K—prime for immersive, premium experiences.
 - Tech makes it feasible: real-time data, haptics, VR, partnerships with spaceflight firms.

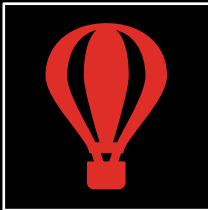
REFERENCE / COMPETITIVE LANDSCAPE

Direct: Themed entertainment attractions; immersive venues (e.g., Meow Wolf, Dreamscape)

Aspirational: Space brands (Virgin Galactic, Blue Origin) at vastly higher price points

Differentiation: Narrative 'mission arc', zero-gravity training, and co-branded content with Space Perspective

SURVEY FINDINGS & MODEL MODIFICATIONS



91% positive sentiment; price sweet spot \$50–\$79; strong interest in zero-gravity and launch/orbit modules



Our five-tier pricing aligns with market demand:

- \$89 Starter Spark (13.6%), \$139 Core Momentum (31.5%), \$219 Pro Velocity (17.8%), \$329 Pinnacle Impact (17.8%), \$499 Mission Elite (premium/limited).



Introduced promotions for price-sensitive visitors; reinforced loyalty & rotating mission content

PROTOTYPE – BRINGING THE EXPERIENCE TO LIFE



High-fidelity, interactive digital walkthrough of guest journey



Visualizes Astronaut Prep Zone, launch/orbit simulation, projection-dome 'spacewalk', zero-G training



Includes tiered experience visuals, sample mission content, and ticketing/branding screens

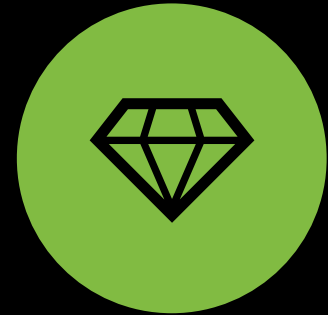
STRATEGIC PARTNERSHIP – SPACE PERSPECTIVE



CO-BRANDED CONTENT: MISSION
FOOTAGE, TELEMTRY, AND
STORYTELLING ASSETS



RIGHTS/LICENSING: \$50K INITIAL +
\$75K/YEAR ONGOING (CONTENT +
CO-MARKETING + JOINT EVENTS)



BRAND LIFT + AUTHENTICITY +
POTENTIAL REVENUE-SHARING ON
SPECIAL TIERS/MERCH

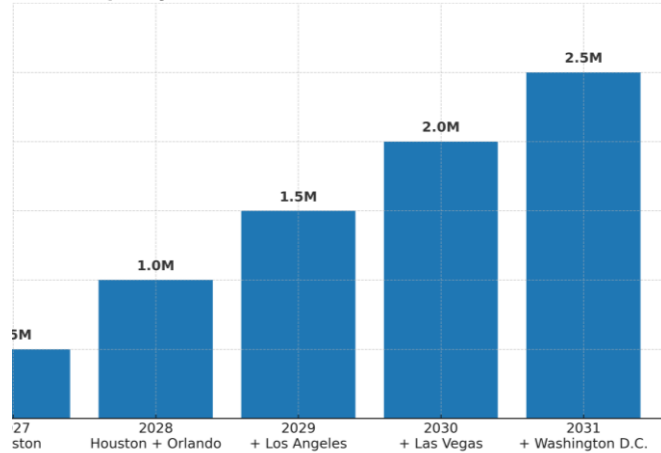
TARGET MARKET & MARKETING PLAN

Target: Mass-affluent families, school/STEM groups, and corporate clients

Year-1 Reach: 25% of 3.6M audience via digital, PR, influencer, and co-branding campaigns

Ongoing: New missions every 4–6 months, loyalty rewards, multi-visit offers, and off-peak promotions

5-Year Capacity Growth - Max 500,000 Visitors/Location



5-YEAR CAPACITY GROWTH



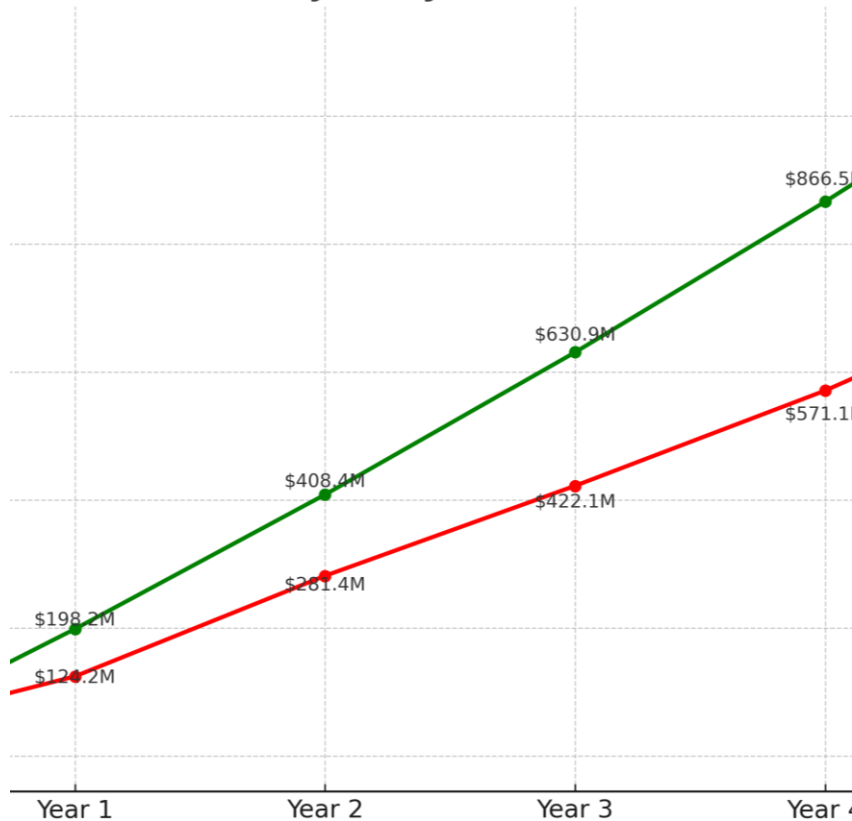
PRICING & REVENUE MODEL

Tiered Tickets: Starter Spark (\$89), Core Momentum (\$139), Pro Velocity (\$219), Pinnacle Impact (\$329), Mission Elite (\$499)

Add-ons Drive Annual Revenue Per Visit: (digital replay, photo/video, commemoratives, zero-G simulator, VIP lounge)

Base Year revenue \approx \$198.24M;
5-year path to \sim \$1.12B with mix,
repeat visits, and new missions

Growth Trajectory vs. Cost Structure



FINANCIALS
– REVENUES
VS. TOTAL
EXPENSES

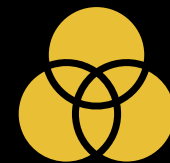
COSTS – INITIAL INVESTMENT (YEAR ZERO)



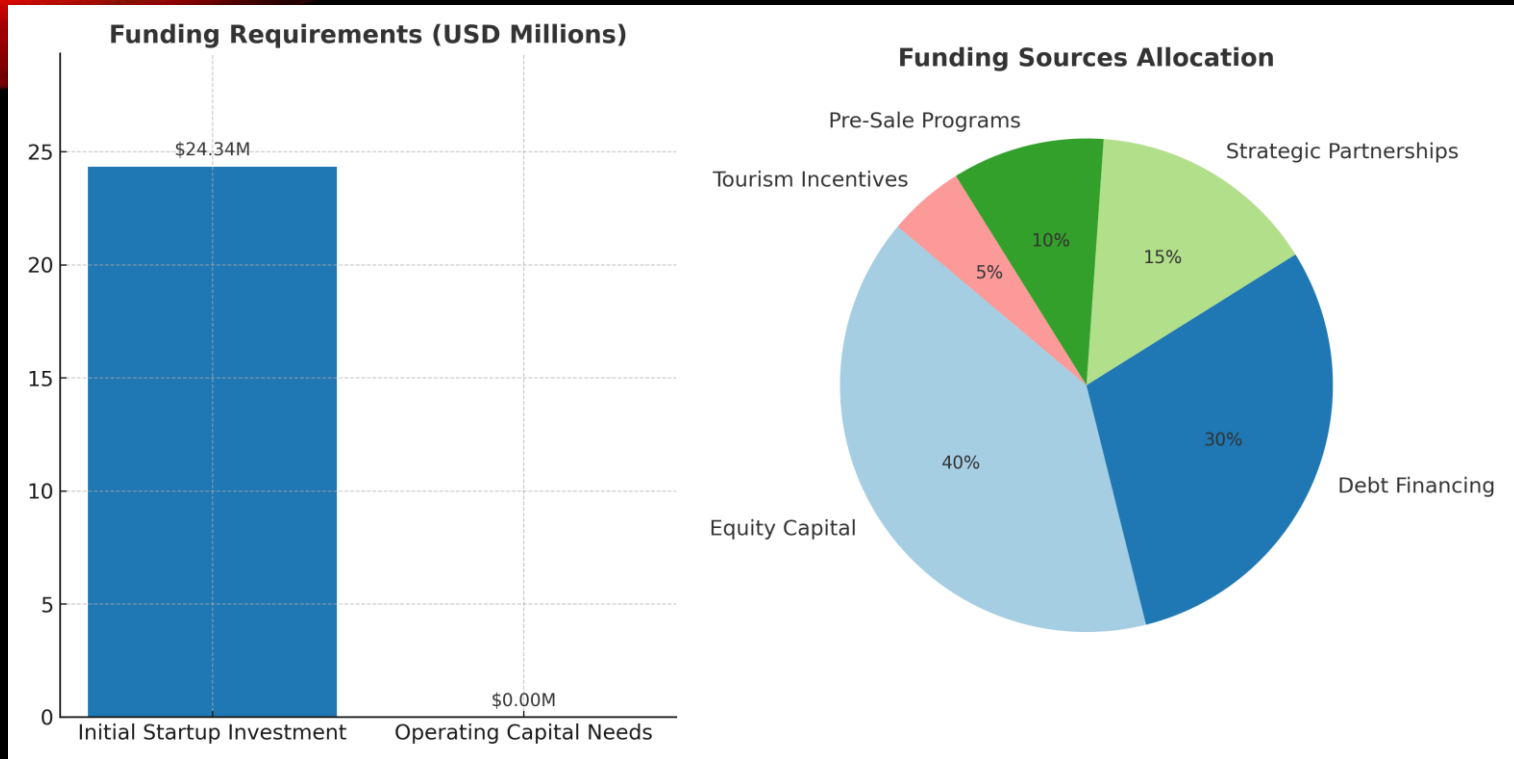
Facility build-out & theming;
simulation tech; AV/lighting;
fixtures; integration



Branding/launch marketing;
website/app; pre-opening
payroll/training



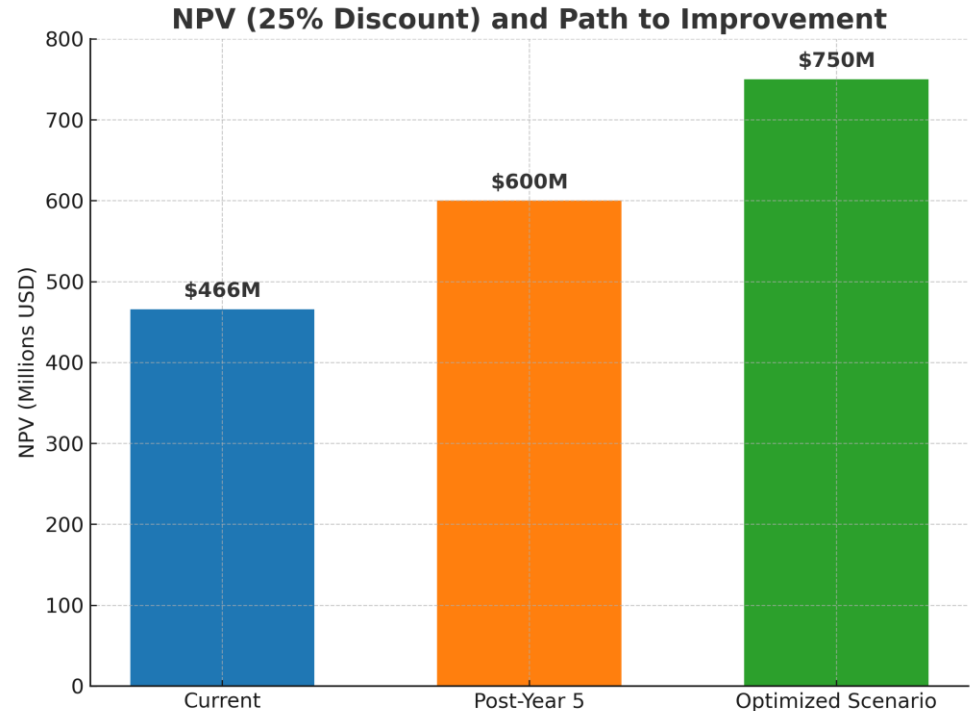
Reconciled total startup:
\$24.34M



FUNDING REQUIREMENTS & SOURCES

FINANCIAL FEASIBILITY & NPV (25%)

- Base Year revenue: \$198.24M;
- Year 5 revenue: \$1.12B
- Net Income
 - Year 1: \$74.08M
 - Year 2: \$126.98M
 - Year 3: \$208.80M
 - Year 4: \$295.42M
 - Year 5: \$371.46M
- NPV (incl. initial -25%): \$465.81M



RISKS & MITIGATION



HIGH COGS / NARROW MARGINS
→ VENDOR NEGOTIATION,
AUTOMATION, PHASED EXPANSION



ATTENDANCE VARIABILITY →
GROUP/CORPORATE SALES,
MEMBERSHIPS, SEASONAL CONTENT



TECH RELIABILITY → PREVENTIVE
MAINTENANCE, REDUNDANCY,
SLAS WITH VENDORS

TIMELINE, IMPLEMENTATION & CLOSE

- **T – 12 months** – Finalize site selection, secure permits, complete architectural and engineering design.
- **T – 9 months** – Begin facility buildout, install simulation and AV systems, develop mission content.
- **T – 6 months** – Launch recruitment and training; initiate pre-launch marketing, PR, and partnership campaigns.
- **T – 3 months** – Complete systems integration, soft test operations, influencer and media previews.
- **Launch Month** – Grand opening with high-profile events, PR coverage, and mission debut.
- **Post-Launch (0–3 months)** – Execute seasonal campaign, launch loyalty program, collect guest feedback for iteration.



FUNDING OPPORTUNITY — \$24.3M ASK



We are seeking \$24.3M to launch Nebryss Voyage's flagship destination.



Use of Funds:

\$24.34M — Initial startup investment for the Houston flagship, including facility build-out, advanced simulation technology, immersive theming, pre-opening payroll, initial inventory, legal/IP costs, branding, and national launch marketing (anchored by a Super Bowl ad).

First-mover advantage in a high-growth experiential tourism market

Potential for high-margin expansion via multi-city rollout

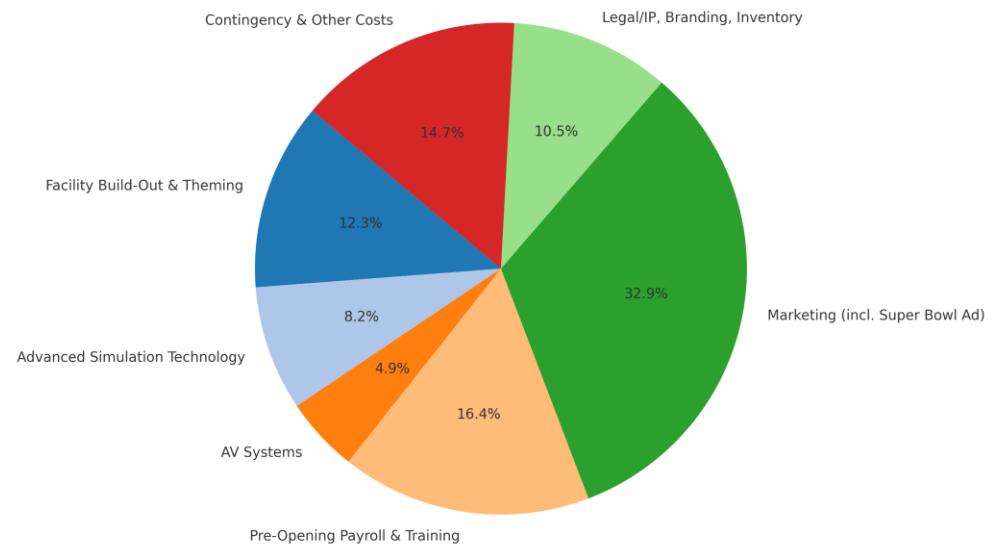
Strategic co-branding with Space Perspective



Investor Benefits:

STARTUP ALLOCATION

Initial Startup Investment - \$24.34M Allocation



WHY INVEST NOW



Themed entertainment market projected to exceed \$100B by 2030



Space tourism is trending — strong consumer demand at accessible price points



Exclusive partnership with Space Perspective for authentic mission content



Scalable business model with repeat-visit incentives and premium upsells



Opportunity to secure a leading position before competitors enter the space

The Edge of Space
is the Next Billion-
Dollar Destination
— Own Your Seat
Today.

CALL TO
ACTION

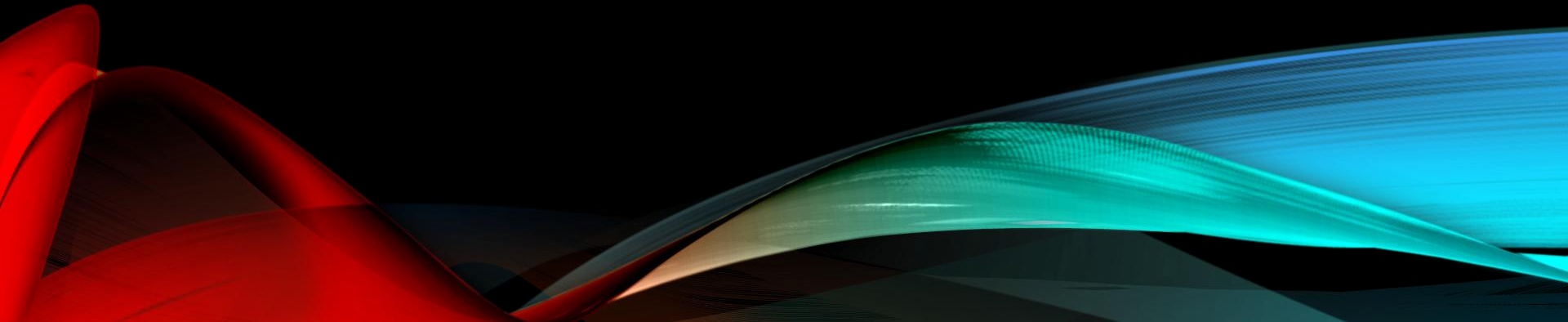


THANK YOU

Team 4: Patricia Horton • Vanessa Walker • Wendi Gedzun
MBA 551 – Foundations of Entrepreneurship • Aug 15, 2025

WWW.NEBRYSS.COM

APPENDIX



Category	Target Partner	Strategic Value	Outreach Angle / Pitch
Aerospace & Space Tourism	Space Perspective	Credibility in near-space tourism tech	Co-create luxury edge-of-space experience blending engineering with immersive narrative.
	World View Enterprises	Balloon-based space tourism synergies	Shared mission to democratize the edge of space — align PR, training, merch.
	Virgin Galactic	Investor confidence from established brand	Merge zero-G credibility with our sensory immersion.
Media & Storytelling	National Geographic	Documentary & global reach	Deliver breathtaking content, they deliver it to the world.
	Discovery Channel	Mass-market experience media	Spectacle tailored for prime-time audience.
Tech & Immersion	Apple Vision Pro	Immersive mission prep and replay	First space tourism training suite for Vision Pro.
	Bose	Premium audio tie-in	Experience sound as grand as the view.
Luxury & Hospitality	Four Seasons	Bundled space + luxury packages	Ultimate luxury travel tier — space by day, resort by night.
	Aman Resorts	High-net-worth audience	Invite guests to complete the rarest bucket list item.
Influencers	Neil deGrasse Tyson	Science credibility & reach	Inspire curiosity about the universe.
	Chris Hadfield	Astronaut gravitas	Be voice of the Nebryss Voyage Astronaut's Guide.
	Casey Neistat	Viral travel storytelling	Document full journey, training to touchdown.
Speakers	Jane Poynter	Near-space entrepreneur credibility	Your journey paved the way — help us take the next step.
	William Shatner	Emotional human connection	Show why this transforms people.

INVESTOR PARTNERSHIPS HEATMAP