



vrCAVE Presents: **What's the ROI on VR?**



A few quick notes...

- Webinar Recording
- Slides Available Afterwards
- Questions in Chat



Outline

- What is Return on Investment (ROI)?
- How can you influence ROI?
- Opportunities to grow ROI



Who is vrCAVE?



2 - 5 Player
VR Escape Rooms
6 different games



90 Locations and
growing



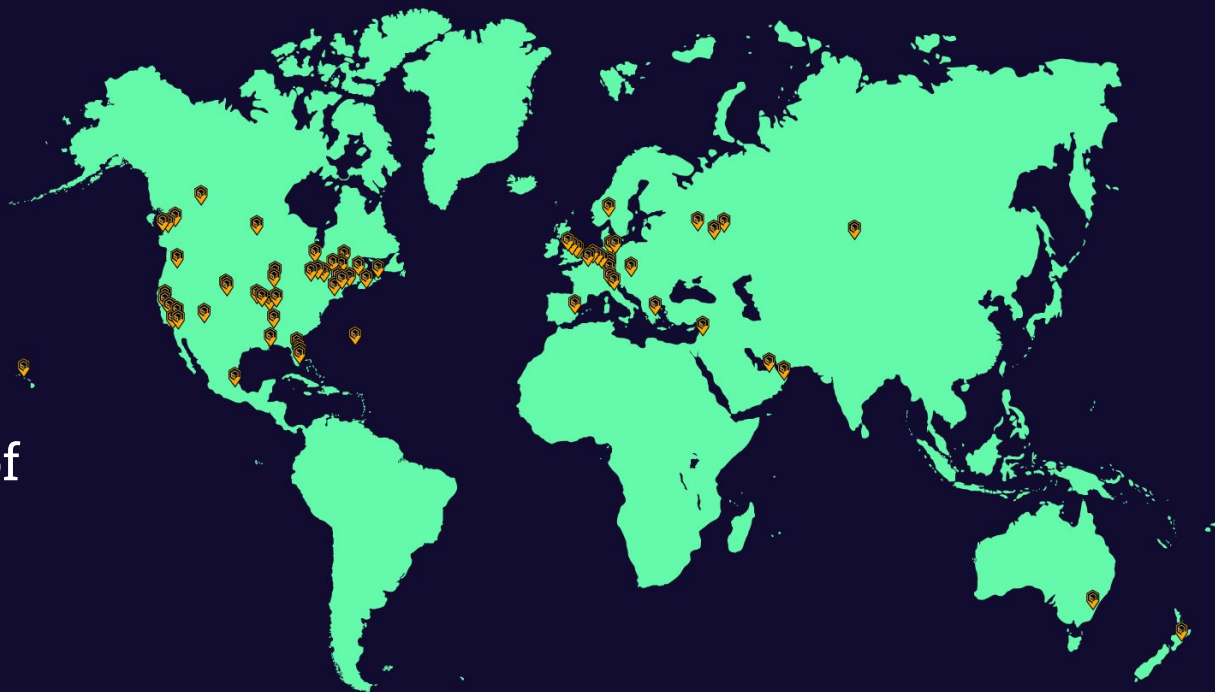
Founded 2017



Who is vrCAVE?

vrCAVE Partners Around the World

- 19 countries
- 14 US states
- Tens of thousands of visitors annually





What is ROI ?

As defined by investopedia...

Return on investment (ROI) is a performance measure used to evaluate the efficiency or profitability of an investment or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment, relative to the investment's cost.

$$\text{ROI} = \frac{\text{Current Value of Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$



Cost of Investment



**Hardware/equipment
and software**



Renovation/build out



Operating staff





Current Value of Investment

How to determine value?

Determine how much revenue you can generate

Example

\$30 per player x 4 players x 50 hrs/wk x 4.25 wks x 30% utilization rate

\$7,650 per month



What Determines Utilization Rate?

ESCAPE ROOMS



Be a place people want to be



Pillars of a Strong Business





Marketing: People Need to Know you Exist

Social Media

Digital Ads

Direct Email



General Brand Marketing Plan



Know Who Your Customer is



Tourists



Corporate



Families

Gamers



Dedicated



Casual





Bottom Up Approach

Experiment, Measure, Iterate

- Social Media Posts, Digital Ads, Promotions
- A/B Tests, Budget Tests, Promo Codes
- Marketing 'Hacks'



Promotions Hack: Investment into Marketing

- Doubling the Budget
- Merchandise Giveaways
- Contests

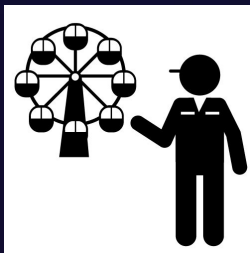




VR ≠ Gamers Only, Capitalize on an Existing Market



Laser Tag



Rides



Escape Rooms



Already a consumer base



Globally understood experience



Repeat customers
dedicated enthusiasts



What is ROI for VR?

$$\text{ROI} = \frac{\text{Current Value of Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$





Questions & Answers





Where to Learn More?



vrcave.ca

blog.vrcave.ca/blog

General Inquiries

Email: info@vrcave.ca

