

EYE HEART COLOR | A QUICK INTRO

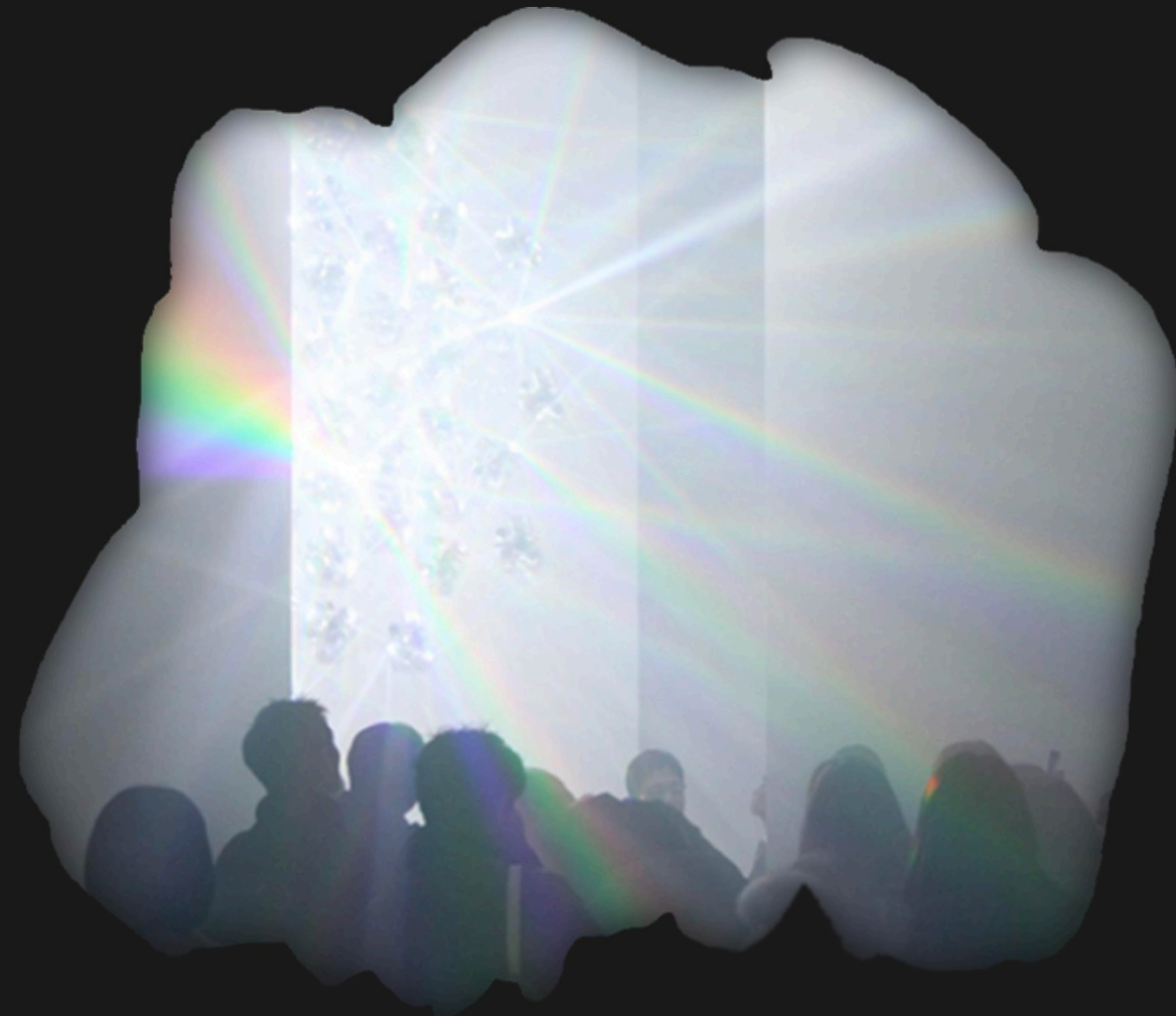
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Think **Immersive Van Gogh...**



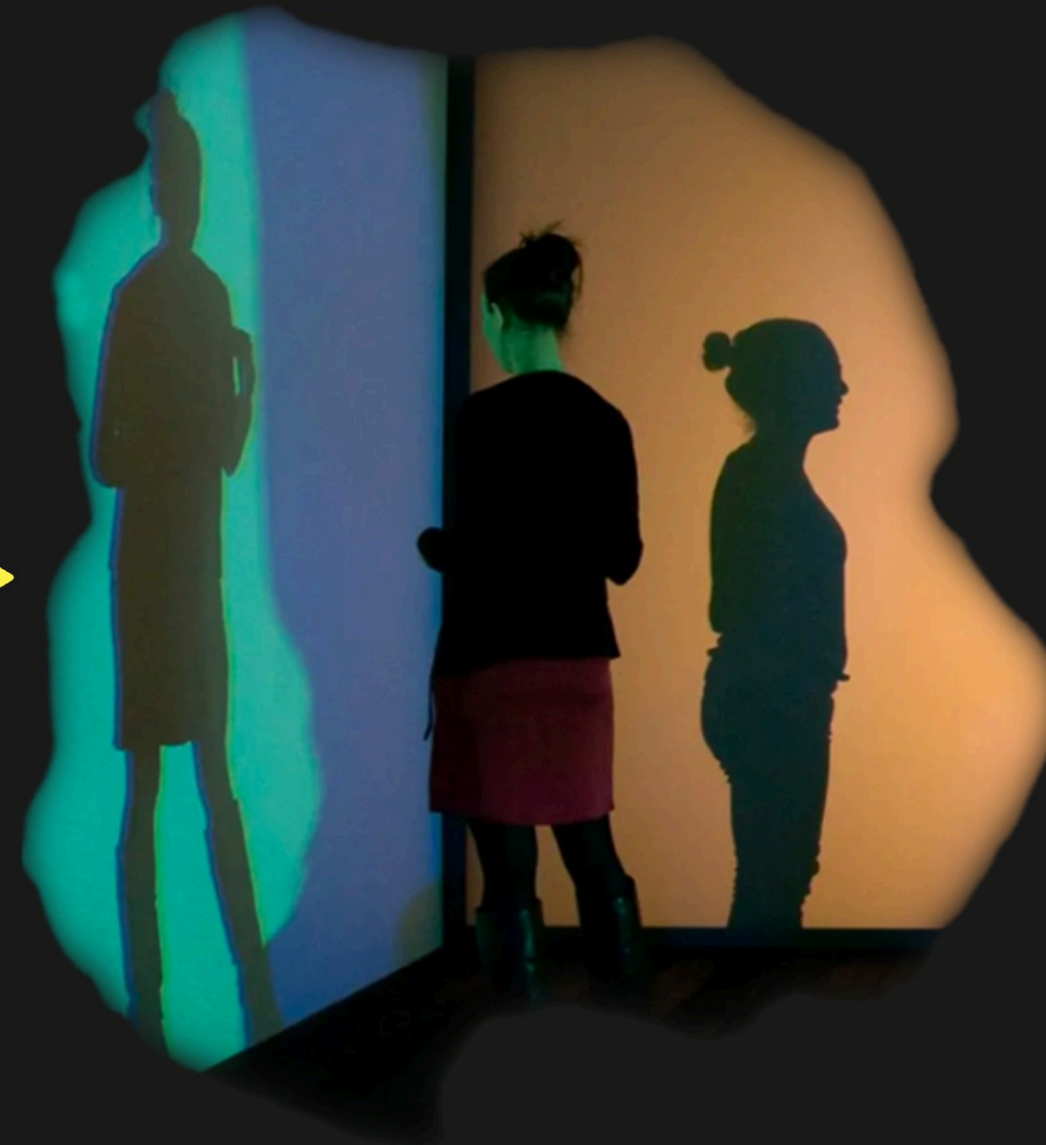
meets **Minecraft.**

A walkthrough
experience that is...



Visually **Astonishing**

with an...



Interactive **Story**

and...



Personalized **Takeaway**



1

Play with Light & Color

to explore questions about YOU!



2

Enter results on your phone.



3

Get your Color Signature

(Horoscope meets Personality Quiz)
and share it with the world!

*Meanwhile... shhh! You are learning
and building relationships!*

The background features two large, abstract, flowing shapes made of many thin, overlapping lines. The shape on the left is primarily purple and blue, while the one on the right is primarily green and yellow. Both shapes have a wavy, organic appearance, resembling liquid or smoke. The lines are densely packed in some areas and more sparse in others, creating a sense of depth and movement.

EYE HEART COLOR

An
interactive game
in a
playground of light,
where you
experiment with COLOR
and discover
there's more to You
than
meets the Eye.

TARGET AUDIENCE: US

SINGLE WOMEN AGE 18-34	12.8M	source: Pew
LGBTQ ADULTS AGE 18-45	18.6M	source: Gallup
ACTIVE US DATING POOL	41.3M	source: Match.com, "Singles in America" Study
TOURISTS	45.0M	source: World Data
CANNABIS USERS	48.2M	source: CDC
FAMILIES W/ KIDS UNDER 18	103.3M	source: US BLS , US Census

MARKET SIZE

\$68 Billion

Immersive Entertainment Industry

[Source: Facility Manager](#)

Total Available Market

▲ **27.3%** CAGR

\$3.5 Billion

Location Based Entertainment

[Source: Markets And Markets](#)

Serviceable Available Market

\$250 Million

Immersive Van Gogh

20 Locations

[Source: Facility Manager](#)

Competitive Market

\$135 Million

Meow Wolf

Santa Fe & Denver

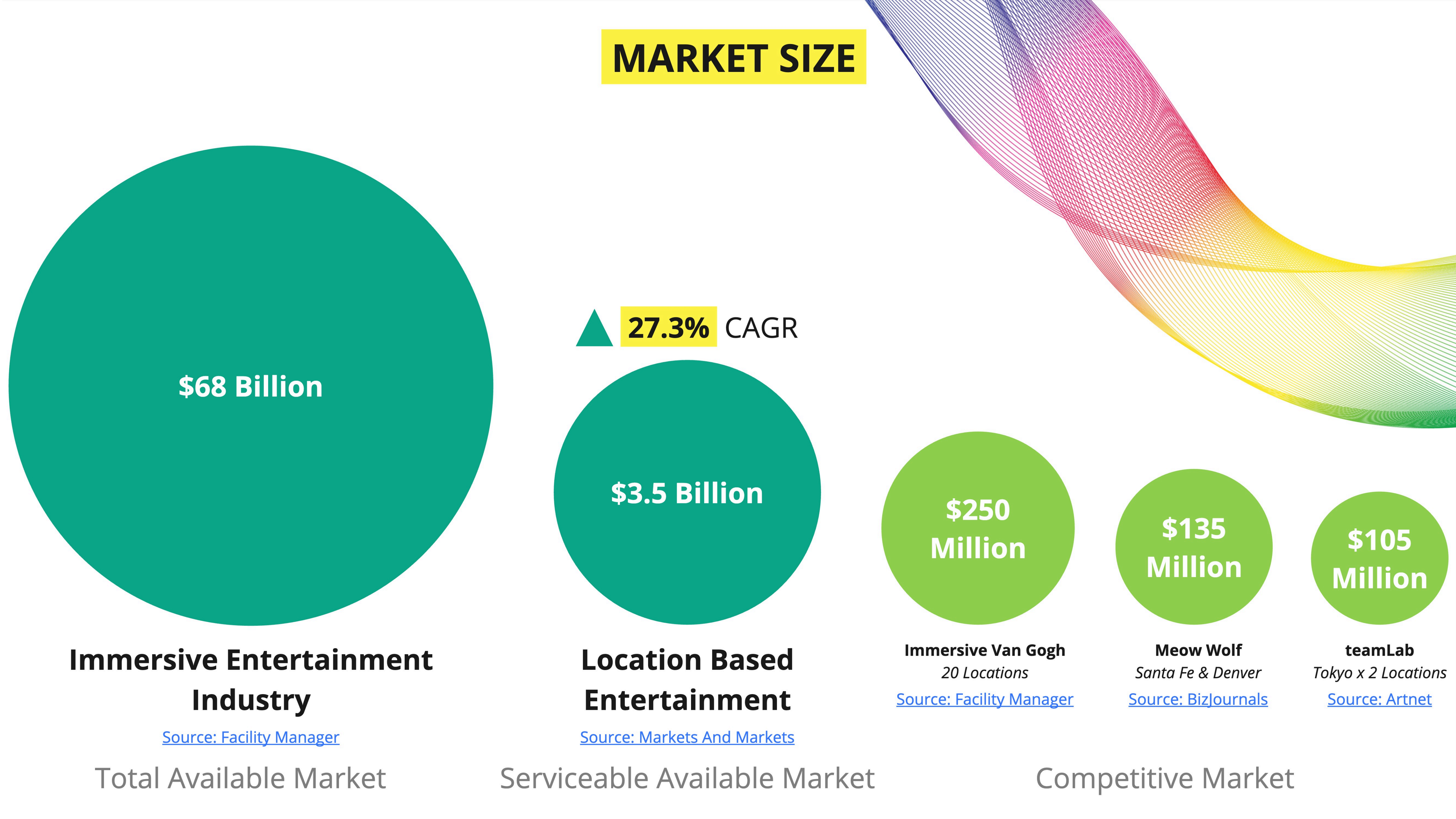
[Source: BizJournals](#)

\$105 Million

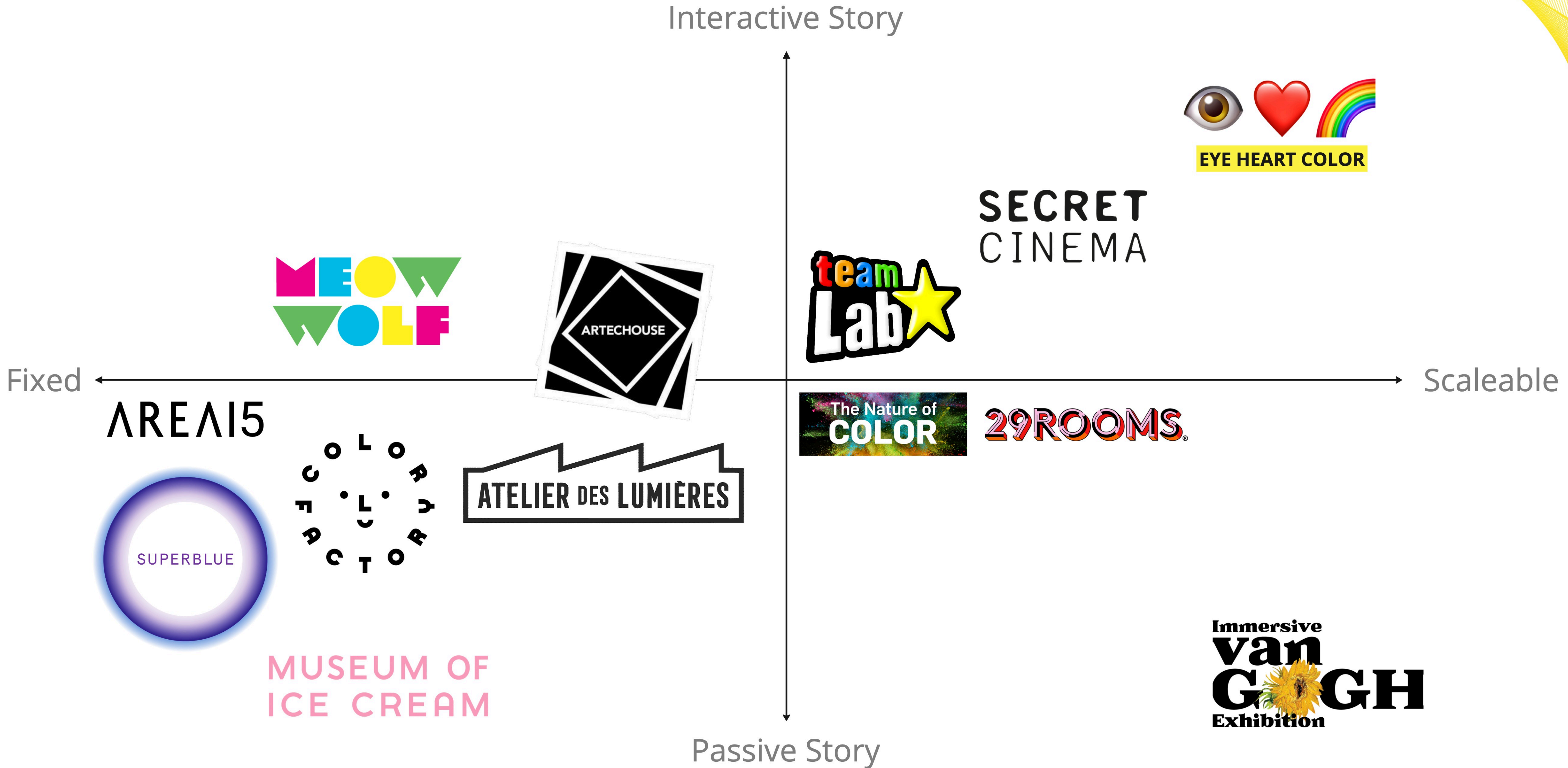
teamLab

Tokyo x 2 Locations

[Source: Artnet](#)



COMPETITIVE MARKETPLACE



HISTORY



29Rooms San Francisco

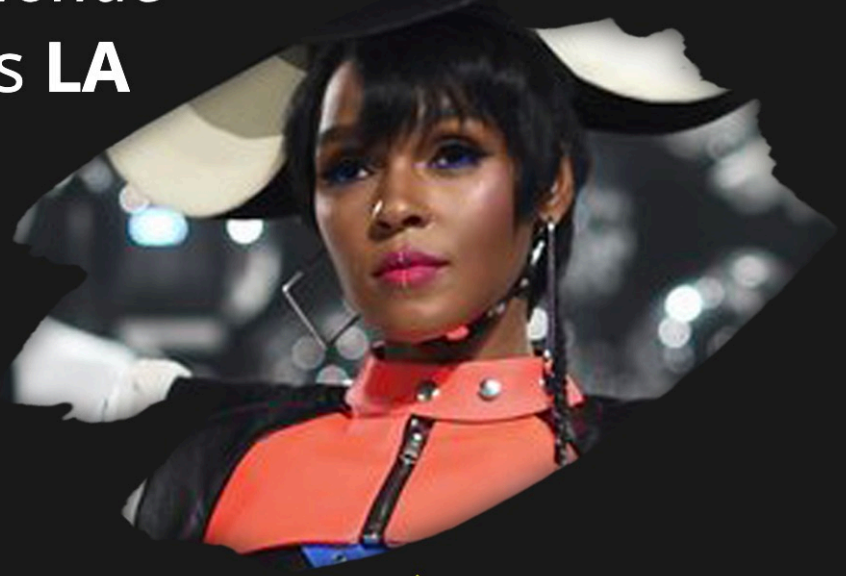


Chance the Rapper
29Rooms Chicago



Billy Eilish
29Rooms Singapore
2023

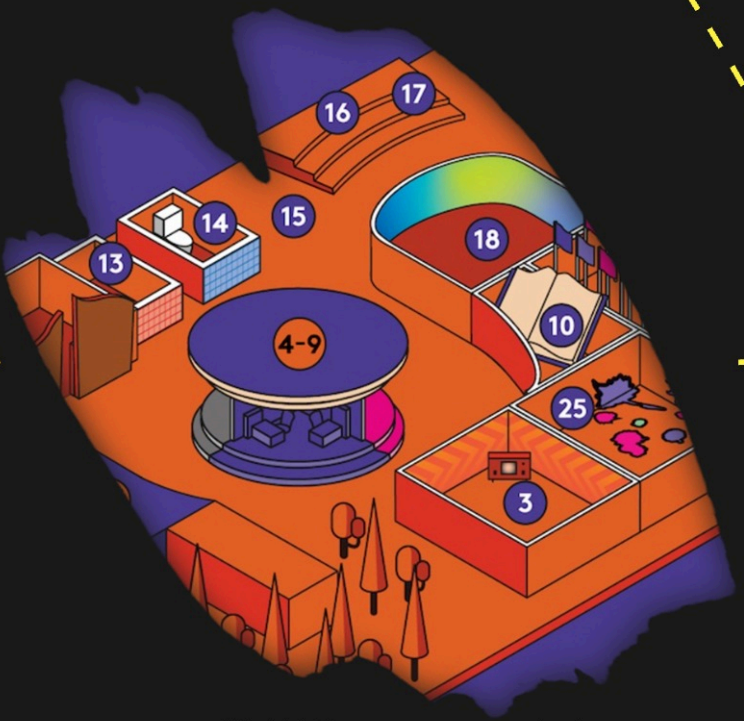
Janelle Monáe
29Rooms LA



29Rooms Atlanta



29Rooms NYC
2017



29Rooms Toronto



THANK YOU!

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