

«REAL MONEY FROM  
VIRTUAL REALITY»

# ANVIO

MORE THAN VIRTUAL REALITY

«Free roam VR allows users to walk around inside a virtual world as they would in the real world...»

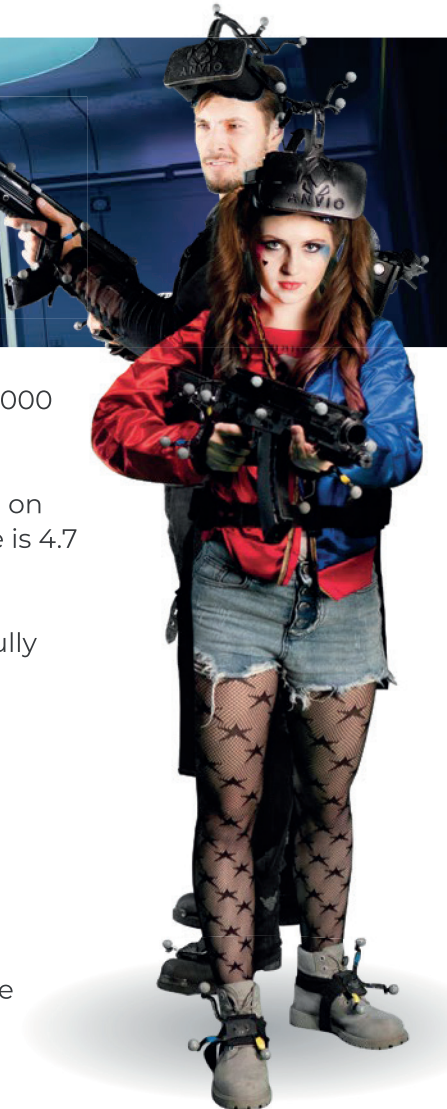
[Forbes.com](https://www.forbes.com)

# FACTS ABOUT THE COMPANY

## ANVIO



- Our first location has paid off in less than 12 months, and generates income of more than \$ 35,000 per month after 2 years of launching.
- More than 100,000 of our customers have received unforgettable emotions which they shared on social networks. Our rating: on Facebook is 4.8-5.0 stars; on TripAdvisor is 4.5 stars; on Google is 4.7 stars
- Well established business processes, detailed instructions and support allow our partners to fully return all investments within 12-16 months.
- We release at least 4 unique games per year, developing them in our own studio.
- Most of our partners open more than one location. The average opening time of the second location by our partners is 6 months from the first signed contract.
- We propose a long-term cooperation; majority of our partners sign up contracts for 3 years.
- We trust our franchisees! So, we are ready to conclude master franchise agreements and share future profits.





# ADVANTAGES OF WORKING WITH ANVIO

WE PROVIDE UNIQUE GAME EXPERIENCE FOR PLAYERS WHICH IS IMPOSSIBLE TO REPRODUCE IN HOME CONDITIONS

1

## OPPORTUNITY TO WORK IN INNOVATIVE AND HIGHLY PROFITABLE BUSINESS

«The growth of the VR segment will ensure interest in video and games in the format of virtual reality. The average annual rate will be 51.3% in the next five years. So, by 2022, the total revenue in this segment will reach 178 million US dollars.» [PWC](#)

2

## YOU ACQUIRE READY BUSINESS AND THE RISKS ARE REDUCED TO THE MINIMUM

The business model is successfully tested in Russia and in Europe.

3

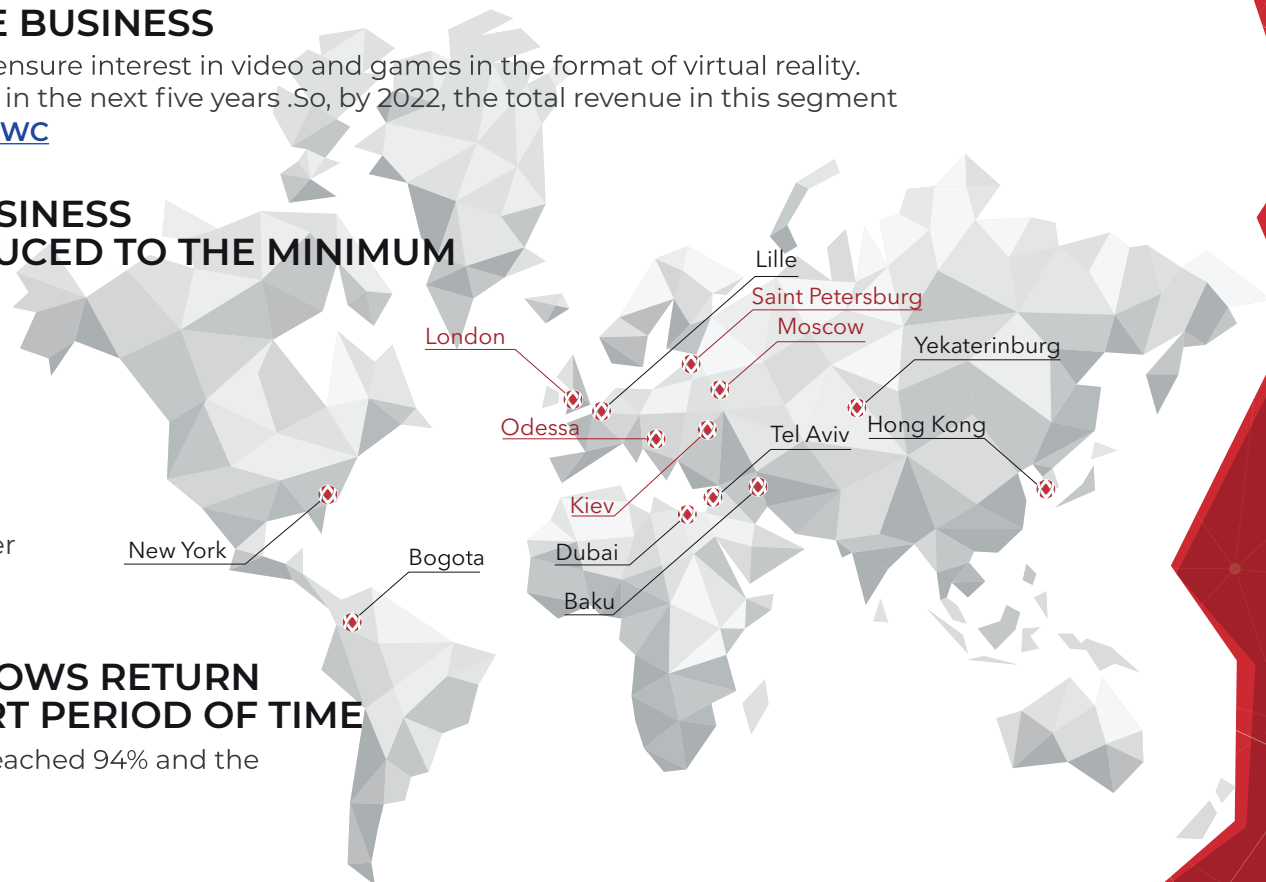
## FAST AND EFFECTIVE BUSINESS LAUNCHING

Achievement of planned indexes after 3 months of a working location.

4

## HIGH PROFITABILITY ALLOWS RETURN ON INVESTMENT IN SHORT PERIOD OF TIME

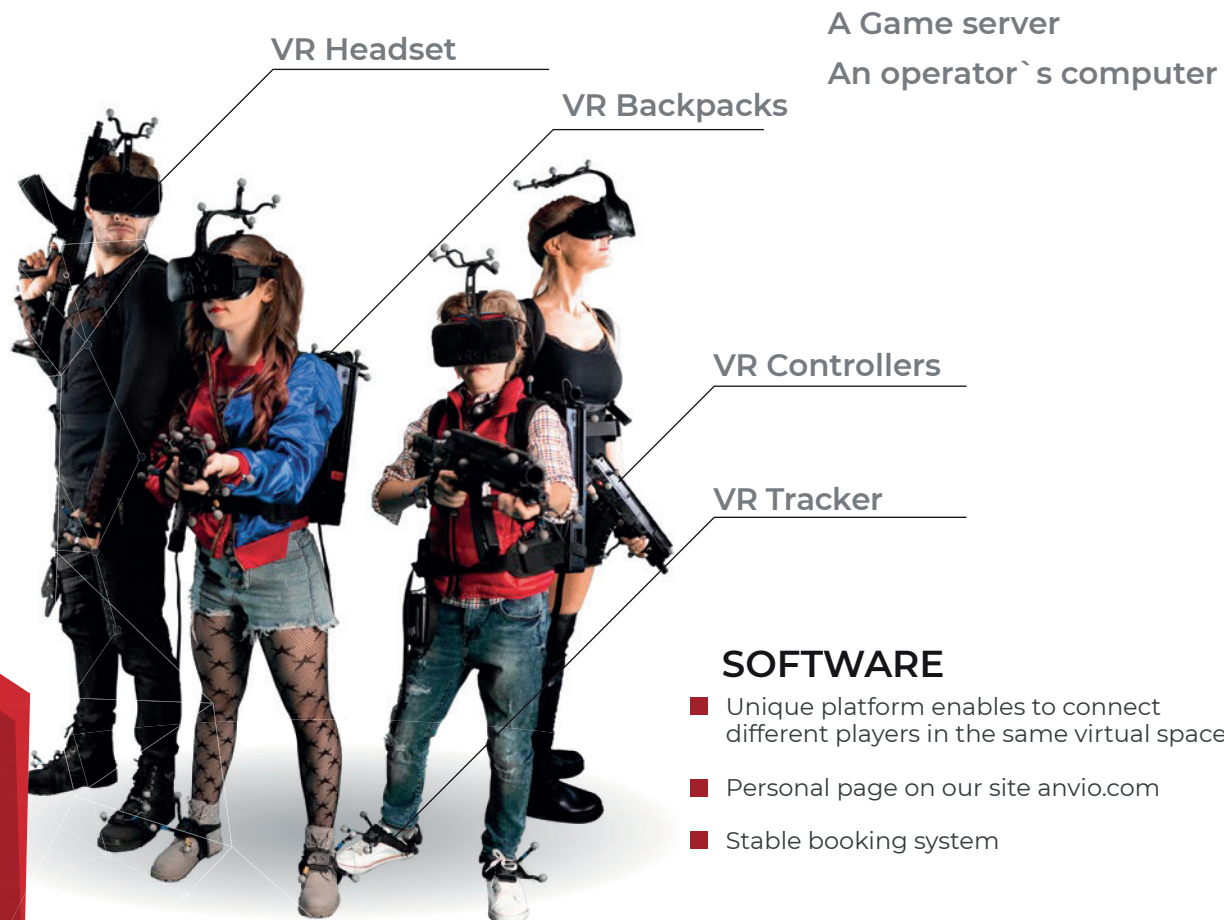
«Anvio`s booking level, in Moscow, reached 94% and the average annual load was 65%.» [RBC](#)



# WHAT DO YOU GET?

We provide a turnkey franchise, in order to start cooperation you only need to prepare a future location for launch. Anvio team provides support at all stages of business.

**Complete sets for 9 players that enable to hold 2 gaming sessions per hour. Equipment of players includes:**



In lump sum payment already includes installation and launching of the system.

## MANAGEMENT

- A personal account manager provides support throughout the term of a contract.
- Franchbook is a document where all the business processes of a company are described.
- Brandbook is a document that will help create a unique image of the future club.
- Instructions and guidelines for employees and business owners.

## ADVERTISING AND PR

- Access to all promotional materials.
- Conducting advertising campaigns.

## SOFTWARE

- Unique platform enables to connect different players in the same virtual space
- Personal page on our site anvio.com
- Stable booking system
- Access to the CRM system with the ability to monitor and control your business
- Remote technical support, with the possibility of departure of Anvio specialists to a location of a franchisee

# RECOMMENDATIONS FOR THE PREMISES

➤ **Transport accessibility**

➤ **High foot traffic**

➤ **Developed infrastructure**

➤ **The presence of a number of large shopping and entertainment centers, BC**

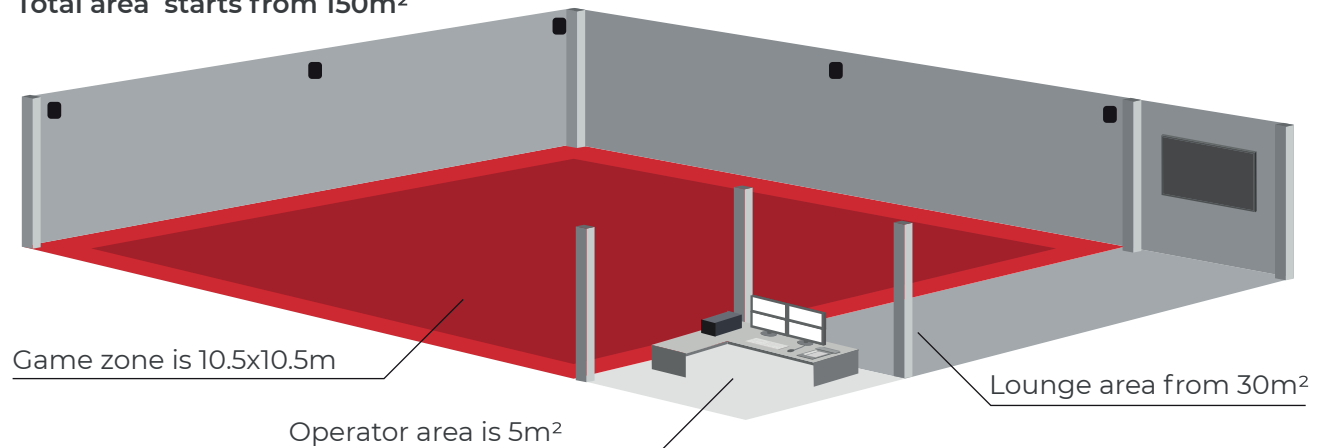
➤ **24/7 access to the premises a separate entrance (desirable)**

## LOCATION OPTIONS

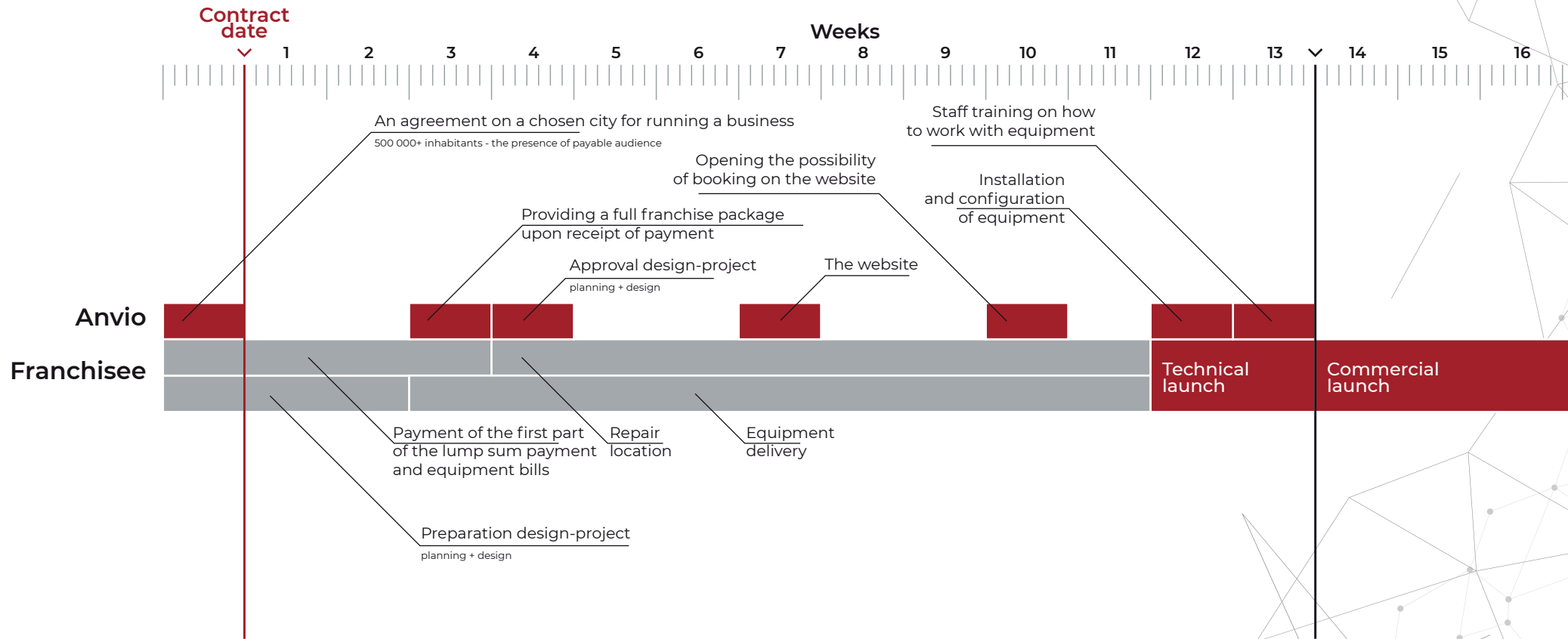
- Malls and shopping centres: for placement in a mall it is better to consider the areas closest to the food court, an entertainment zone or a cinema. (signage is required).
- **Street-retail:** it is preferable to choose a location with high foot traffic, close to a subway station or other public transport. The presence of large shopping and entertainment centers, business centres, cinemas, large educational institutions, public recreation areas, historical monuments is an advantage.
- **Floor:** priority is the 1st floor. Higher floors can be considered. Basement and semi-basement floors are not recommended due to the risk of flooding and equipment failure.
- The first line of houses is in priority.

## MINIMUM AREA DIMENSIONS AND PLAN

Total area starts from 150m<sup>2</sup>



# LAUNCH PROCESS AND TERMS



## In the progress of work:

- A personal manager will assist in administrative matters.
- Technical support will help to solve emerging difficulties.
- Marketing service can take on the full range of work to attract customers

# FRANCHISEE SUPPORT

We provide full-format marketing support for partners.

From providing layouts and content for social media to full-fledged advertising and PR campaigns for partners.

We have rich experience in running VR clubs in many countries around the world.

We rely on experience of in-house marketers and designers. Our own video studio produces a brand new weekly content.

We are ready to take on all the work to attract customers (advertising campaigns: setting up targeted advertising, selection of bloggers, interaction with mass media).

Google 4.7  tripadvisor

[#17 Fun & Games in Moscow](#)

[#82 Fun & Games in St. Petersburg](#)

[#95 Fun & Games in London](#)

[#10 Fun & Games in Odessa](#)

## CELEBRITIES HAVE VISITED US AND REMAINED SATISFIED



Alexander Gudkov



Polina Gagarina

(a Russian singer, the 2nd place on Eurovision 2015)



Ivan Urgant

(the most famous TV Host)



David Beckham



Robert Pattinson



Alla Mikheeva



Andrei Malakhov

as well as bloggers, artists and many others ...

**TARGET AUDIENCE - 10-50 YEARS OLD | CORE TARGET AUDIENCE IS A RANGE FROM 25 TO 34 YEARS OLD; 70% MEN, 30% WOMEN  
CONTENT FOR ALL AGES**



# GAMES



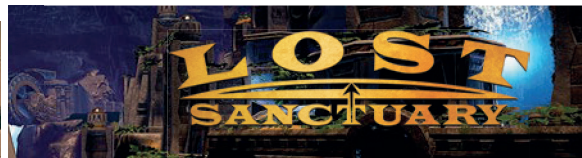
**Bugotron.** The game of survival in the landscapes of a distant planet



**Station Zarya.** Space shooter. From a distant planet Regulus-5 SOS signal comes. When trying to contact, only illegible short messages come, some of which are currently classified as an intergalactic alliance. It is decided to send a combat intelligence group to the planet from the nearest star cruiser.



**City-z.** Team game for fans of active actions in the entourage of post-apocalyptic Moscow. You will pass through the destroyed towers of Moscow-City and see the flaming capital of Russia from its highest point



**Lost Sanctuary.** Adventure game with elements of exploration and riddles. Players will pave a fascinating path into the depths of the abandoned ancient city, learn its secrets and get to the treasure. The game has a friendly atmosphere, includes levels at high altitude and easy battles.

**Lost Sanctuary: New Adventure.**

**Zombie-O-Tron**

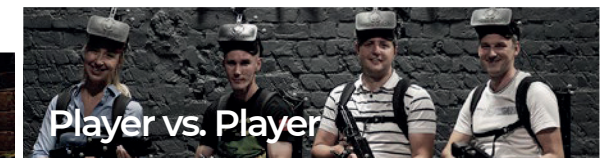
**City-z: Aurora Project**

**StationZarya: Horror update**

**Dragov VR** New game in the style of Family Quest



**City-z: Survivors.** Continuation of the cult zombie shooter. Adding new levels, models and updating mechanics.



**Player vs. Player**

**PVP: Cybersport League.** E-sports in virtual reality will return to its roots, where the whole body of players will be involved. Anvio plans for 2019 to release a series of PvP mode games with the ability to compete among players from different cities and countries. Moreover, an establishment of E-sports VR international League is scheduled for 2019.

2017

2018

2019



# ANVIO

Get to know more about special offers for your region.

[franchise@anviovvr.com](mailto:franchise@anviovvr.com)



We invite you to our club for a meeting with a manager  
to discuss the details of the franchise program