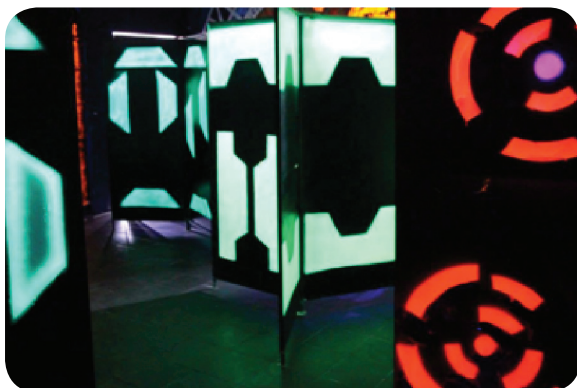


LASER REPUBLIC



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WHAT IS LASER TAG ?

Laser Tag is an engaging group gaming activity for children and adults. The game is played in an arena having a maze like set-up. Players wear illuminated game vest and shoot their opponents using their handheld laser gun to accomplish a team mission. Laser tag is very popular outside India and is a rapidly growing group entertainment activity and business in India.

Business Potential

Laser Tag has a history of over 30 years and is now played in over 70 countries around the world. It is still a novel concept for India. With the limited number of entertainment options available now, interactive gaming and laser games are one of the fastest growing businesses today. Customers come to play games in groups. Birthday parties, corporate project parties, college and school groups and families are the primary customer segments targeted.

This is your opportunity to have an early entrant advantage in this attractive market!

WHY LASER TAG BUSINESS

Customers: Love It

- It's like getting right into the film or video game
- Great team fun for corporate groups, parties and reunions
- The game targets a wide range of customer age segments starting 6 years
- Players love it and repeat play to better their personal and team scores
- Parents love it because the kids are physically active - burning calories



Revenue: Fast Moving and High capacity

- Laser Tag games are fast playing games. A typical laser tag game lasts 10 minutes and can be played by a group of 12-20 players thus providing huge playing capacity
- New and engaging concept makes Customer Acquisition is easy
- Birthday Parties and group parties gets you chaining customers
- Capital investment can be recouped (break-even) in 15-20 months

Operations: Low Overheads

- Cheap to Operate - requires only one to two members of staff
- Long Lasting - no mechanical parts to break down, low maintenance
- Detailed remote monitoring of number of games played



SET-UP YOUR LASER TAG GAMING CENTER

You find the space for setting up an arena and we can provide you with equipment with latest features, local support and quick delivery time to get you started and break-even quickly. We will also provide you location advice and other assistance during the planning phase.



	Small	Medium	Large	Very Large
Arena Sizes	1200 sq.ft	1500 sq.ft.	2000 sq.ft.	2500 sq.ft.
Number of players	8	12	16	20
Applicable	Indoor / Outdoor			

BUSINESS MODELS:

	Equipment Sale	Pay By Use	Franchise	Revenue Share
Feature	High Revenue	Low Upfront Investment	Low Risk	
Prerequisites	None	None	Space Owned and Available with you Laser Republic will assess Business Potential	
Upfront Cost	Equipment Cost	Partial Cost of Equipment	Franchise Fee	Refundable Deposit
Running Cost	None	Per Game Basis	Monthly Fee	% of Revenue
Equipment Ownership	Your	Your	Laser Republic	
Support Cost	Applicable after 2 years warranty	None	None	None

Arena setup would be done by you. Laser Republic would share the best practices

EQUIPMENT MODELS



	Basic	Pro
Game Types	Limited: Team and Individual Death Match	Multiple: 10 and counting
Capacity	8-20 players	8-24 players
Teams and Colors	2	2-7
Base Station	No	Yes
Mine Blast	Optional	Optional
Music Integration	No	Yes
Accessories	None	Extensible
Technology	Individually controlled	Server Controlled
Scoring	After the Game	Real Time Scoring
Health & Status	On Gun Display	On Gun display and Computer
Applicable	Indoor / Outdoor	Indoor / Outdoor
Proposition	Great Value	Great Experience

OUR VALUE PROPOSITION

- ✓ State of the art equipment features
- ✓ Flexible Business Models
- ✓ Proven Business Outcomes
- ✓ Great playing experience delivered
- ✓ Quick Delivery and Setup Turnaround
- ✓ Significant Cost Advantage hence quick ROI
- ✓ Support Available Locally in India

