



GET UP. GET FLY.

# Urban Air Adventure Park Business Plan



GET UP. GET FLY.

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## I. What is Urban Air?

## What is Urban Air?

**Urban Air Adventure Park (“Urban Air”) is the industry leading family entertainment destination providing safe, clean, supervised activities that appeal to customers of all ages.**

### Overview

- Founded in 2011 by Michael O. Browning Jr. and Michael O. Browning Sr.
- Headquartered in Southlake, Texas, a suburb of Dallas, Texas
- Successful facilities open across multiple states
- More than 50 part-time employees per location
- Stores opening worldwide

**As the Industry’s leading innovator, we are continually working to create unique attractions, programs and activities that draw in new customers.**

### Our facilities include the below activities and many more:

- Open Jump
- Pre-school & Toddler Jump
- Middle School & Teen Night
- Lock-ins
- Birthday Parties
- Adult Fitness Classes
- School Fundraisers
- Special Events



# What Is Urban Air To Customers?

*SAFE. FUN. AFFORDABLE. FAMILY ENTERTAINMENT.*

Urban Air Adventure Park is the industry leading family entertainment destination providing safe, fun clean, affordable activities for customers of all ages.

## ACTIVITIES INCLUDE

- Free-Style Fun
- Fitness Classes
- Corporate Events
- Pre-school & Toddler Classes
- Middle School & Teen Night
- School Fundraisers
- Field Trips & Lock-ins
- Birthday Parties & Special Events

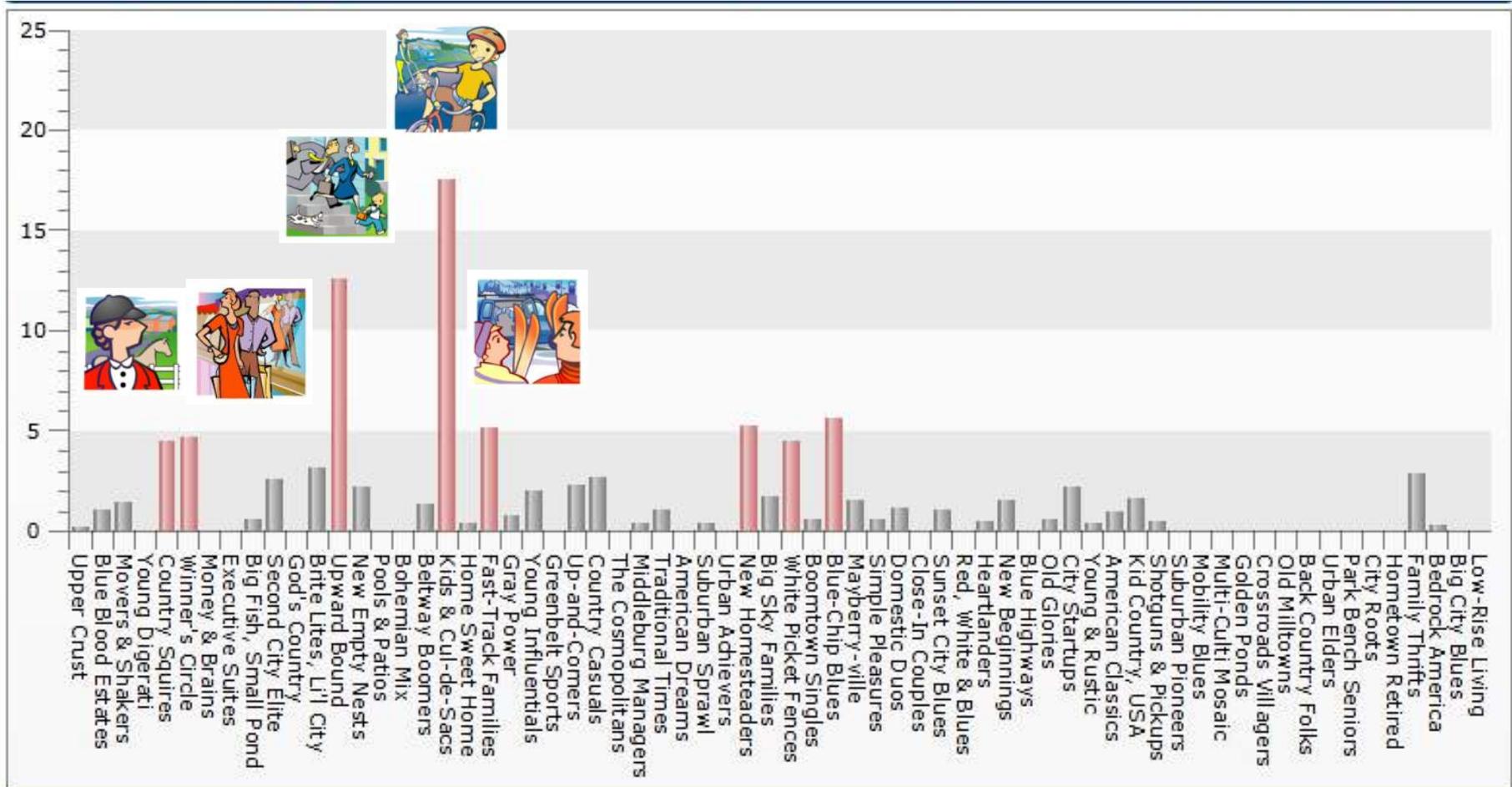


Urban Air is the leading innovator and constantly inventing new entertainment activities, programs and activities to draw in new customers.



# Urban Air Customer

Every person in the United States falls into one of 66 distinct and mutually exclusive Lifestyle Segments. Within each segment customers share similar behavior and purchasing patterns. Each customer that comes to Urban Air is profiled and placed into a Lifestyle Segment. By focusing on the Lifestyles that drive Urban Air success we can develop, market and operate our facility with great efficiency and success.



Lifestyle Segments represented by the **red bars** indicate market dominance. These **lifestyles will account for the majority of the behaviors** (purchases and media consumption) in the market.

# Customer Service

Urban Air Adventure Park provides the best customer service and experience in the industry.

**SHAPE Magazine Voted Urban Air** : Coolest Gym In America.

## Additional Awards Won Over The Years:



## Customer vs. User



### **CUSTOMER**

**Mom Ages 25 to 54**

- In charge of discretionary spending
- Looking for experiences, chances to create memories
- Wants SAFE, CLEAN, AFFORDABLE
- Wants VALUE

**You only get ONE shot to win Mom's business**



### **USER**

**Kids Ages 0 to 14 (77%)**

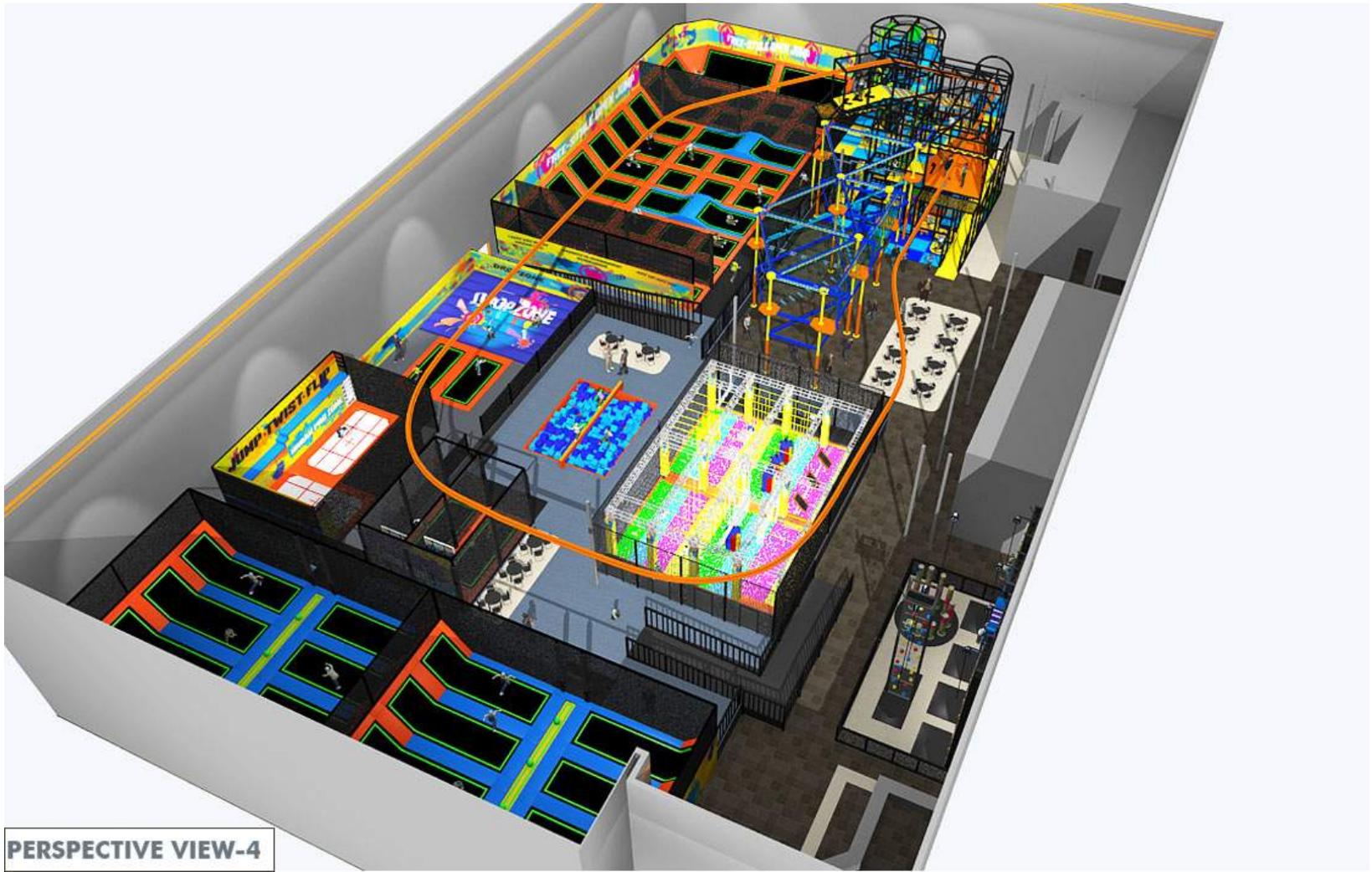
- Wants excitement, energy, FUN
- Gets bored easily
- Looking for active group entertainment
- Wants experiences they can share
- Active socially online

**You must stay RELEVANT and INNOVATE**

## II. Park Design

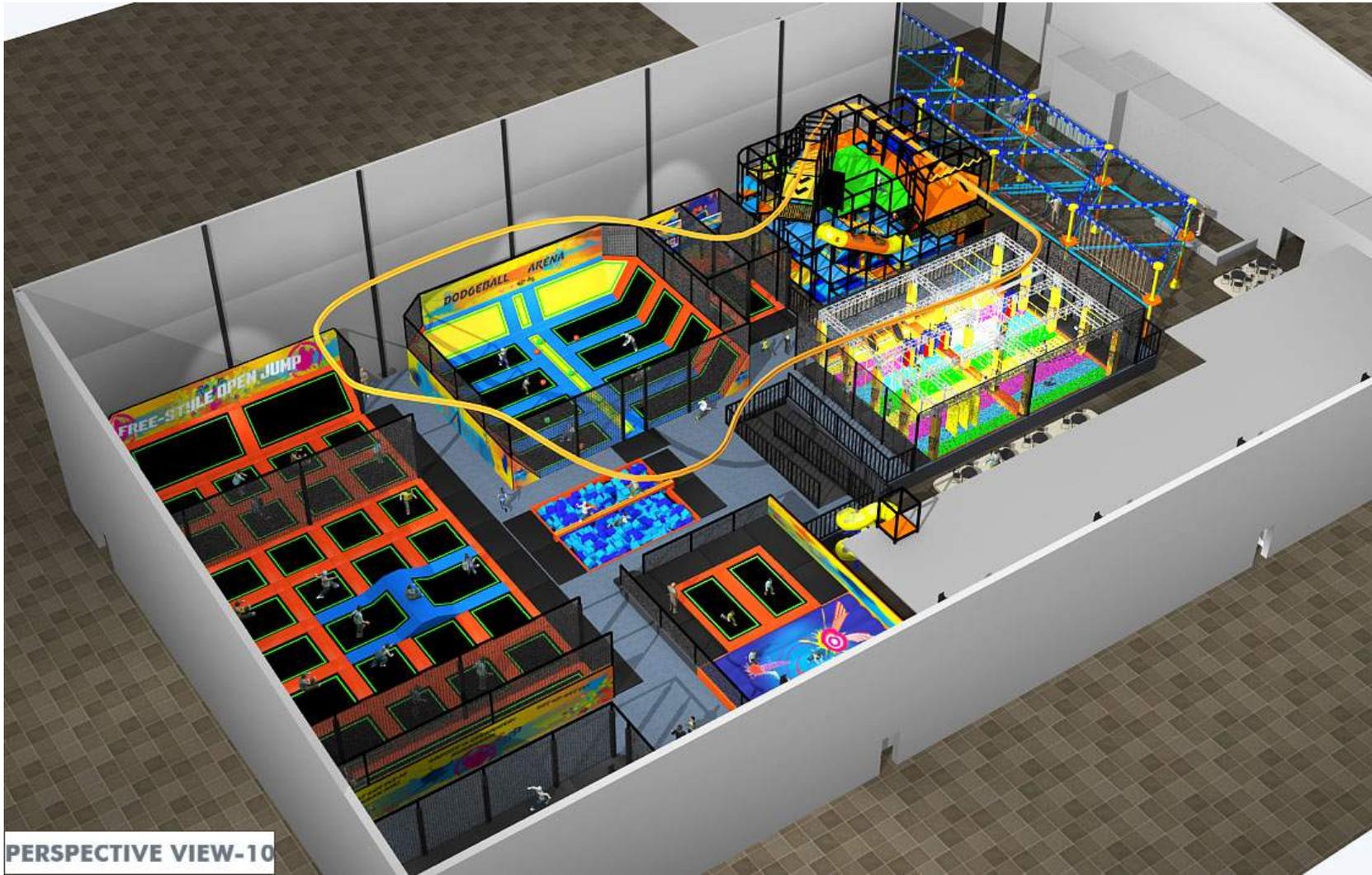
## A Superior Design.

Urban Air has developed a Adventure Park optimized for capacity, customer experience and administrative efficiencies. The end result is superior product.



## A Superior Design.

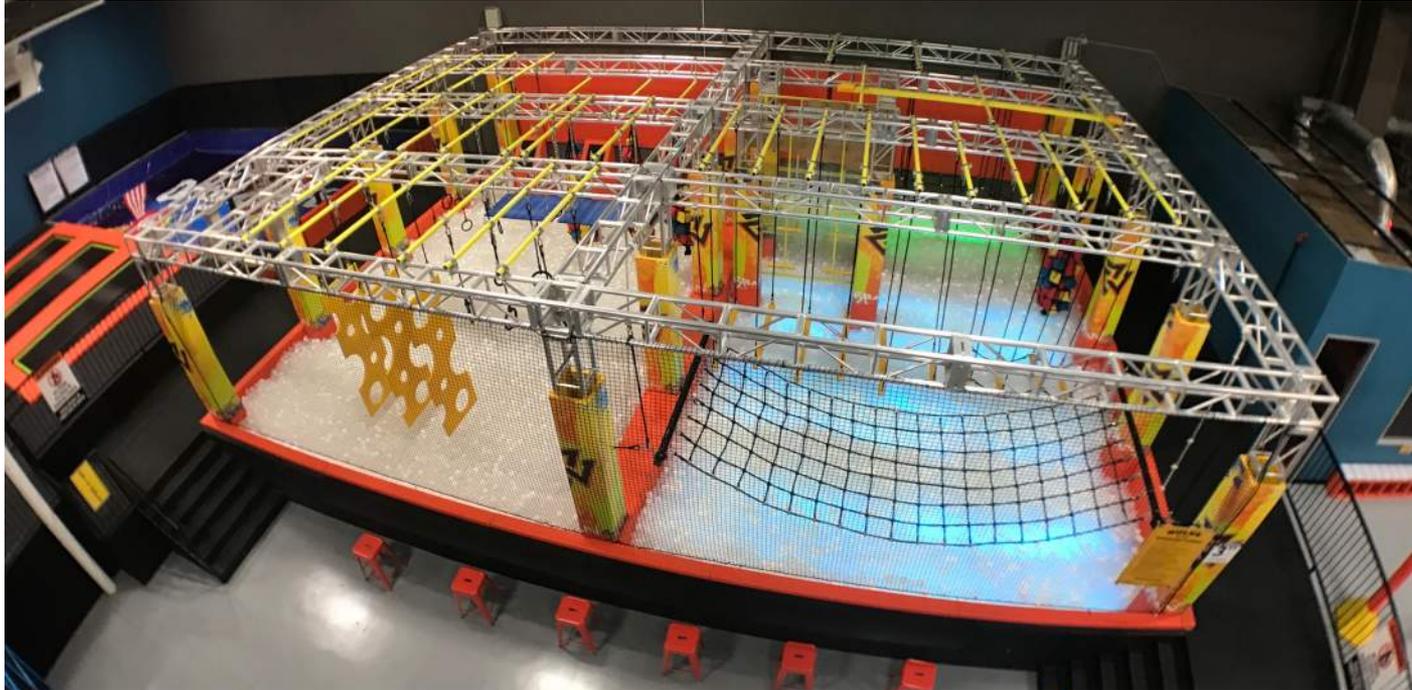
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***DIVERSIFIED MIX OF ATTRACTIONS***

# Warrior Attractions



## Indoor Sky Diving Tunnel

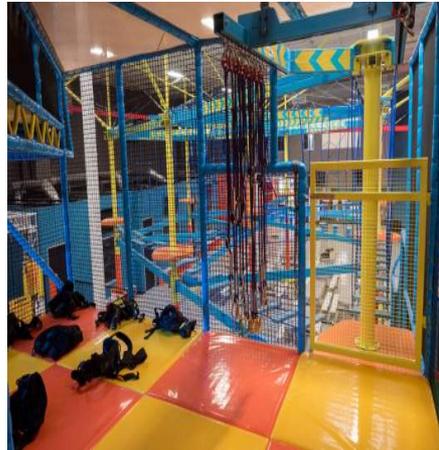


## Indoor Go-Karts



## The Adventure Hub®

Three Attractions In One: Ropes Course, Sky Rider, Tubes Indoor Playground



## Adventure Park Attractions

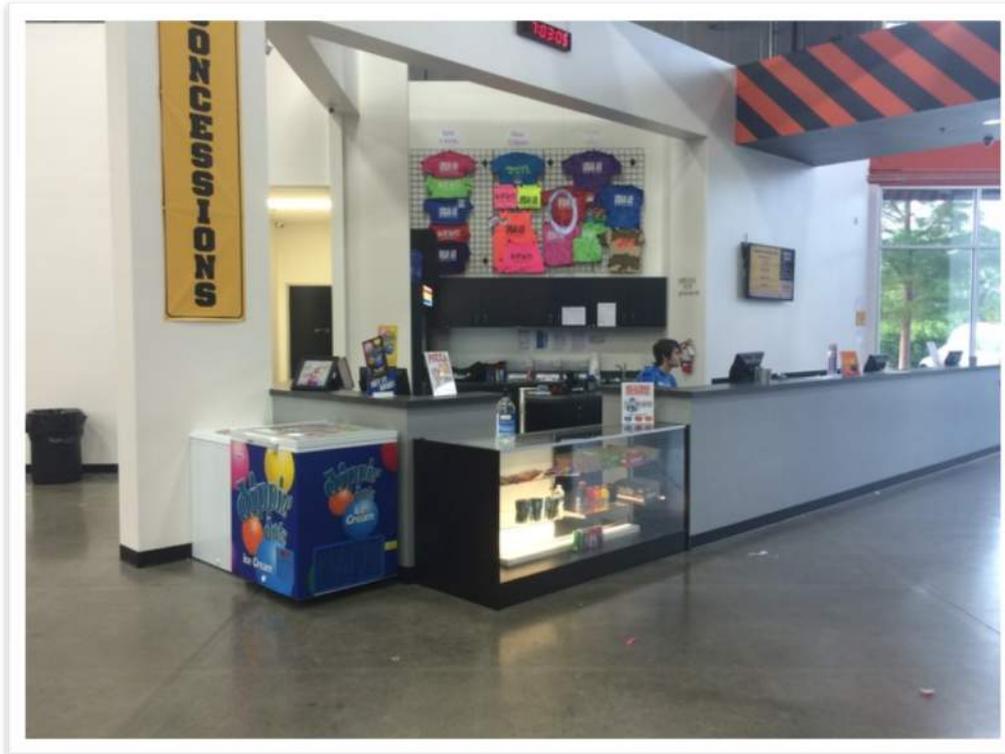


**Rock Climbing, Bowling, Laser Tag, Mini Golf**



## Concession Stand

Concession stand revenue, is an excellent way to generate additional revenue from Customers already inside the park. That's why Urban Air has designed a concession stand that consists of pre-packaged goods all the way to a full blown kitchen.



## Party Tables & Private Rooms

The proposed facility has been optimized to have enough Party Tables and Private Rooms to hit our revenue objectives.

Based on the size of our facility, Urban Air has developed a space plan that consists of the right number Party Rooms and Party Tables.

