

ARK

One line pitch:

We develop a giant touchscreen technology for walls, floors and ceilings. Sports becoming interactive and video games becoming physical!



Market Analysis:

We address sports and entertainment centers such as fitness, tennis, bowling, karting, laser game and escape rooms. There are 5,000 such centers in Europe, which receive an average of 250,000,000 non-unique visitors per year. These centers aim at differentiating themselves by offering novative experiences to their visitors. We analysed this market regarding two sorts of products: interactive gaming tables such as air hockeys and table football, and interactive rooms. Currently, entertainment centers have an average of 10 traditionnal gaming tables and 10 traditionnal exercee rooms. These equipments are replaced every ten years.

Value proposition:

With giant interactive surfaces, gaming tables and sports rooms allow entertainment centers to offer novel experiences to the two visitor populations they receive: Sports amateurs enjoy more interactive sessions with floors and walls providing advices and feedback about their performances; Occasionnal players enjoy various alternative gameplays that renew the traditionnal games. On top of that, this technology drags a third category of consumers who hardly visit entertainment centers at the moment: Video gamers, who will be able to live fantasy adventures physically by interacting with real-scale graphics.

Business Model:

We plan to sell two categories of products: interactive gaming tables featuring our patented interactive surface technology (estimated sell price 3000€) and complete interactive rooms (estimated sell price 50000€). The products will be manufactured in France in the same factory as the brand R-Cade. On the sales side, we will address to entertainment centers themselves through direct selling, center drinks providers which are often buying machines for their partners, and our own gaming partners (Redbull, Capcom, Atari) with are already discussing for making the pilote center.

IP and Regulatory situation:

We are making the patents as long as the technology finalizes. They will be available as the funding from BPI France (CIN 2016 winners) completes.

COMPANY PROFILE

- **Website:**
<http://www.r-cade.fr/>
- **Field:**
- **Contact:**
LOI Hugo
hugo@ark-innovation.com
- **Location:**
120 RUE SEBASTIEN
CHARLETY
73490 LA RAVOIRE
France
- **Founded in:** //11/2015
- **Employees:** 2
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
80000
 - **Monthly burn rate:**
10000 until January, then
40000
 - **Capital seeking and date:**
420000 (BPI CIN winner),
03/2016
- **Investors:**
Crédit Agricole, BPI France