



EXPERIENCE PARK

The World's First
AI-Powered Family
Entertainment Concept



EXECUTIVE SUMMARY

AI Experience Park is the world's first purpose-built, AI-powered family entertainment center — a 20,000 SF immersive venue where children ages 4–14 create, compete, explore, and learn using real artificial intelligence. AI Experience Park translates the global AI revolution into a tangible, engaging, and accessible experience for families.

The project is developed by the Zamania Group (operators of 26 large indoor family entertainment parks) and the Kid-Friendly World Foundation (a global initiative transforming how families, communities, and organizations engage with children), in partnership with leading real estate, investment, architectural, and engineering firms, as well as AI and technology advisors.

We are seeking equity investors, franchise partners, real estate partners, and strategic collaborators to launch the first U.S. flagship park in California in 2026.

Key Metric	Value
U.S. Family Entertainment Market	\$25B+ (growing at 10%+ CAGR)
U.S. AI Education Market	\$5B+ (growing at 15–25%+ CAGR)
Addressable U.S. Locations	400+
Per-Park Annual Revenue	\$4.0–5.0M (mature)
Payback Period	24–36 months
Direct Competitors at Scale	Zero

THE AI REVOLUTION & MARKET OPPORTUNITY

The front door for the \$200B AI industry — and it's built for families.

The AI Moment Is Here

- ChatGPT reached 100 million users faster than any product in history.
- Google Trends for "AI for kids," "AI education," and "learn AI" have surged 300%+ since 2023.
- Every major tech company is investing billions — parents are watching and asking: "How do I prepare my child?"
- AI is the new coding — but bigger. The parents who act early give their kids a head start.

Search Trends & Parent Demand

- "AI camps for kids" and "AI classes near me" search volume is doubling year-over-year.
- 78% of parents believe AI skills will be essential for their children's future careers.
- The global AI in education market is projected to exceed \$30B by 2028.
- Parents are actively seeking — but there is almost nothing built for them in the physical world.

Why AI Park Beats the Alternatives

Competitor	Weakness	AI Park Advantage
Traditional FEC	Undifferentiated, commoditized, no educational value	Unique IP, refreshable content, visible learning outcomes
STEM Centers / Museums	Passive, exhibit-based, low repeat visits	Active gameplay, immersive AI interaction, high repeat value
Coding Academies	Classroom format, limited appeal, narrow focus	Full-spectrum AI entertainment, social, physical, creative
At-Home AI Tools	Isolated, screen-only, no social interaction	Social, physical, guided, tangible outputs, family bonding

The Perfect Timing

- Retail space availability— large-scale retail bankruptcies have released significant space in the US.
- Shopping malls desperately seeking entertainment anchor tenants to drive foot traffic.
- AI is the #1 cultural topic — free marketing tailwind.
- No comparable AI-themed family entertainment concept exists at scale anywhere in the world.

The convergence of AI cultural momentum, available real estate, and parent demand creates a once-in-a-generation launch window.

THE PARENT & FAMILY VALUE PROPOSITION

Every parent wants two things: a happy child today and a successful child tomorrow.

AI and the Future of Work

- The World Economic Forum predicts 85 million jobs will be displaced by AI by 2030 — and 97 million new jobs will emerge requiring AI literacy.
- McKinsey: 70% of companies will adopt at least one type of AI technology by 2030.
- AI is not replacing humans — it's replacing humans who don't know how to use AI.

The Salary Premium

- AI-related roles command 25–50% salary premiums over equivalent non-AI roles.
- Entry-level AI engineers earn \$120K–\$180K; senior roles exceed \$300K.
- Even non-technical roles with AI proficiency earn 15–20% more than peers.

What Parents Fear

- "My child spends too much time on screens with nothing to show for it."
- "The world is changing so fast — how do I prepare them?"
- "STEM programs feel like school. My kid resists them."
- Growing demand to keep children away from passive screens through physical and social activities.

What Children Want

- Kids are obsessed with AI — ChatGPT, AI art generators, AI voice tools, AI game characters.
- They want to create, build, compete, and share — not sit in a classroom.
- Robots, interactive games, digital creation tools, personalized experiences — these light up a child's imagination.

The magic formula: Fun × Future Skills = Repeat Visits + Word-of-Mouth + Premium Pricing Power.

THE AI EXPERIENCE PARK CONCEPT

20,000 SF. 20 Zones. One AI Companion. Infinite Possibilities.

Overview

- **Format:** ~ 20,000 SF immersive AI-themed family entertainment center.
- **Location:** Big boxes, plazas, or mall-based. Warm Vanilla Shell. 20 ft+ ceiling clearance.
- **Target Age:** 4–14 years (with family engagement for all ages).
- **Zones:** 20 distinct experience zones: creation, competition, exploration, and collaboration.
- **Build Cost:** ~\$200 PSF including attractions and FF&E.

Core Differentiators

- **Unique & Innovative Concept.** Every zone is interactive, physical, and driven by real AI technology. This is a playground, not a museum.
- **Content Never Ages.** Digital content updates mean the park never feels old. This solves the #1 problem in family entertainment.
- **Research-Based.** Built on extensive market research, parent interviews, experiments, competitor analysis, and deep industry understanding.
- **Based on Experience.** 26 successful parks developed and operating across 3 continents. Proven operational playbook.
- **Visible Outcomes.** Children leave with tangible creations, skills, and stories — not just tired legs.

The AI Companion System

Every guest receives a personalized AI Companion — a digital character that travels through the park with them, grows across visits, learns preferences, adapts challenges, and creates a persistent relationship that drives repeat visits.

- Accumulates points and ratings across visits.
- Creates emotional attachment — children return to "visit" their companion.
- Drives engagement: time-in-park, zone completion, repeat visits, and post-visit digital engagement.

20 Experience Zones

#	Zone	Description
1	Activity Zone	Physical play with climbing, sliding, and balance challenges
2	Projection Zone	Immersive interactive projected environments
3	Robotics Zone	Hands-on robot interaction and automation
4	Game Development Zone	Design and test your own AI-powered games
5	Creativity Zone	Art, music, storytelling, and design

6	Makerspace Studio	Create tangible take-home outputs (3D prints, posters)
7	Story Theatre	Interactive storytelling performances
8	Business Zone	Create products, brands, and business ideas
9	AI Communication Studio	Voice-based dialogue and storytelling
10	Train Your AI Studio	Teach AI systems using patterns and inputs
11	Immersive Quest Zone	Mission-based adventure combining story and movement
12	Family Co-Creation Zone	Parents and children create together
13	Sensory / Calm Zone	Quiet, low-stimulation sensory experiences
14	Interactive Zone	Smart walls and responsive touch surfaces
15	AI Sport Zone	Tech-enhanced bowling, soccer, and games
16	VR Zone	Fixed-position virtual reality experiences
17	AI Arcade Lobby	Dynamic entry with programmable AI arcade machines
18	Parent Lounge	Comfortable space to relax, work, and order food
19	Exhibition Zone	Display area for creations and rotating exhibits
20	Event Zone	Workshops, contests, fairs, and premium programs

Programmable Content

- Digital-first design means content is updated remotely — new themes and challenges without physical construction.
- Seasonal programming: AI & Art, AI & Music, AI & Space, AI & Nature.
- Partner content collaborations with tech companies, universities, and content creators.

EXPERIENCE & TRACK RECORD

26 parks. 20+ years. 300+ events.

Zamania Group

A seasoned international entertainment team with the operational infrastructure and proven track record to execute at scale. 26 parks currently open across Europe and the Middle East. 12+ years of designing, building, and operating large-scale family entertainment centers and experiences.

Kid-Friendly World

Global non-profit initiative transforming family engagement through creativity, learning, and inclusion. 300+ events delivered across diverse markets and cultures. 50+ research projects conducted with 100+ publications. Developed children-centered projects including kid-friendly hotels, kid-friendly communities, Business by Kids, Events by Kids, AI by Kids, kid business accelerator, kids expos, and other initiatives.

Park Portfolio

Leo & Loona — Premium toddler/preschool entertainment (ages 1–8, 25,000–40,000 SF). Dubai, Abu Dhabi, Bahrain.

Zamania Sportainment — Active play and interactive entertainment (ages 7+, 30,000–60,000 SF). 20+ attraction types.

Hello Park — A "phygital" entertainment concept that combines physical play with interactive digital projections and immersive environments to create dynamic, game-based experiences for children and families.

AI Experience Park — The next-generation concept combining AI, immersive environments, and interactive entertainment.

Why We're Uniquely Positioned

- 26 parks as execution proof.
- Proven lease negotiation and co-tenancy strategy.
- Established operational know-how: staffing, safety, CRM, loyalty programs, party sales, event activations.
- High-quality, immersive design that exceeds industry standards.
- Backed by research, publications, and active children's events in the U.S.

THE BUSINESS MODEL

7 revenue streams. Built-in repeat mechanics. Scales like software.

Revenue Streams

Revenue Stream	Description	Est. Share
General Admission	Walk-in / online ticket sales (tiered by duration and access)	35–40%
Memberships & Passes	Monthly/annual memberships with perks, priority access, upgrades	20–25%
Workshops & Camps	After-school, weekend, and summer AI learning programs	10–15%
Birthday Parties & Events	AI-themed party packages (premium pricing, high margin)	10–15%
Digital Outputs & Merch	AI-created prints, avatar merchandise, companion upgrades	5–8%
School & Group Programs	Field trips, STEM partnerships, corporate family days	5–8%
Sponsorships	Tech company sponsorships, branded experiences, content deals	3–5%

Repeat Visit Mechanics

- **AI Companion Evolution.** Children return to grow and upgrade their persistent AI companion.
- **Rotating Content.** New experiences and themes deployed digitally — every visit feels fresh.
- **Achievement System.** Badges, levels, leaderboards, and unlockable zones create game-like progression.
- **Event Calendar.** Weekly scheduled programs create appointment-based traffic.
- **Membership Model.** Monthly and annual memberships with exclusive perks drive predictable recurring revenue.

Target: 6–8 visits/year for casual visitors; 20+ for members (vs. 2–3 for traditional FECs).

Unit Economics (Per Park)

Metric	Estimate
Park Size	~ 20,000 SF
Build-Out Cost	~ \$4.0M (~\$200/SF incl. attractions & FF&E)
Projected Annual Revenue	\$4.0–5.0M

Operating Margin (Mature)	25–35%
Payback Period	24–36 months
Average Ticket Price	\$35–55 per child
Avg Revenue per Visit	\$65–80 (including add-ons)
Annual Unique Visitors	60,000–70,000

Scalability & Franchise Plan

Phase	Timeline	Plan
Phase 1	2026 - 2027	1 flagship park in California — prove the US model
Phase 2	2027 - 2028	6 parks (3 owned + 3 franchise) — demonstrate scalability
Phase 3	2028+	10 new parks/year (franchise) — national footprint
Long-Term	—	Global standard for AI-themed family entertainment

Total US market potential: ~400 parks.

PARTNERSHIP OPPORTUNITIES

Multiple pathways to join the world's first AI-powered family entertainment platform.

How to Partner

- **Equity Investment** — Join as a funding partner in the US rollout. Participate in value creation from Day 1.
- **Franchise Partnership** — Secure exclusive territory rights to operate AI Park in your market.
- **Real Estate Partnership** — Offer prime anchor space and benefit from the strongest family traffic driver in entertainment.
- **Technology Partnership** — Integrate your AI technology into the park experience and reach children and families.
- **Content Partnership** — Co-create branded experiences and reach the next generation of AI-native consumers.
- **Strategic Partnership** — Schools, universities, education companies — bring AI literacy to your community through AI Park solutions.

Investment Tiers

Tier	Range	Benefits
Founding Partner(s)	\$2M–\$5M+	Equity stake, co-naming opportunities
Growth Partner	\$500K–\$2M	Equity stake, advisory role, priority franchise options, etc.
Franchise Partner	~\$4 per park	Exclusive territory, full turnkey package, ongoing content + operations support
Strategic Partner	Varies	Co-branded experiences, preferred vendor status, joint go-to-market

Next Steps

1. Schedule a deep-dive meeting with our US leadership team.
2. Visit an existing Zamania/Leo & Loona park — see our operational excellence in person.
3. Review the detailed financial model under NDA.
4. Secure your position — early partners define the category with us.

The AI cultural moment is NOW. Our first US park is targeted for 2026.