

Charles River Museum



Museum Struggles



Problem 01

- A demographic gap exists in the audience profile.
- the audience tends to skew towards the elderly.
- Need to expand towards a younger demographic



Problem 02

- Outdated and disorganized website
- Looking for a more modern and updated look

Escape Room

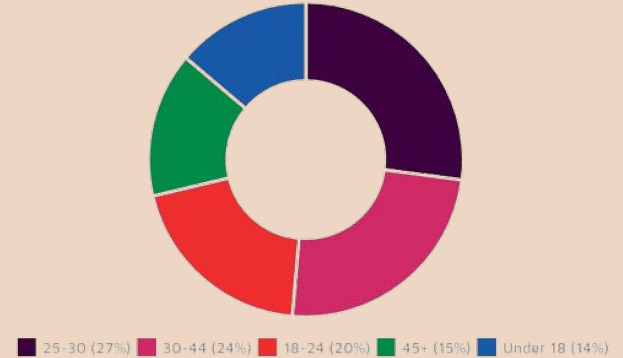
Augmented Virtual Reality Experience

Creating an APP that connects the historical importance of the history of Waltham with a fun interactive game for teenagers and families

Why Escape Room?

- 8.2 Billion Market in 2023, predicted 14.6% increase in the next six years
- Unsaturated market - Currently 0 Escape Rooms in the Waltham area

How old are Escape Room players?



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ESCAPE ROOM MARKET

OPPORTUNITIES AND FORECAST, 2023-2032

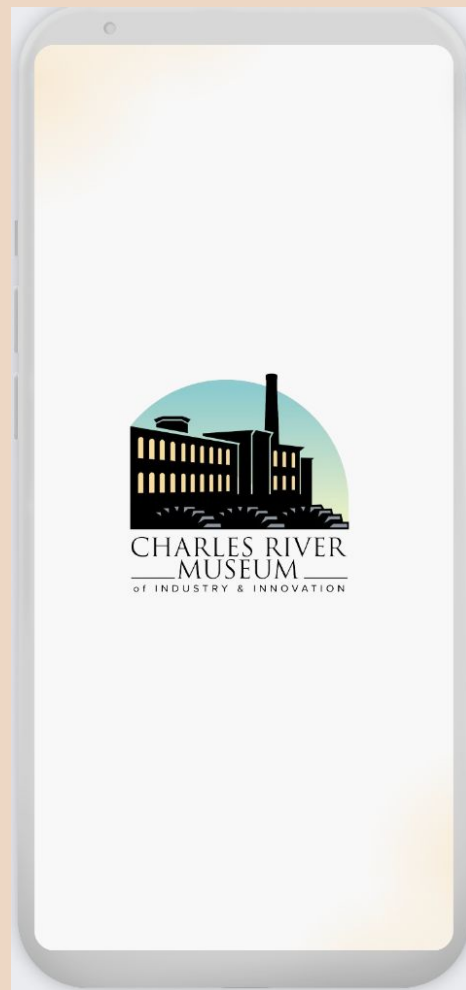
Escape room market is expected to reach **\$31 BILLION** by 2032

Growing at a **CAGR OF 14.8%** (2023-2032)

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Running Out of Time

Created an APP for the Escape
Room Game





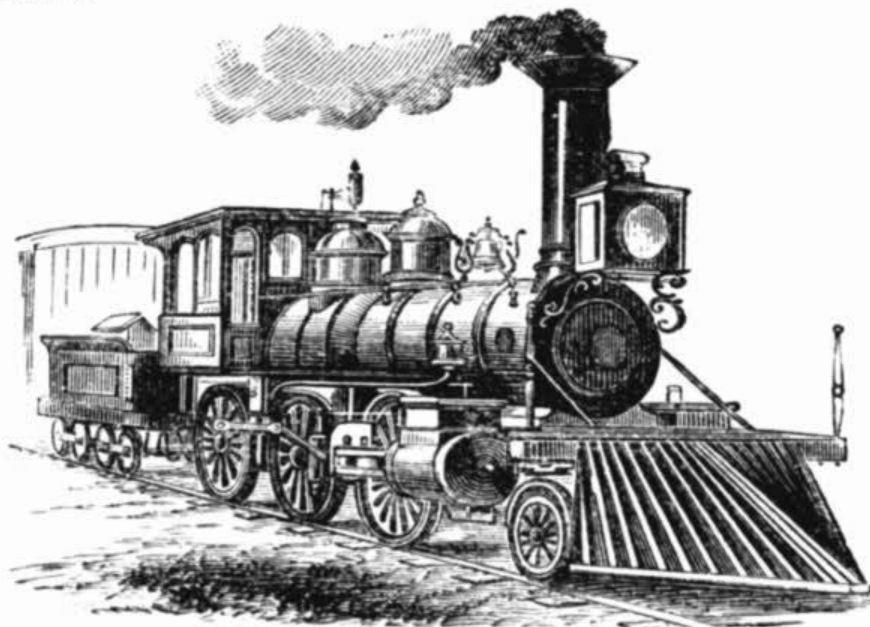
Home Tickets Give Visit Calender Educational Cultural Collections Private Event Rentals



Charles River Museum

Of Industry and Innovation

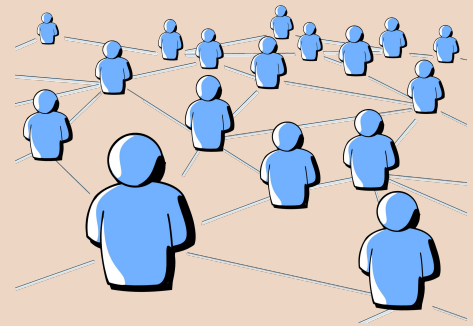
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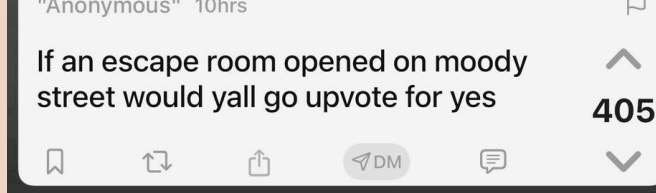


Media

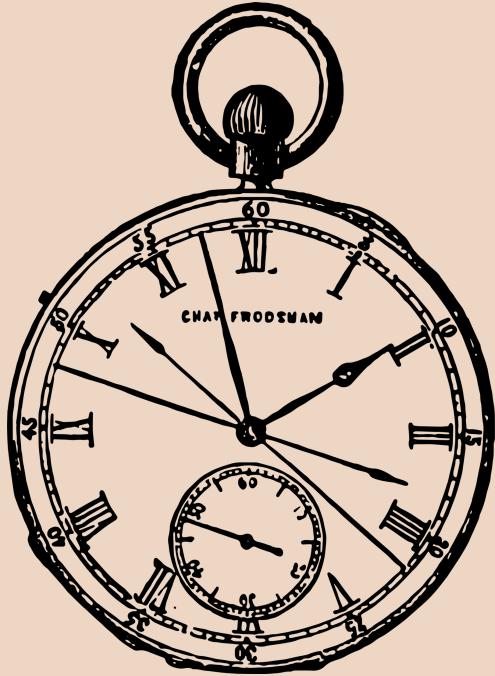
- Target families, parents, teenagers, and schools
- Work with surrounding institutions:
Waltham High School, Chapel Hill -
Chauncey Hall School
- Advertise using Fizz/ Fliers at Bentley,
Babson, and Brandeis - Future: Boston
College, Harvard, Northeastern



Below is an MVP conducted on the APP Fizz



Game Narrative





CHARLES RIVER
MUSEUM
— of INDUSTRY & INNOVATION —

