

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- Outdated and disorganized website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

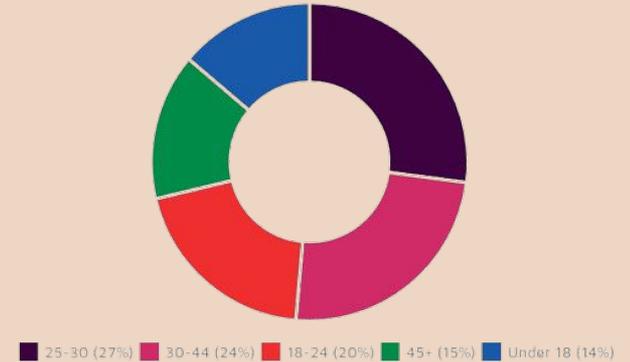
Augmented Virtual Reality Experience

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?



Brought to you by Seorb

ESCAPE ROOM MARKET

OPPORTUNITIES AND FORECAST, 2023-2032

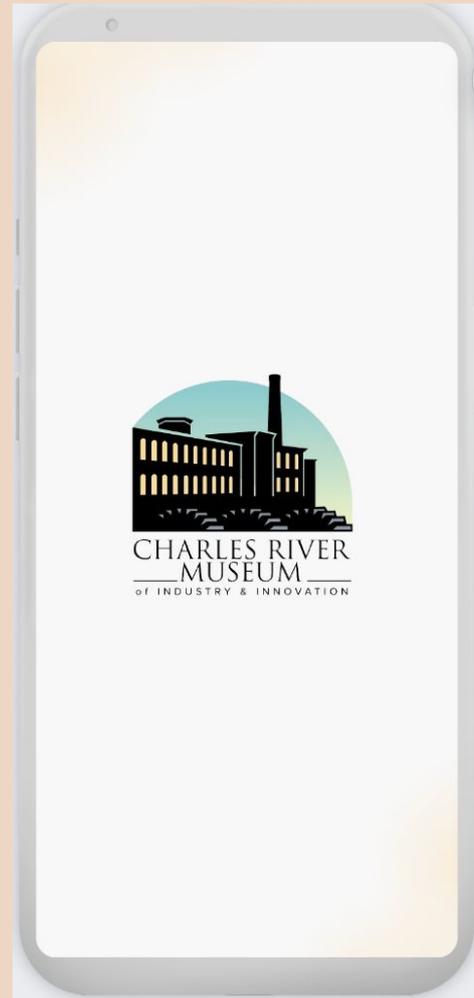
Escape room market is expected to reach **\$31 BILLION** by 2032

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

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Research

Running Out of Time

Created an APP for the Escape
Room Game

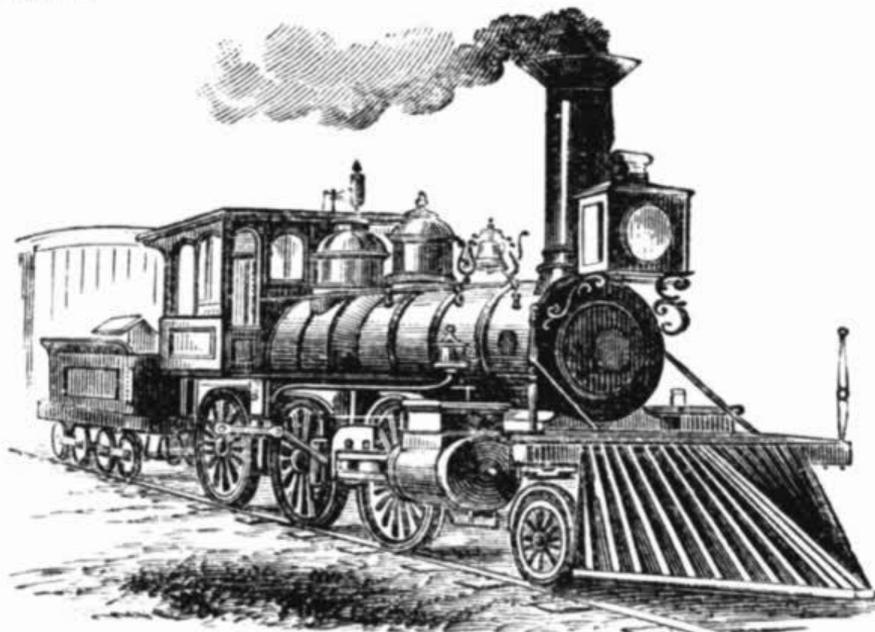


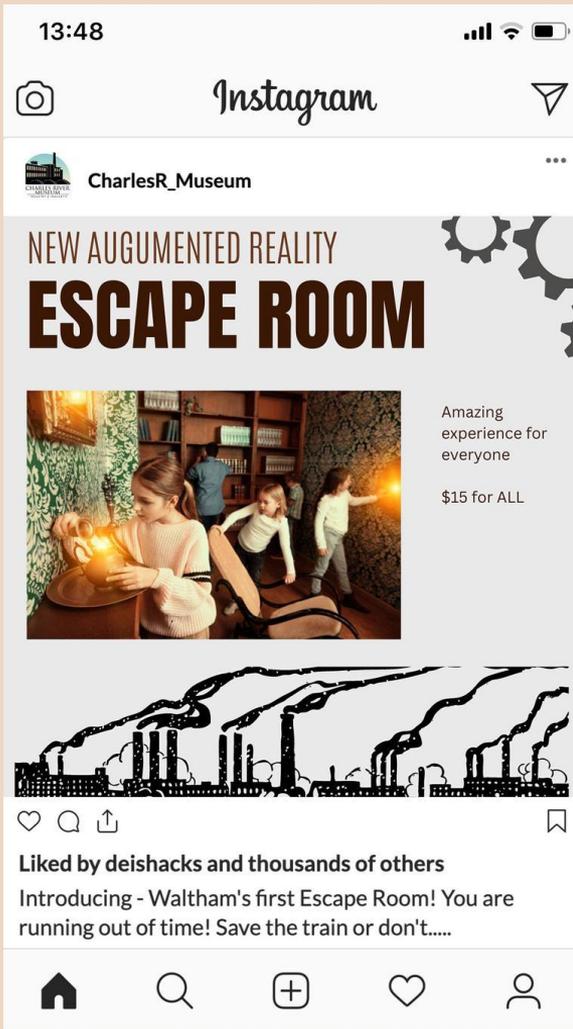


Charles River Museum

Of Industry and Innovation

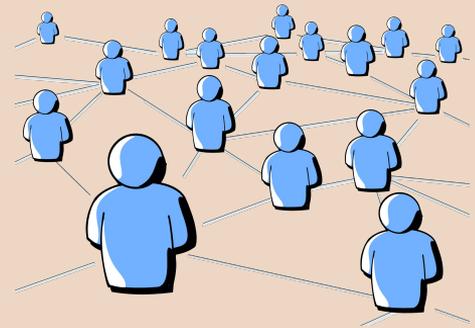
[Learn More](#)





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

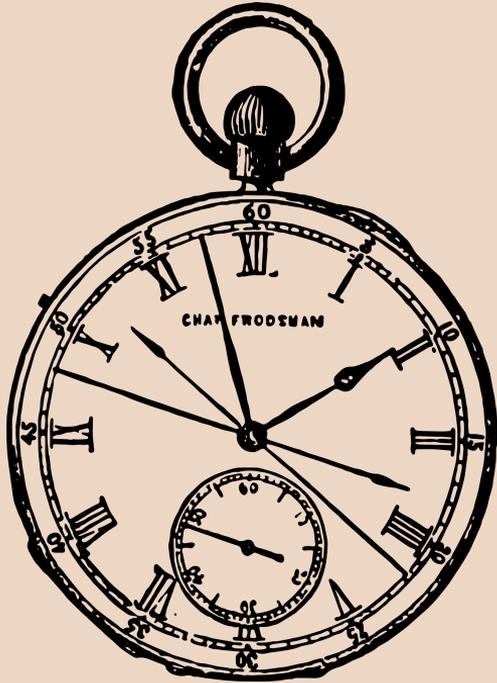
"Anonymous" 10hrs

If an escape room opened on moody street would yall go upvote for yes

405



Game Narrative





CHARLES RIVER
MUSEUM
of INDUSTRY & INNOVATION

