

SCENIKO

E S C A P E R O O M

Experience

PARTNERSHIP PROPOSAL

WWW.SCENIKO.COM

ABOUT SCENIKO

Sceniko is a company specialized in the design, construction and management of immersive escape rooms, including iper-realistic scenic set, puzzles,props and proprietary technological systems.

Our experiences are not traditional escape rooms but **FOURTH-GENERATION EXPERIENCES** that are fully interactive and automated. Our goal is to expand the Sceniko brand through strategic local partnerships, reducing initial investment for partners while maintaining high-quality standards

CURRENT MARKET SEGMENTATION OF ESCAPE ROOMS

First Generation

Exclusive use of locks and keys



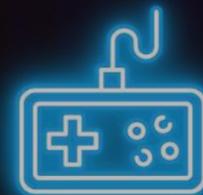
Second Generation

A mix of locks and technological puzzles



Third Generation

Fully technological puzzles integrated experiences



Fourth Generation

Fully automated puzzles and intelligent hints systems



OUR MARKET

OUR MARKET

MISSION

Sceniko currently has **13+ locations in Europe**, including Italy, France and Switzerland and aims to expand further in the coming years.

Our goal is not to operate as a franchise but to build a solid model based on trust and mutual collaboration.

Our partnership is exclusive, **reserved for selected partners**.

By building the business together, partners are fully involved in its success, if you want a thriving Escape Room business without sacrificing your time, Sceniko is the right opportunity!



WHAT MAKES THE SCENIKO MODEL UNIQUE

Thanks to our Start – Manage – Succeed model, you only need to oversee and manage operations

No risk of hiring the wrong staff

We take care of recruitment and training

No need to work on-site personally

(unless you want to)
Your location can operate autonomously, requiring just 6 to 8 hours per week of your time

No uncertainty of starting from scratch

Sceniko provides years of proven experience to support new company at every stage

You will be the first Sceniko Partner in your city

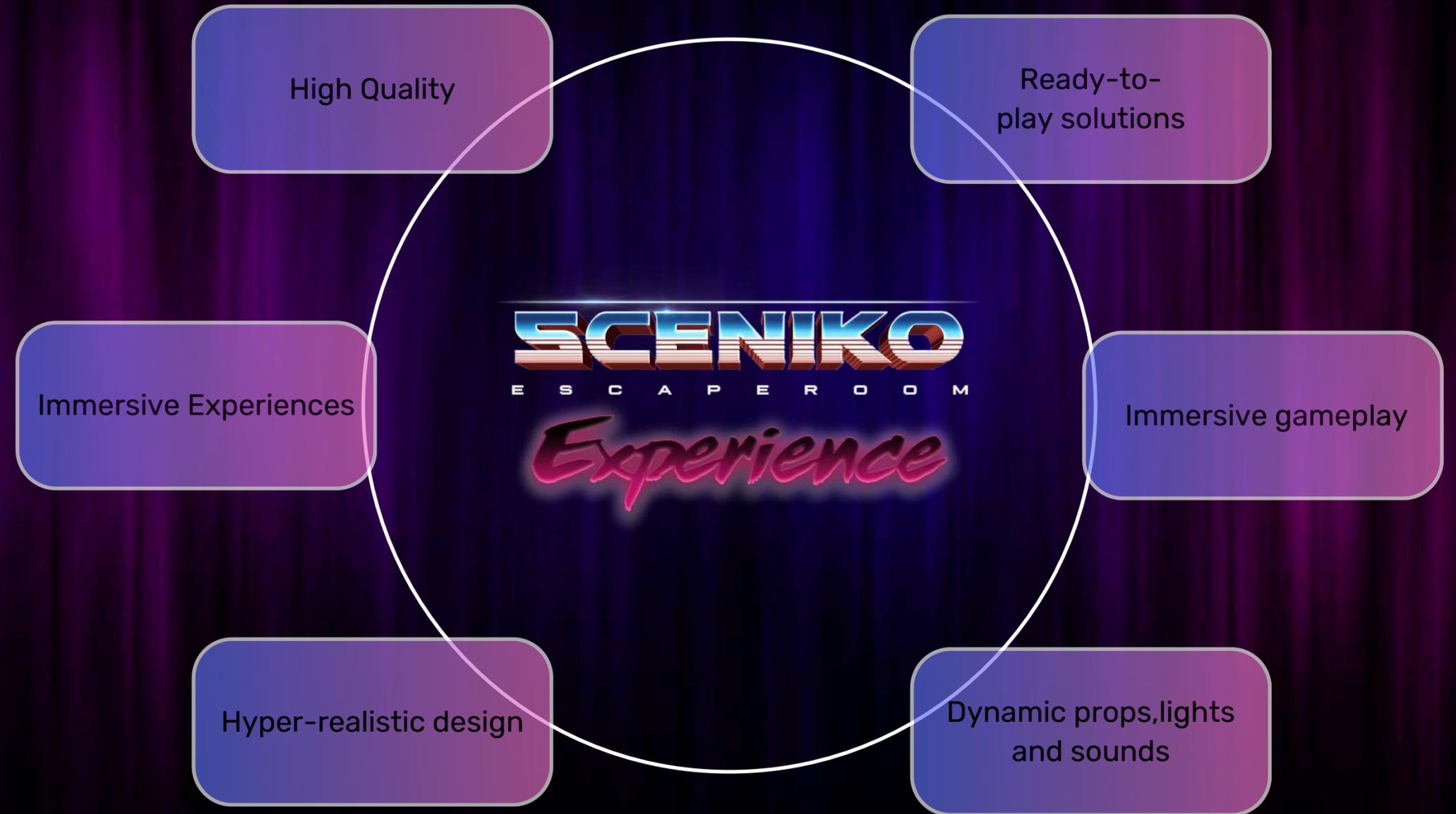
Attracting players who are already familiar with the brand

BRAND

The Sceniko brand drives trust, recognition, and customer interest.

Using the sceniko name gives instant credibility and signals high-quality, fully immersive experiences.

A strong brand helps attract customers, support marketing and maintain consistency across locations, making it essential for every affiliate's success



STEP INSIDE, LIVE THE STORY

TURNKEY BUSINESS MODEL



Sceniko does not operate as a traditional franchise

Current franchises in the market often substantially limit the decision-making and operational freedom of new affiliates

- **Classic franchise models** typically require an upfront entry fee and ongoing monthly fees, which are usually quite high and must be paid even if monthly revenues are limited. Affiliates often find themselves in a situation where they have paid the entry fee, continue to pay monthly fees, covered the costs for setting up the rooms and partially or proportionally purchased the rooms themselves.
- This structure makes the business **profitable primarily for the franchisor**, while affiliates often end up frustrated, realizing that even when their revenue is good, most of it goes to the parent company

Sceniko proposes a completely different model where both partners work together with shared interests in growth and profit

- The new company is formed by two equal partners
- Both entities operate on equal footing, neither partner holds dominance over the other, decision making and responsibilities are fully shared

PURPOSE OF THE PROPOSAL

This proposal is intended for carefully **selected partners** who share Sceniko's values, demonstrate a genuine passion for the escape room industry and are committed to delivering exceptional and memorable experiences to their customers



NEW BUSINESS OPPORTUNITY

Open a Sceniko escape room in a strong market



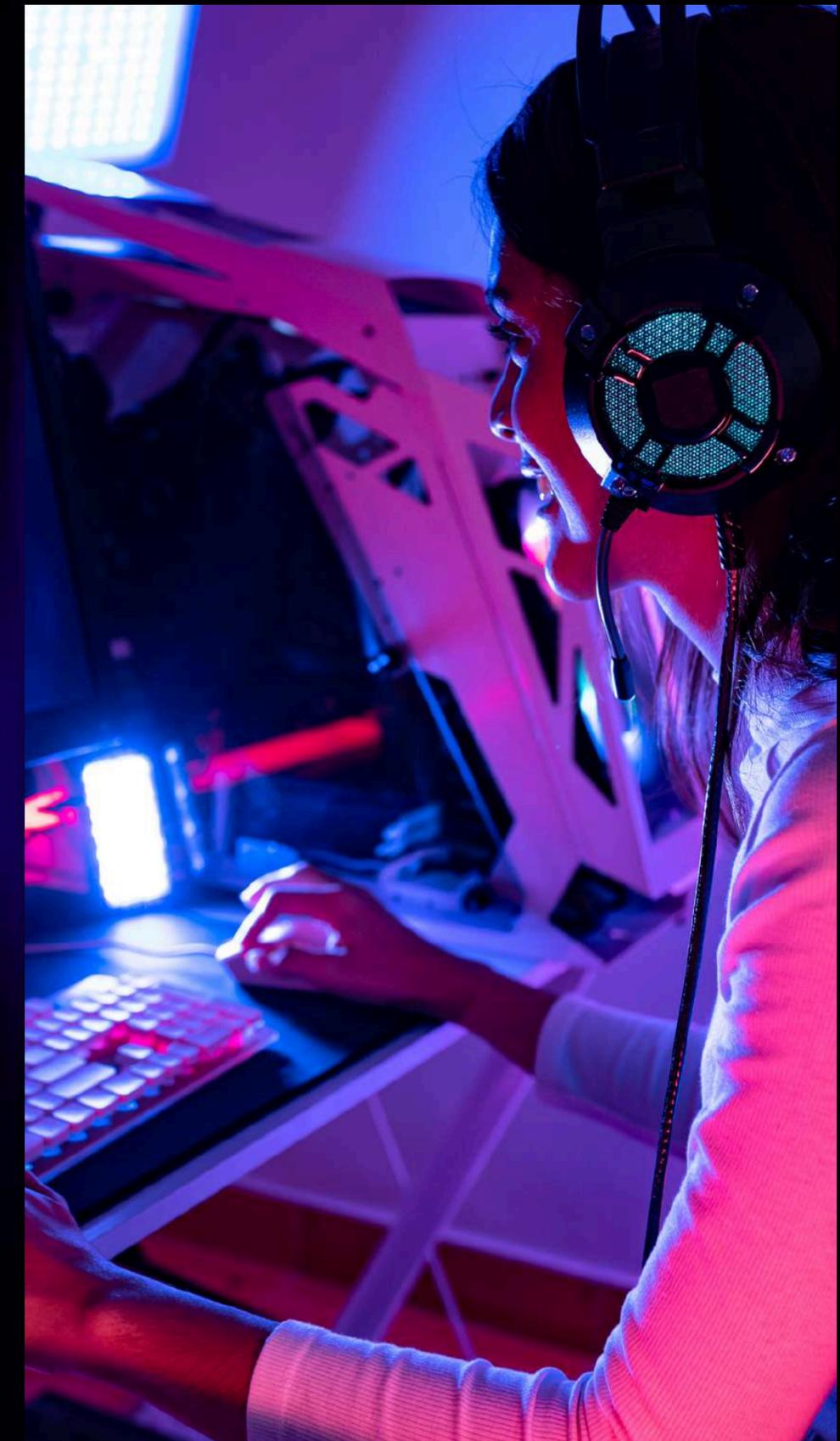
SELECT CLIENTELE

Sceniko serves a limited group of clients to ensure quality and exclusivity



IMMERSIVE EXPERIENCE

The experiences are fully immersive and demand precise management, high attention to detail and ongoing innovation



OVERVIEW BENEFITS



The benefits being a partner owner VS opening a franchise

WITH SCENIKO PARTNER

- ✓ No franchise or royalties payments
- ✓ Long-term profitability with detailed business plan
- ✓ Fixed price for a complete construction
- ✓ Knowledges without monthly fee commissions
- ✓ A widely-known brand
- ✓ Rooms that's already build and tested
- ✓ Licenses and permits overview

WITH STANDARD FRANCHISE

- ✗ Payment of the fee entrance
- ✗ Montly royalties payment
- ✗ High start-up costs
- ✗ Lack of legal recourse
- ✗ Limited independence
- ✗ Inflated pricing on supplies

PARTNERSHIP STRUCTURE

The Sceniko partnership involves the creation of a new company, hereafter referred to as **COMPANY X**. **COMPANY X** will be responsible for the operational management of the new escapes rooms formed by:



PARTNER 1 SCENIKO

PARTNER 1 will provide fully developed escape rooms, including hyper-realistic scenic sets, puzzles, props, game control systems and complete installation. We will share know-how, format, technical and operational support, directly design and install the electrical systems and other key aspects of the rooms and grant the use of the rooms at very competitive construction cost



PARTNER 2 CLIENT AFFILIATE

PARTNER 2 plays a key role in the partnership and must guarantee continuous supervision of the business, be present and actively involved even though daily operations are managed by employees, supervise staff, opening and closing procedures and overall operations, work in coordination with Sceniko to maintain brand standards. This role is active and supervisory, not merely passive



NEW COMPANY X

COMPANY X will be responsible for all operational management of the new escape rooms

All escape room rooms provided by Sceniko remain the exclusive property of Sceniko, even while being used by Company X

NEW COMPANY IDENTITY

The new **COMPANY X** will be established locally, ensuring compliance with all laws, taxes, labor rules and business licenses.

All operations, including staffing, utilities, and supplier management are handled by **COMPANY X**, simplifying profit-sharing within a single legal and financial framework. The new location will operate according to the brand's guidelines and standards, ensuring full visibility of branding and corporate identity



Fixed Costs

- ° A fixed rental cost per month paid to **PARTNER 1**, Rental fee for the use of the escape room
- ° A fixed rental cost per month paid to **PARTNER 2**, Property rental fee or location's owner
(The amount will be agreed based on location, city, condition of the property and market context)



Operating Costs

- COMPANY X** will be fully responsible for all operating expenses.
- Employee salaries
 - Utilities (electricity, water, internet, etc.)
 - Marketing and advertising and Insurance
 - Website and booking systems
 - Administrative and general management costs



Profit Sharing

After covering all fixed and operating costs, the remaining net profit will be divided in a simple, transparent, and long-term collaboration model



Equal partnership

- The partnership is based on an equal profit-sharing model, with no hidden fees or priority returns
- Both parties benefit proportionally from growth, efficiency and long-term performance, decisions are made with a shared objective: maximizing long-term profitability for both partners

ADVANTAGE COMPARED TO TRADITIONAL SALES MODELS

In a traditional escape room purchase model, the client must independently cover significant upfront costs, such as:



START UP COST

- Drywall construction
- Electrical systems
- Control room and technical infrastructure
- Reception and waiting areas, control room
- Website and software
- Coordination of contractors and suppliers



MANAGEMENT COST

- Employee salaries
- Utilities (electricity, water, internet, etc.)
- Marketing and advertising
- Insurance
- Website and booking systems
- Administrative and management costs

With the Sceniko partnership model:



START UP COST

- **ALL** costs are covered by **COMPANY X**
- The electrical system is designed and installed directly by Sceniko
- Sceniko provides a well-established management model
- The overall entrepreneurial risk is significantly reduced



TRANSFER OF KNOW-HOW

Partners benefit from Sceniko's direct experience in:

- day-to-day venue management
- operational planning and workflow organization
- staff coordination and supervision

Sceniko provides not only escape room infrastructure and technical systems, but also a proven operational management model, built on years of hands-on experience running active locations

OPTIMIZED CUSTOMER RECEPTION AND EXPERIENCE



Sceniko defines and shares best practices for customer welcome and engagement, including:

- how to introduce the experience correctly
- how to explain game rules clearly and effectively
- how to manage pre-game and post-game moments

CLEAR GUIDELINES ON WHAT TO SAY AND WHAT TO AVOID

Partners receive structured guidance on:

- what to communicate to enhance immersion
- what must be avoided because it can negatively affect the experience
- how to maintain the right balance between immersion and assistance



STAFF SELECTION AND TRAINING SUPPORT



Sceniko supports partners in:

- selecting the right personnel for each role
- defining required skills and attitudes
- training staff according to Sceniko standards

OPERATIONAL AND IN-GAME PROBLEM MANAGEMENT

Partners are trained on how to:

- handle daily operational issues
- intervene correctly during a game session
- resolve technical or behavioral problems without compromising the player experience

NEGATIVE IMPACT

Thanks to Sceniko's experience, partners avoid common errors that negatively impact:

- customer reviews
- repeat business
- overall brand reputation



COMMON MISTAKES WHEN OPENING A NEW LOCATION



With our partnership model, new partners avoid the **common mistakes** that typically occur when opening a new location. While the Escape Room business may seem fun and exciting, managing it is not as simple as it appears. New operators might invest in the most impressive room on the market, but:

- **If the guest experience is poorly managed**
- **Or if there is a lack of interaction with players**

Even the most beautiful room can receive negative reviews!

Otherwise a mediocre room can still achieve high customer satisfaction when the Game Master delivers an exceptional experience, turning every visit into a memorable adventure.

Sceniko knows exactly how to **MAKE EVERY VISIT A SUCCESS**, we guide partners on:

- How to interact effectively with guests
- How to manage entry and exit times
- How to handle delays or unexpected situations
- How to deal with challenging groups, including groups composed entirely of minors
- And many other aspects of session management and internal operations

With Sceniko, every detail is covered ensuring that each guest has a seamless and memorable experience

COMMERCIAL OVERVIEW

Becoming a sceniko partner requires following the brand's quality standards and working closely with the new location. The new location will use the Sceniko name with the city, giving affiliates a clear and valuable opportunity to join the network

01

BRAND STANDARDS

All partners are expected to follow Sceniko's quality standards and collaborate fully with the new location, ensuring a consistent and high-quality experience

02

AFFILIATE MODEL

The new location will operate under the proven standard affiliate model, providing a structured and efficient business where your role is focused on oversight and strategic management

03

ONE-TIME FEE

The new company will pay a una tantum fee to Sceniko for each room installed that covers installation, staff work and the initial materials needed to set up the rooms

FINANCIAL REQUIREMENTS 49/51 MODEL



START-UP INVESTMENT

Opening a Sceniko location with four themed rooms (the ideal number for achieving strong revenue) requires careful planning of start-up capital

MINIMUM CAPITAL REQUIREMENTS – EUROPEAN COUNTRIES

Please note: for Switzerland, U.K, Norway, Denmark, Sweden, Iceland, Luxembourg, Ireland, capital requirements may vary due to higher living and operating costs compared to most European countries.

- A total initial share capital of €40.000,00 or more is recommended (*this capital is intended to cover all essential start-up costs*)

COST DETAILS

1. Sceniko fee per room: €5.000,00 per room, paid as a one-time, una tantum contribution it is kept accessible for new company while helping Sceniko partially cover associated costs
2. Fixed monthly rent to Partner 1 for escape room use ranging from €870,00 to €1.400,00
3. Fixed monthly rent to Partner 2 for the premises to be determined based on property condition, area and local market rates

INITIAL SETUP AND CONSTRUCTION

- Approx €10.000,00 or more for reception setup, construction partition walls, purchase of electrical materials, monitors, cameras, speakers, cash register, insurance, booking system, website and many other aspects

CAPITAL DIVISION

- The initial share capital is split between the partners, the new affiliate contributes €20,000,00 and Sceniko covers €20,000,00

This model is designed exclusively for partners who own real estate, allowing them to fully participate in profit-sharing while leveraging the property as a key asset within the Sceniko system

THE 49/51 PARTNERSHIP FORMULA

SCENIKO Partner 1

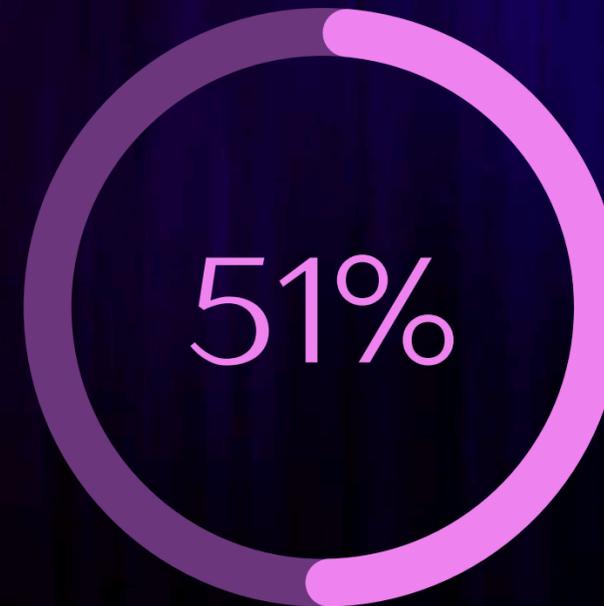
The partner 2 retains significant input and a strong role with 49% participation. The slight 51% weighting for Sceniko is not intended to dominate decisions, but to prevent deadlocks and ensure smooth, frustration-free collaboration, while maintaining alignment with the operational model and brand standards

AFFILIATE Partner 2

The partner can generate immediate income from both the property rent and their share of escape room profits, while having invested substantially less. Both entities operate on equal footing, with neither partner holding dominance over the other



FINANCIAL
EXPOSURE



IMMEDIATE
PROFITABILITY

FINANCIAL REQUIREMENTS 45/55 MODEL



START-UP INVESTMENT

Opening a Sceniko location with four themed rooms (the ideal number for achieving strong revenue) remains the standard setup and requires careful planning of start-up capital.

MINIMUM CAPITAL REQUIREMENTS – EUROPEAN COUNTRIES

Please note: for Switzerland, U.K, Norway, Denmark, Sweden, Iceland, Luxembourg, Ireland, capital requirements may vary due to higher living and operating costs compared to most European countries.

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2. **Fixed monthly rent to Partner 1** for escape room use ranging from €870,00 to €1.400,00
3. **Fixed monthly rent for the premises** will be paid by the new **COMPANY X** to the property owner according to local market conditions

INITIAL SETUP AND CONSTRUCTION

- Approx €10.000,00 or more for reception setup, construction partition walls, purchase of electrical materials, monitors, cameras, speakers, cash register, insurance, booking system, website and many other aspects

CAPITAL DIVISION

- The initial share capital is split between the partners, the new affiliate contributes €20,000,00 and Sceniko covers €20,000,00

Unlike the 50/50 model, where the partner contributed property, here the partner may not own real estate.

Profit-sharing is 45% for the partner 2 and 55% for Sceniko, reflecting Sceniko's greater contribution, risk, and management.

The model provides clear guidelines and support, enabling the partner to operate independently, contribute financially and operationally, and receive net profits according to the 45/55 split at the end of each period

THE 45/55 PARTNERSHIP FORMULA

SCENIKO Partner 1

Sceniko holds 55% of the profits to reflect its larger investment, ongoing management and operational responsibility. This ensures continued support, access to proprietary systems, marketing, training and quality standards, while reducing start-up and operational risks for the partner



SUPPORTING
YOUR GROWTH

AFFILIATE Partner 2

The partner holds 45% of profits for their financial and operational role, benefiting from high-quality ready-to-use rooms, a proven system, clear guidelines, and ongoing support, sharing in the success of a structured, profitable business



READY TO
PROFIT

ROLE STRUCTURE & RESPONSIBILITIES

Within **COMPANY X**, roles and responsibilities are allocated collaboratively with the Partner, based on operational needs and are formally protected under the company's articles of association to ensure clarity, accountability and legal security

PARTNER 2 /ON-SITE ROLES

- TOP MANAGEMENT**
Leads the business, oversees daily operations, implements the Sceniko model and collaborates on strategic decisions
- OPERATIONS / STORE MANAGER**
Coordinates staff, monitors bookings and KPIs ensures smooth daily operations
- GAME MASTERS/FRONT OFFICE**
Guides participants, ensures safety, resets rooms and reports issues to the Partner
- FRONT OFFICE/SUPPORT STAFF**
Handles cleaning, maintenance and assists reception and game masters as needed

SCENIKO/REMOTE SUPERVISION

- EXECUTIVE SUPERVISION**
Provides overall guidance, ensures alignment with the brand and oversees strategic implementation
- OPERATIONAL CONSULTANT**
Delivers the complete operational model, standard procedures and training to Partner 2 and staff
- QUALITY CONTROL MANAGER**
Monitors performance remotely via reports, KPIs, and audits to maintain high standards,oversees any issues or repairs needed in the rooms.
- MARKETING & COMMUNICATION**
Advises on marketing campaigns, social media, bookings, and customer engagement strategies



THEMED RECEPTION EXPERIENCE

Standardized Themed Reception

The Sceniko model features a reception design that is consistent across all locations and fully aligned with the brand identity

Dedicated Briefing Area

Each reception includes a specific area where participants receive instructions and guidance before their game

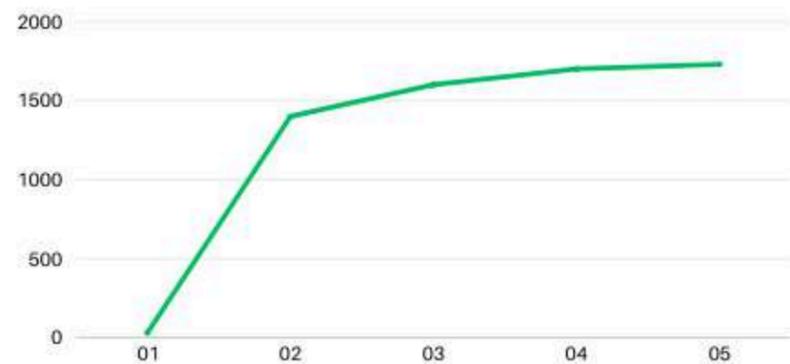
Interactive Guest Experience

Rules and procedures are presented through engaging videos and interactive elements, ensuring a consistent and immersive experience for all visitors

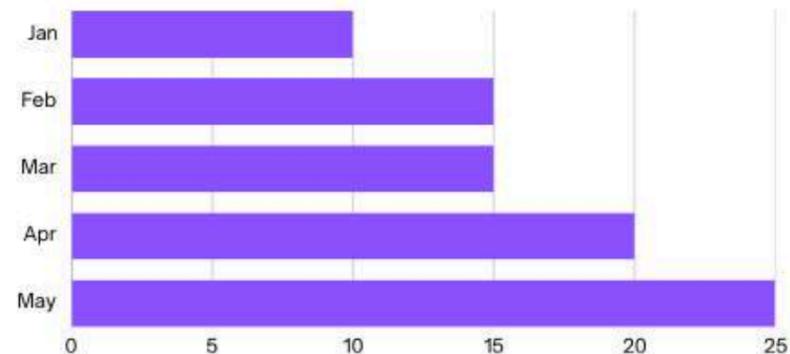
THE FIRST 4 MONTHS

Sales & Revenue Report

Quarterly Profit Growth first 5 months



Monthly Sales Revenue



BUSINESS PERFORMANCE

Business Trends

Based on Sceniko's operational experience, the first four months after opening are a vital phase for the long-term performance of the business. This initial period is when the first customer reviews are generated, the brand's market positioning begins to take shape, and a clear understanding of the local customer base starts to develop, including what customers appreciate and what they do not

Customer Segment

Customer preferences vary significantly by region and city, making early market feedback essential. For instance, a magical-themed room may perform strongly in one region, while customers in another area may show a stronger preference for adventure-themed experiences. Cultural differences also play a key role. Gaining insight into these preferences during the first months of operation enables management to make informed, data-driven decisions before investing in new themes, thereby reducing the risk of launching experiences misaligned with local demand and mitigating potential revenue underperformance from less popular rooms

Audience Distribution

This understanding also helps to map the distribution of customers across regions, cities, and seasonal periods, highlighting peak demand periods and potential slowdowns

QUARTERLY PROFIT GROWTH

First 5 Months

As illustrated in the chart, revenues during the first four months can reach very high levels, driven by customer curiosity in a new area eager to try a new activity.

This initial surge is typically followed by a stabilization in the following months, establishing a consistent baseline for bookings



Monthly Sales Revenue

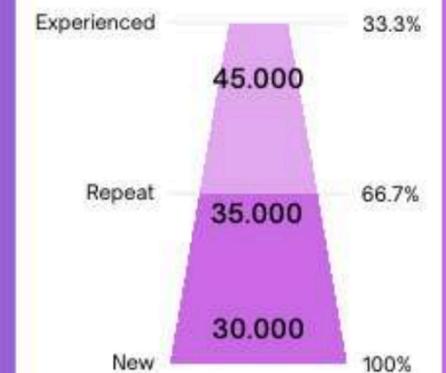
The monthly breakdown further clarifies trends, showing how revenues fluctuate slightly after the initial boom and then maintain a steady flow, providing a clear picture of performance over time

Four Months After Opening

Business Trends

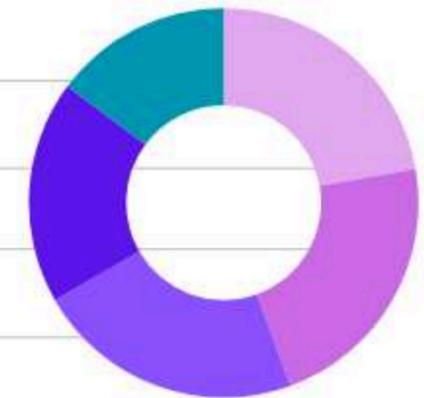


Customer Segment



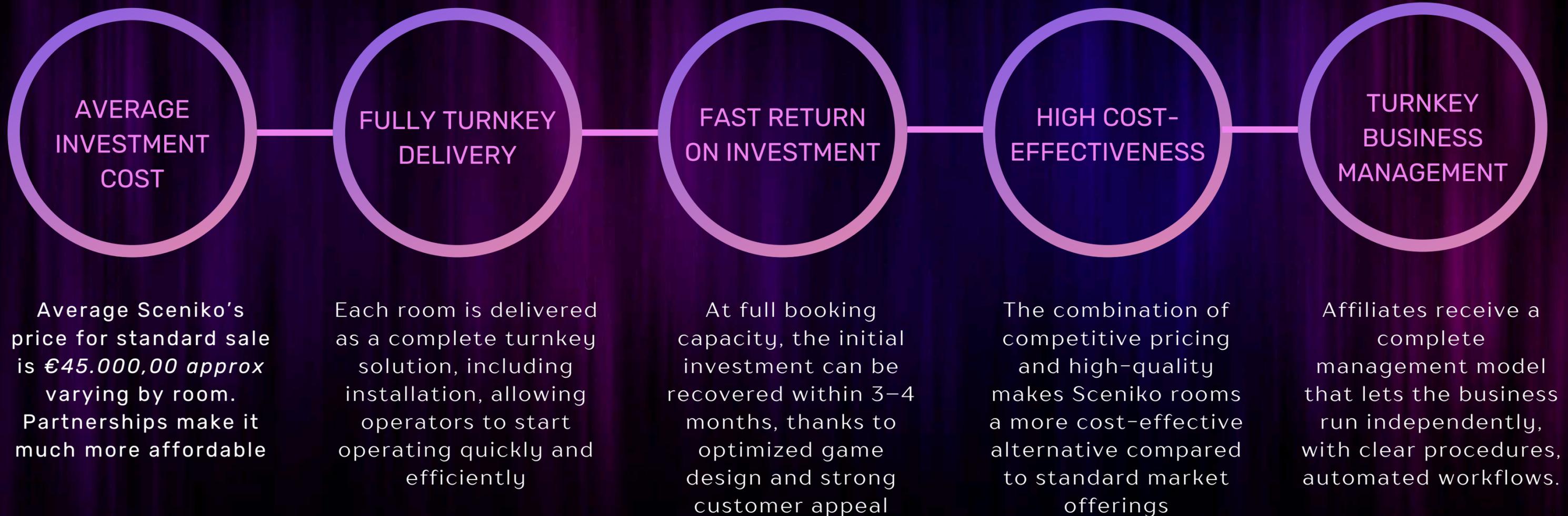
Audience Distribution

month 1	40
month 2	45
month 3	45
month 4	80
month 5	85



RETURN ON INVESTMENT

Professional turnkey escape rooms on the international market typically cost between a range of €65k and €80k per complete room (in some cases, installation is not included)



ACCESS HIGH-QUALITY ESCAPE ROOMS AT A COMPETITIVE INVESTMENT

TIMELINE AS A PARTNER

Sceniko provides and sells experiences with typical lead times of 3 to 5 months, depending on the type of room to be created and the current workload

STANDARD CUSTOMER

PRODUCTION

Sceniko will include the room in the current production schedule, provided that the requested room is part of the existing production timeline

AVAILABILITY

If the room is not currently available, Sceniko will provide a production timeline based on the current workload, the production and installation may take **longer than five or six months**

WITH THE PARTNERSHIP

FROM STOCK

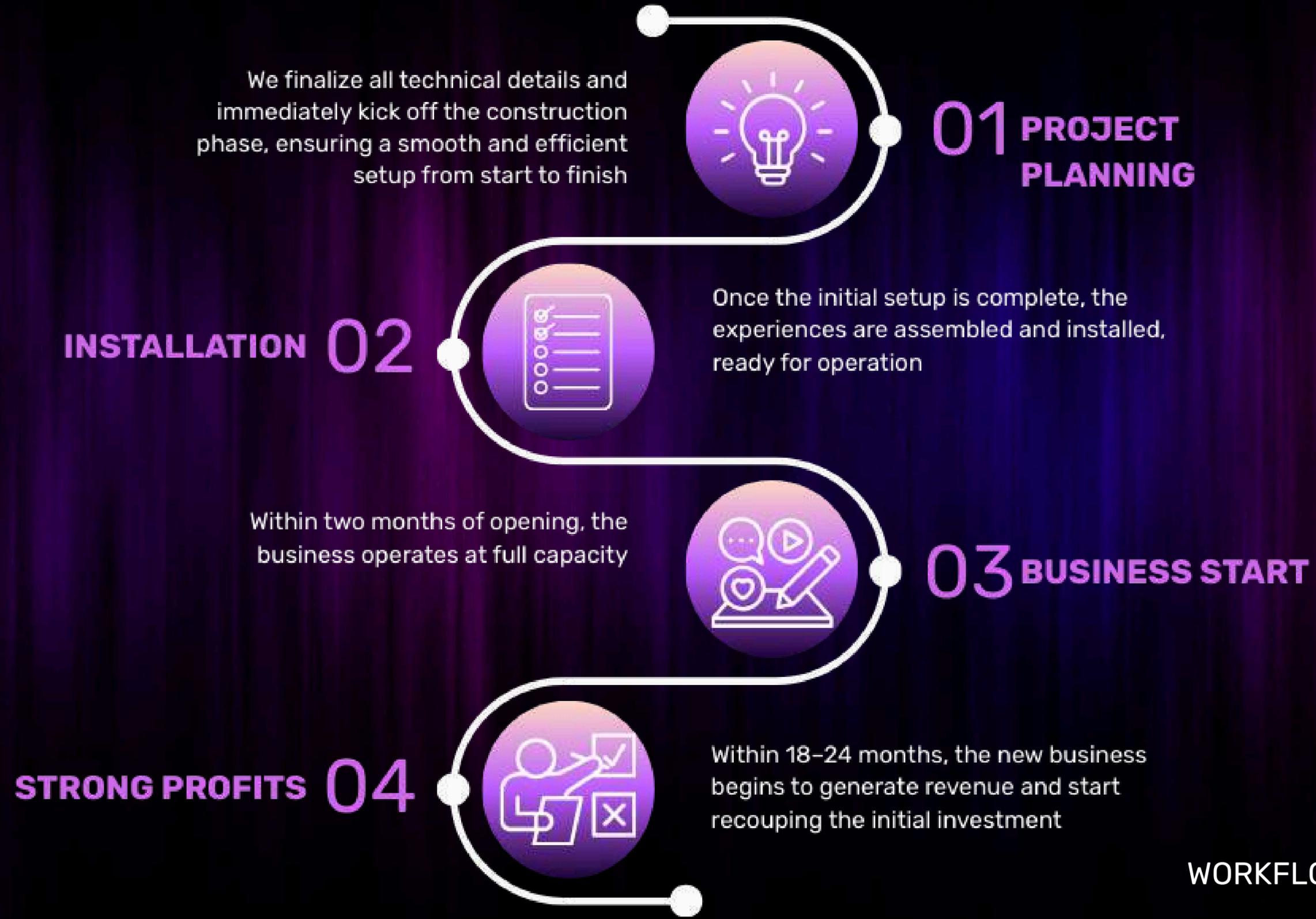
For partners, Sceniko leverages pre-designed and ready-to-use experiences from stock, significantly **reducing waiting times**

PRIORITY

In cases where rooms are not available in stock, partners are given **priority** over regular customers, ensuring a faster and smoother launch



OPEN



WORKFLOW OVERVIEW



INTERESTED IN BECOMING A SCENIKO PARTNER?

HERE'S HOW TO GET STARTED

Request a call with our management team to get all the information you need

+39 329 966 3481

During the call, we will discuss your project, if we consider you a good fit for the business and you are selected, you'll be invited to Italy or other European locations for the **SCENIKO EXPERIENCE**, a one-day immersive program that gives you a complete look at how Sceniko Escape Rooms operate.

During your visit, you'll tour active locations, observe the typical customer flow and see day-to-day operations in action.

You'll also have the chance to ask questions, explore behind the scenes, step into the reception area and experience firsthand the reality and potential of this business

info@sceniko.com

**JOIN SCENIKO AND TURN YOUR PASSION INTO A THRIVING BUSINESS.
YOUR OPPORTUNITY IS HERE!**

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SALES CATALOG!**
www.sceniko.com