

## EXECUTIVE SUMMARY

Entertainment has always played a significant role in people's lives, especially in major cities. While it may not be a primary necessity, it remains something that people seek from time to time. With the wide array of options available in the market, there is a growing demand for a type of entertainment that captivates the public and offers a unique experience compared to existing alternatives. This potential is evident in the rise of immersive entertainment. Although there is a steady demand for such experiences, most companies offer them as one-off events. Given the expanding market in the film industry, IVIE recognizes an opportunity to provide the public with immersive entertainment featuring movie themes. This not only allows IVIE to maintain its presence long-term by offering different themes but also presents the public with a novel form of entertainment that is both engaging and intriguing.

IVIE leverages advanced technologies, creative designs, and immersive storytelling to deliver an experience that meets customers' emotional needs and immerses them within a movie narrative. By integrating augmented reality, video mapping, 3D audio, and physical elements, IVIE crafts an immersive environment where visitors can step in and engage in various interactions. Targeting the movie enthusiast segment, IVIE can introduce various movie themes each season, providing an opportunity for returning visitors to enjoy a different experience each time.

The investment required to cover capital expenditures and initial operating costs is approximately 15 billion Rupiah. Under the most realistic scenario, the payback period for this investment is estimated to be in the 7th year. With a net present value (NPV) of 4 billion Rupiah, an internal rate of return (IRR) of 36%, and a profitability index of 1.36, IVIE is a promising and viable business venture.