the chemistry of experiences®

Martin Zurauskas, Managing Director
mzurauskas@nfusion.nassal.com

Program Management, Owner Representation
Cost Management, Design Management
Specialty Construction Management
5 Keys to Success
All five keys are needed to unlock success!

- VISION
- BUSINESS PLAN
- LOCATION
- PROCESS
- STAKEHOLDERS & ALIGNMENT
The business of entertainment

Great concept aligned to market

How is entertainment leveraged in the rest of the project?

Repeatability & Utilization

Great Operations / Guest Experience

Entertainment ROI is low

What is the uplift for other parts of the project?

High initial capital cost + Ongoing reinvestment

Operational Cost & Marketing
Guarding the vision
Guarding the vision

VISION + ECONOMICS = FEASIBLE?

Gate 1
Guarding the vision

DEFINITION
VISION + ECONOMICS = FEASIBLE?

MASTER PLAN
CONCEPT + DUE DILIGENCE = DELIVERABLE?

Gate 1
Gate 2
Guarding the vision

DEFINITION
VISION
+ ECONOMICS
= FEASIBLE?

MASTER PLAN
CONCEPT
+ DUE DILIGENCE
= DELIVERABLE?

Gate 1
Gate 2
GO
Guarding the vision

**DEFINITION**
- Vision
- Economics
- Feasible?

**MASTER PLAN**
- Concept
- Due Diligence
- Deliverable?

**DESIGN**
- Design
- Planning
- Buildable?

Gate 1 + Gate 2 = Go + Gate 3
Guarding the vision

**DEFINITION**
- VISION
- ECONOMICS
- FEASIBLE?

**MASTER PLAN**
- CONCEPT
- DUE DILIGENCE
- DELIVERABLE?

**DESIGN**
- DESIGN
- PLANNING
- BUILDABLE?

**IMPLEMENTATION**
- CREATIVE EXECUTION
- CONSTRUCTION
- OPERABLE!!

Gate 1 + Gate 2 = Gate 3 + Gate 4 = GO
Gate 1: Is it feasible?

DEFINITION

VISION + ECONOMICS = FEASIBLE?

Museum of Ice Cream
Gate 2: Is it Deliverable?

MASTER PLAN

CONCEPT

+ DUE DILIGENCE

= DELIVERABLE?

Dreamscape Immersive
Gate 3: Is it Buildable?

DESIGN + PLANNING = BUILDABLE?
Gate 4: Is it Operable?

IMPLEMENTATION
CREATIVE EXECUTION + CONSTRUCTION = OPERABLE!!