





Johnson is a businessman who visited Chicago for several times. But as a huge fan of Chicago Cubs, he missed the parade. Now, he is in Chicago again...



EVENTS



March 24, 2016, 9:00 PM ET
Protest



Nov 7th, 2016, 5:00 PM ET
Bus Parade



March 24, 2016, 9:00 PM ET
Black Hawk Parade



WORLD SERIES CHAMPIONS

MONROE

CHICAGO

BALBO

HUTCHINSON FIELD

Chicago Tribune

FANS' BLUE HEAVEN



Yumi married with his
husband 2 years ago.
And they will go back to
the restaurant where they
hold their wedding
ceremony...



MEMORY



March 24, 2017, 9:00 PM ET
First Bite



March 24, 2017, 8:00 PM ET
Dance Together



March 24, 2016, 9:00 PM ET
Wedding Ring





Yanyan is a big fan of Chicago bulls. He missed one important game in the series. Then he finds a basketball court near his home with his friends...

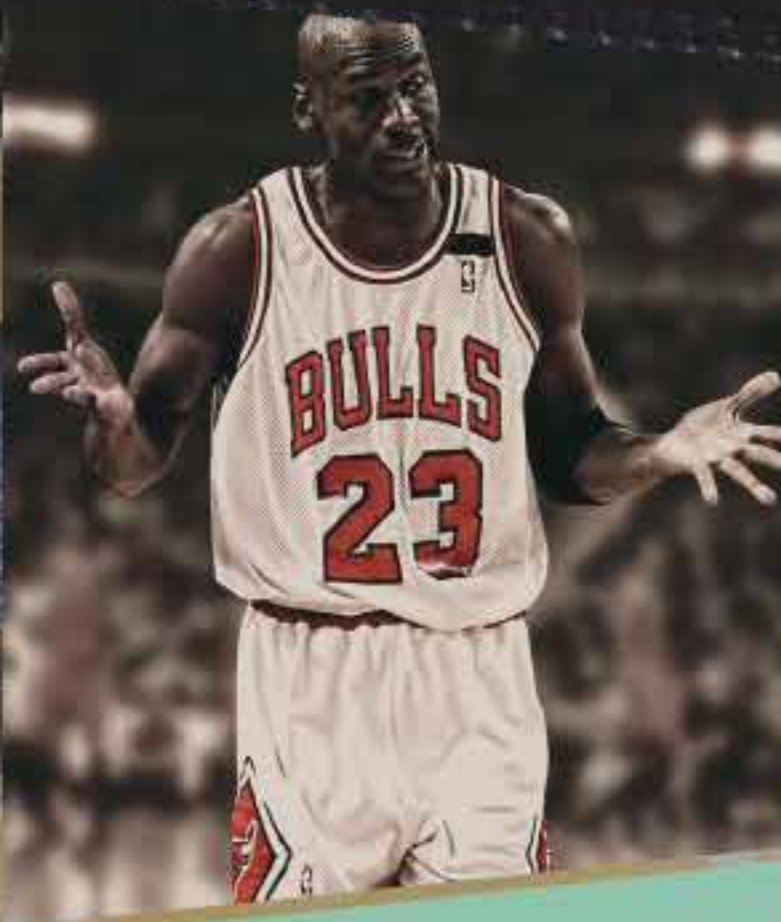


ADIUM

THE NEW 620 BUZZ YOUR HOME FOR THE BLUE DEVILS
WVALSPORTSFAN.COM

SCORE

SPORTS



June 24, 1998, 9:00 PM ET
Jordan Album

**CHICAGO
BULLS**



VS



March 24, 2017, 8:00 PM ET
United Center



VS



March 18, 2016, 9:00 PM ET
Playoffs Final 2016

FOR MORE INFORMATION, PLEASE VISIT RESUMEENGINE.ORG

39 8:30 38

FOULS 1 5:1 2:1 1 5:1

TOTAL \$1,500

xfinity

MICHAEL JORDAN SG 1 PG

WEIGHT 195 lbs

PERSONALITY EXPRESSIVE

FROM NORTH CAROLINA

DRAFTED 2010 RD:1 PICK:3 (CHI)

AGE 24 YEARS PRO 4

OVERALL 95

POS. RANK 1ST

OVR. RANK 1ST

STATUS STAR

CAREER STATS (1/7)

YEAR	TEAM	GAMES	MPG	PPG	RPG	APG	SPG	BPG	FG%	3PT%	FT%
1997	CHI	16	25.1	22.7	3.5	2.9	2.1	1.2	45.7	16.7	.840
1998	CHI	22	39.4	28.2	6.9	5.9	2.4	0.8	51.5	17.3	.845
1999	CHI	192	37.8	31.2	5.6	5.0	2.0	1.2	49.3	17.6	.851

GRAPH




THE NEW 620 YOUR HOME FOR THE BLUE DEVILS





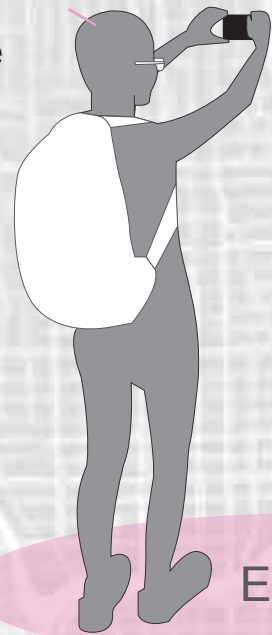
Magic Door

"We send you to anywhere at anytime"



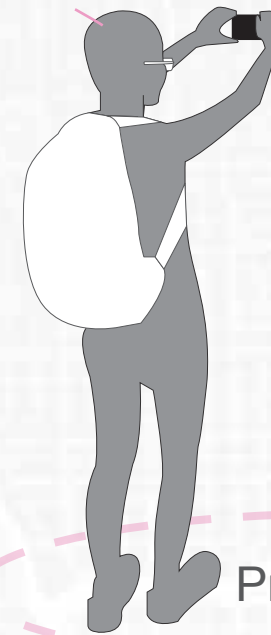
For people who **can't fully access to live events** on real time or location, we provide easy access to unique **interactive** events with **higher quality** and better **customization**.

Enjoy
Multi-perspective
video



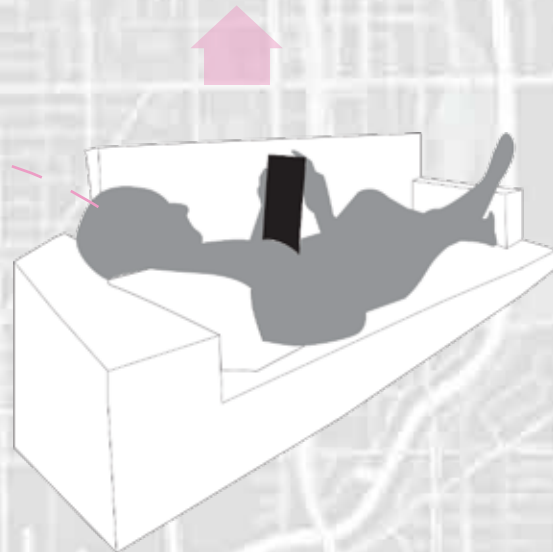
Event area

Enjoy
AR video

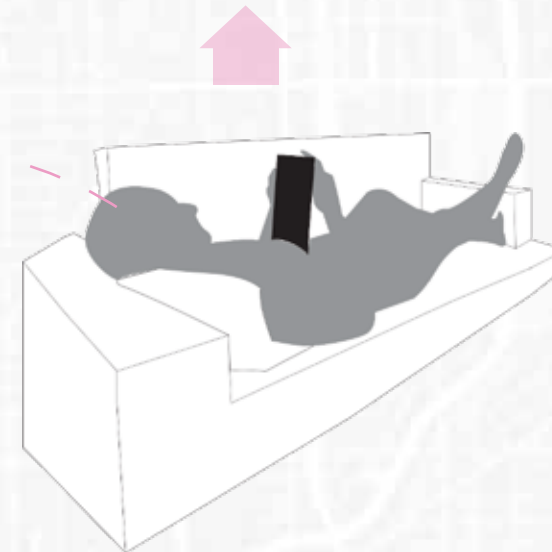


Previous event area

Enjoy
Live video



Enjoy
High quality
video



During the event

After the event

time

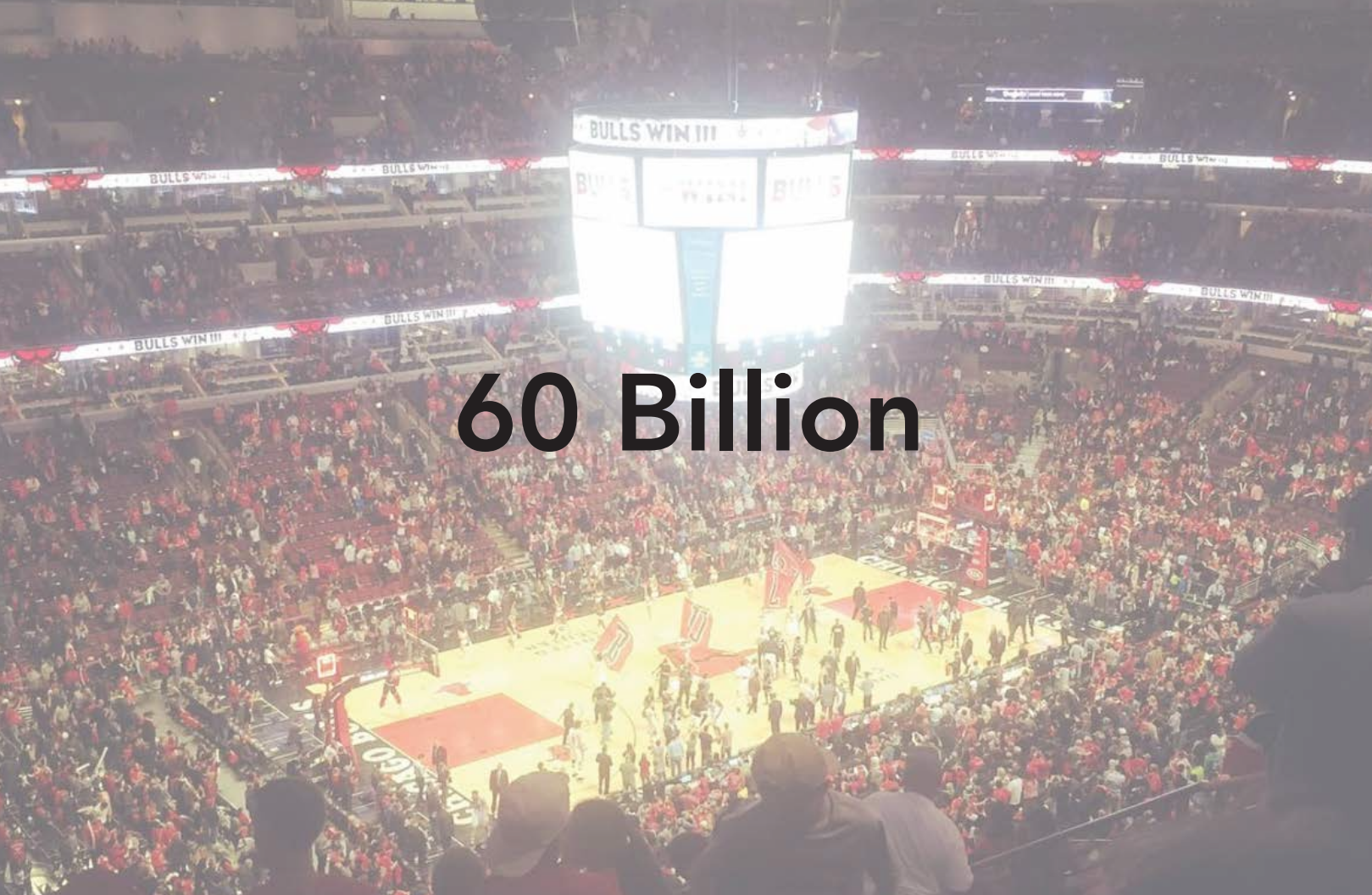
How the business works?



22,000



5 Million



60 Billion



8 Billion

Competitors



Unstable Quality



Narrow Content



Limited Engagement



Expensive Devices



Not For Individual

High Quality

Wide Content

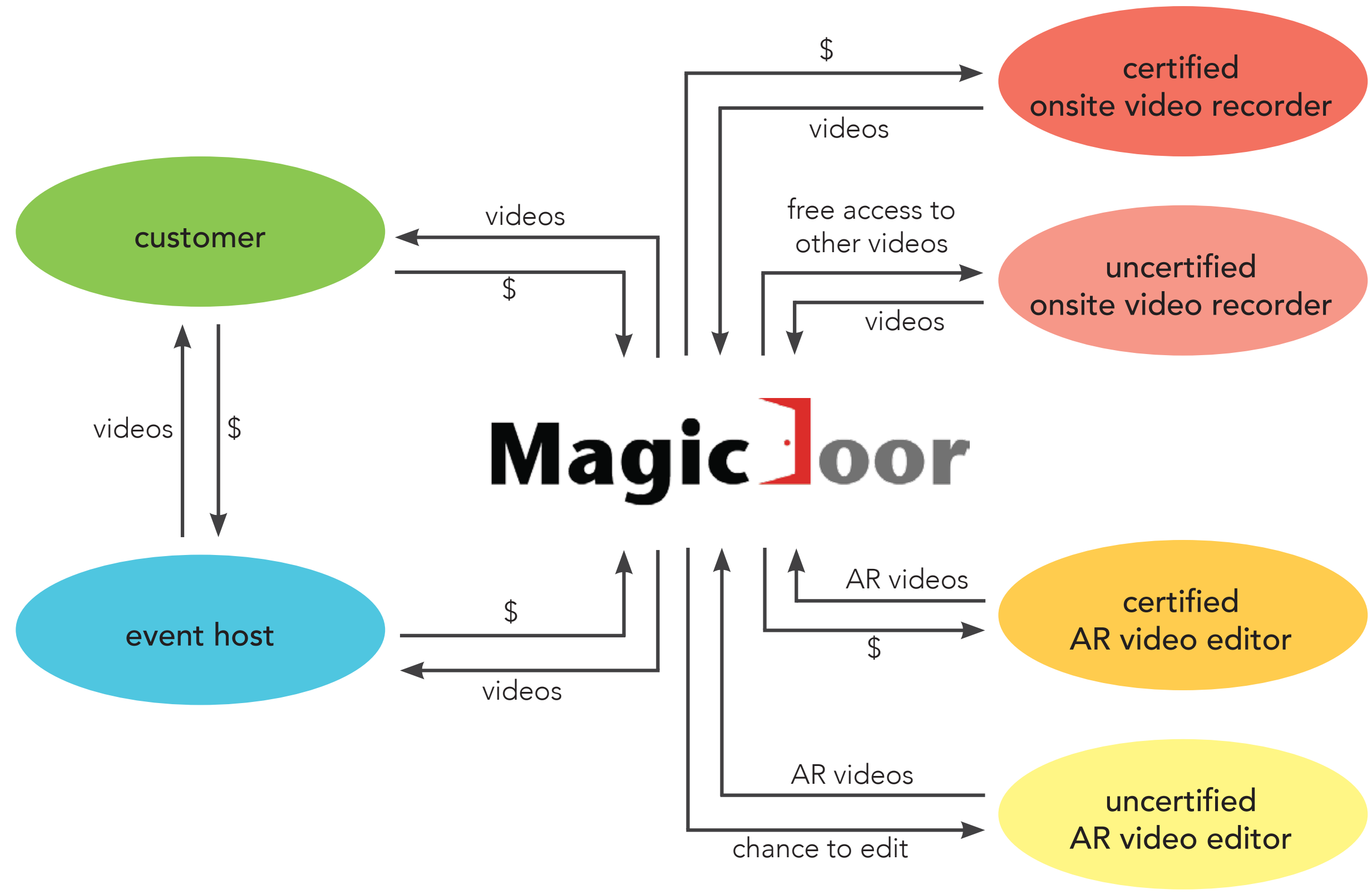
High Engagement

Magic  **Door**

More Affordable

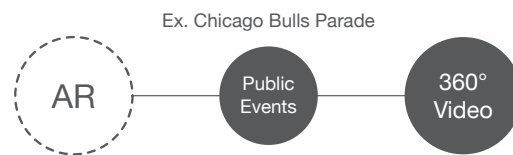
Focus on Individuals

Value Web



Road Map

STAGE 1: HOT LAUNCH



Offerings

Focused Users

People who want to join in real-time events,
but can't access to them because of time
restriction, mobility issues, financial limitation

Technology

5G high speed internet
AR hardware device and information overlay
VR device and 360° recording and editing

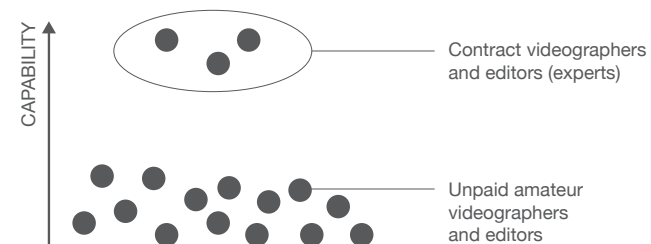
Partners (Tech)

Partners
(Biz)

Scope

The city of Chicago


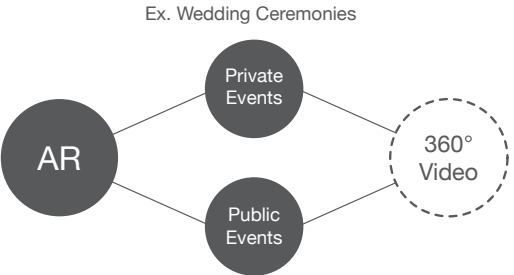




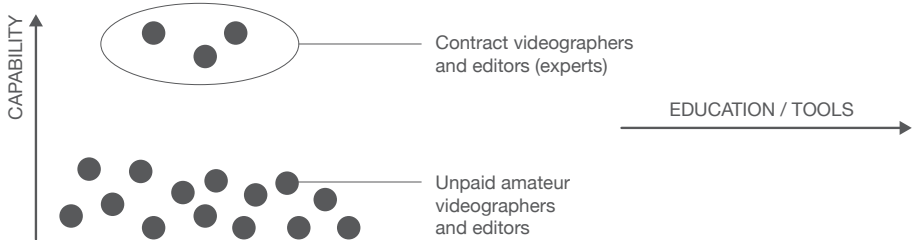
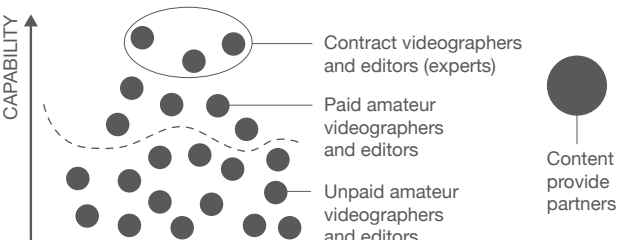
Content Providers




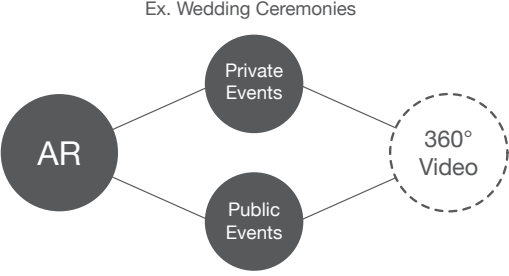
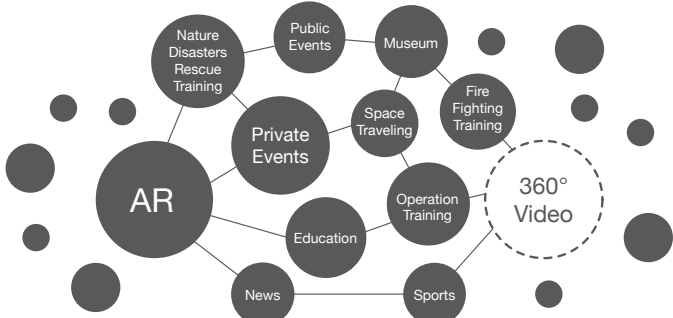






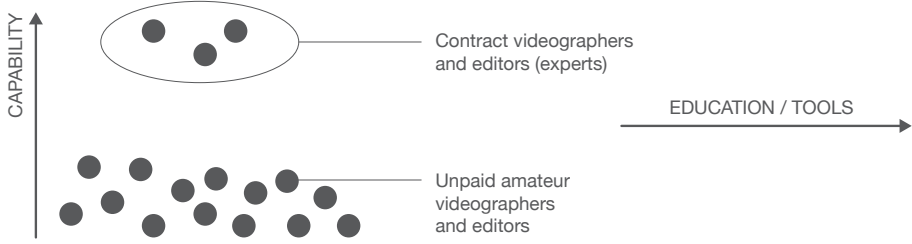

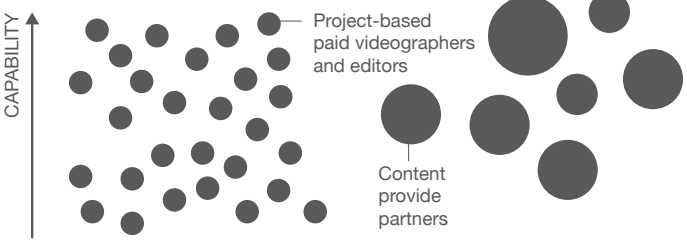
Business Model

B2C + C2C
360 Video: Microtransactions, cost Leadership
AR: Freemium

Road Map

	STAGE 1: HOT LAUNCH	STAGE 2: DEEP FUNCTIONALITY
		
Offerings		
Focused Users	People who want to join in real-time events, but can't access to them because of time restriction, mobility issues, financial limitation	People who want to record their valuable memories through new technology but having capability restriction
Technology	5G high speed internet AR hardware device and information overlay VR device and 360° recording and editing	5G high speed internet Cloud sync and streaming AR recording and editing
Partners (Tech)		
Partners (Biz)		
Scope	The city of Chicago	Other major cities in US
Content Providers		
Business Model	B2C + C2C 360 Video: Microtransactions, cost Leadership AR: Freemium	B2C + C2C + B2B 360 Video: Membership, bundled Pricing AR: Membership, bundled Pricing

Road Map

	STAGE 1: HOT LAUNCH	STAGE 2: DEEP FUNCTIONALITY	STAGE 3: EXTENSION + ADAPTATION
Offerings			
Focused Users	People who want to join in real-time events, but can't access to them because of time restriction, mobility issues, financial limitation	People who want to record their valuable memories through new technology but having capability restriction	People who want to experience events when they are on site, but the events are already over. Also providing training functions
Technology	5G high speed internet AR hardware device and information overlay VR device and 360° recording and editing	5G high speed internet Cloud sync and streaming AR recording and editing	5G high speed internet Cloud sync and streaming AR recording and editing
Partners (Tech)			
Partners (Biz)			
Scope	The city of Chicago	Other major cities in US	The whole country (US)
Content Providers			
Business Model	B2C + C2C 360 Video: Microtransactions, cost Leadership AR: Freemium	B2C + C2C + B2B 360 Video: Membership, bundled Pricing AR: Membership, bundled Pricing	B2C + C2C + B2B 360 Video: Freemium AR: Metered Use, premium

A faded background image of a city skyline, likely Chicago, featuring several tall skyscrapers and a body of water in the foreground. The image is semi-transparent, allowing the text to be clearly visible.

Magic Door

THANK YOU!
QUESTIONS?

Appendix

Revenue

Year 1 -\$863,000

Year 2 \$747,000

Year 3 \$5,966,000

	Year 1	Year 2	Year 3
Total addressable market	3,000,000	10,000,000	20,000,000
360 video			
Users penetration	0.50%	0.25%	0.25%
Minutes per year	60		
Price per minute	\$0.20		
Membership fee per year		\$30	\$20
Revenue	\$180,000	\$750,000	\$1,000,000
VR			
Users penetration	0.25%	0.50%	0.50%
Minutes per year			
Price per minute			
Membership fee per year		\$30	\$60
Revenue	0	\$1,500,000	\$6,000,000
Private event			
Users penetration			0.001%
Events per year			2
Price per event			\$500
Revenue			\$200,000.00
Annual Revenue	\$180,000	\$2,250,000	\$7,200,000
Human resources expenses			
Management staff	\$95,000	\$95,000	\$95,000
	1	1	1
Engineers	\$80,000	\$80,000	\$80,000
	1	2	3
Design staff	\$75,000	\$75,000	\$75,000
	1	2	2
Marketing staff	\$70,000	\$70,000	\$70,000
	1	2	2
Customer relationship staff	\$65,000	\$65,000	\$65,000
	1	2	3
Costs	\$385,000	\$675,000	\$820,000
Development of site			
Renting site	\$8,000	\$8,000	\$8,000
Partnership fee			
Technology partnership(Device)	\$500,000	\$500,000	\$500,000
Video recorder	\$100,000	\$80,000	\$64,000
Video editor	\$300,000	\$240,000	\$192,000
Licensing fee	\$250,000	\$300,000	\$350,000
Annual Costs	\$1,043,000	\$1,503,000	\$1,234,000
Annual Profit	(\$863,000)	\$747,000	\$5,966,000