



Operational Management Plan

Outline of the concept of Fever:

Fever is the leading global live-entertainment discovery platform with a clear mission: to democratise access to culture and entertainment. Fever has developed a proprietary technology that inspires its global community of over 125M people through personalised and curated experiences in their local city, whilst empowering entertainment and event creators to reach new audiences and enhance their experiences. Some successful examples include the “Candlelight Concert Series” attended by over 3 million guests last year, the “Stranger Things Experience” co-produced with Netflix, and the “Van Gogh: The Immersive Experience” winner of USA Today's 10 Best Readers Choice award.

The company, present in over 200 cities across the globe, is backed by leading investors such as Goldman Sachs, Alignment Growth (growth equity investor in global entertainment and consumer tech, led by former Warner Bros and Time Warner), Goodwater Capital (the largest dedicated consumer technology platform globally), Smash Capital (a late-stage venture capital firm led by former Disney and growth equity investors, backer of Epic Games), Eurazeo, Vitruvian Partners and Atresmedia among others.

Fever Original Experiences are content in which Fever is investing, often partnering with existing event promoters or producers to bring high quality experiences from around the world to new geographies.

Customer demographic and time spent in the venue

The experience requires some level of physicality, and so is limited to people 16 years old or 12+ accompanied by an adult. Customers will be predominantly groups of friends or work colleagues looking for a fun and social activity. There will be disabled access as per the planning regulations.

Guests will spend approximately 90 minutes in the venue, including check-in, getting changed, watching briefing videos, taking part in the experience and getting changed afterwards.

Customer demographic from the experience in Madrid:

Gender distribution

- 36% Male
- 64% Female

Age distribution

- 13-17: 1%
- 18-24: 7%
- 25-34: 40%
- 35-44: 35%
- 45-54: 15%
- 55-64: 1%
- 65+: 1%

What is offered at the venue?

[Bombastik!](#) is an immersive experience, played in teams of 4 to 8 people, where participants must overcome 6 puzzles / skill games spread across 6 rooms. Each room presents a different challenge where you earn points based on your performance. The better you solve the challenges, the more time you'll gain for the final round, where you need to deactivate a bomb puzzle.

What is the scope of food and beverage offering at the venue?

Alcohol and packaged food will be ancillary to the experience and only available to guests after they have completed the experience.

Venue capacity

Maximum 84 including staff - 16 people (2 teams) doing the course downstairs every 20 minutes plus 2 teams of 8 upstairs about to start and 2 teams of 8 having just finished, plus 4 staff. It should be noted we will only achieve 100% at peak times, and for the majority of the day we will be operating at significantly less than this.

Operational hours

Monday - Friday 11:00 - 20:00

Saturday - Sunday 10:00 - 21:00

(Bank holidays may differ)