



Let's build something together.

June 2021



*“You must remember this
A kiss is still a kiss,
a sigh is just a sigh
The fundamental things apply
As time goes by...”*

*“A Kiss is Still a Kiss”
— Louis Armstrong*



- All designed experiences share one thing — they’re all made up of a series of timed moments, carefully sequenced, orchestrated and choreographed, and then played back — as time goes by.
- This applies to spectacle in the both the real world and in VR. Whether it’s a virtual event or a real-world experience, they both rely on pre-sequenced events getting triggered at specific times.
- In the real world, these pre-sequenced events are played back using **Show Control Software**, a legacy theatrical technology that exists in a fractured landscape with no universal standards.
- In the virtual world, no universal interface exists *at all* to program and play back “shows” of triggered sequences.

What is it?



When creating any type of immersive environment or experience, Worldbuildr is the only tool that helps you find mistakes before you make them, share your vision with your entire team at any point in the process, and then deploy your design to a venue.

Whether you want to publish your experience to the Metaverse, to the real world, or to a hybrid of the two, **Worldbuildr** is the one-stop piece of software that allows you to design for one and deploy to *both*.

In short, Worldbuildr is a standardized, collaborative design and operating system for *all* types of location-based entertainment, be they real or virtual.

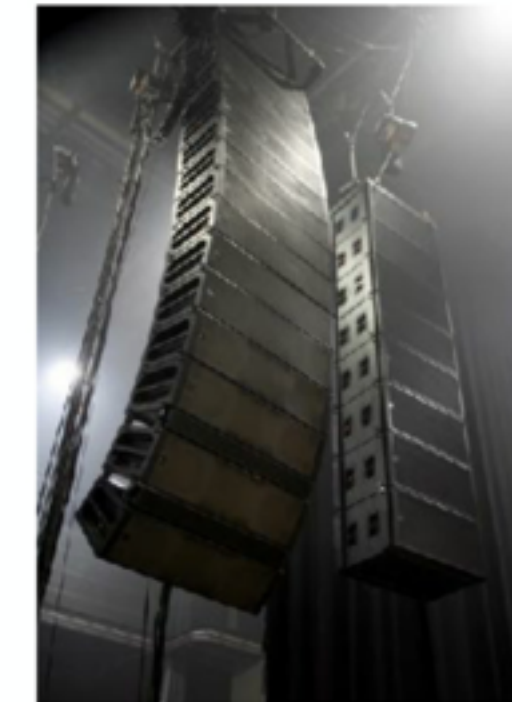


The Opportunity

- Brick & mortar businesses will enter the Metaverse by creating digital twins of their venues.
- Architects sometimes use digital twins to visualize a space, and even walk through it in VR. But These digital twins are often static models. Some can also be programmed to playback scripted events, or to simulate things like HVAC flow or energy consumption in a building.
- But all current architectural approaches focus on visualizing the space itself, not the multimedia show control that happens within the space.
- Simultaneously, the audiovisual capabilities of all *physical* venues in the real world are antiquated. They still use speakers, lights, and video

displays which communicate by way of fragmented legacy protocols, and are not “smart” in the way that IoT gadgets have entered the marketplace.

- There is already a need for collaborative design software for the Metaverse—software that creates virtual experiences. Worldbuildr *is* that software, but it also has a unique twist. Worldbuildr’s life extends beyond design. It’s also an operating system — a spatial computing brain that can control sequences of events in a virtual world ***and*** in it’s real-life counterpart, if such a counterpart exists.
- **Worldbuildr is the “magic box” that allows you to collaboratively design an experience, let people witness it in the Metaverse, and then export it to a real venue.**



The Solution

Worldbuildr's technology sits at the midpoint between Architecture/Engineering/Construction (AEC) and Multimedia Entertainment.

Our real-time digital twin allows all stakeholders to share a dynamic “sandbox”, where anyone can virtually see what an experience will feel like at any point in the design & production process, while automatically keeping all globally used assets up-to-date.

This reduces risk, time, and cost during design and production of an experience by visually demonstrating how all elements will work together.

If you're creating an experience or show for the virtual world, your design is complete when your simulation is finished.

If the experience contains a physical component, you can just plug in the same software and press “Play”, and watch your show cues play back in the virtual world **AND** in its physical counterpart.

It's core feature is its carefully designed UI, inspired by modern content creation video games. This intuitive creation tool requires no programming knowledge, and is designed to be used by the average consumer.



Worldbuildr is SaaS for world creation.

High Usability = High Lifetime Value & High Renewal Rates

Design



Remote cloud collaboration for experience design using digital twin

Build



Real-time visualization of physical twin via augmented reality and cloud assets

Operate



Continual post-opening playback of all programmed show elements in BOTH digital AND physical twins

Total Addressable Market

Location	Type	TAM
Global	Live Music	\$119,760,000
Global	Stadiums & Arenas	\$138,131,184
Global	Theme Parks	\$129,168,000
Global	Museums & Galleries	\$197,010,000
US	Live Theater & Broadway	\$37,674,000
US	Retail & Brand Experiences	\$55,401,600
Global	Cruise Ships	\$47,956,608
Global	Casinos & Resorts	\$88,099,200
Global	Hotel Properties	\$229,824,000
Total TAM		\$1,043,024,592

Company Founder

Michael Libby enjoys researching new entertainment technologies and exploring their creative applications. With a B.A. in English and M.F.A. in Interactive Media & Game Design from the University of Southern California, his work has taken him to many diverse outlets including Walt Disney Imagineering, Blumhouse Pictures, and Rolling Stone Magazine. He is an industry-recognized thought leader for location-based immersive attractions, and believes that modern audiences are more willing to learn from and engage with a story if they are given more agency in determining that story’s outcome.

Selected Project Experience

Warner Bros. World Abu Dhabi
Indoor Theme Park
Creative Director & Ride Programmer

Star Wars: Jedi Challenges
Augmented Reality Experience
Experience Designer, R&D

Tokyo DisneySea
New Interactive Attraction
Creative Director

Super Nintendo World
Interactive Theme Park Land
Interactive Consultant

Activision Blizzard World
Theme Park (unbuilt)
Concept Creative Director

Halo: Outpost Discovery
Traveling Exhibit
Concept Creative Director



Speaking at an industry event about the feasibility of building a “Westworld”-like interactive theme park experience, alongside the father of modern audio-animatronic robotic figures, Garner Holt.

Worldbuildr Use Cases

Arena Shows



Live Music



Large Events



Live Theater



Worldbuildr has been designed to scale for projects of all sizes, allowing for B2B sales on a massive level or individual licenses for smaller experiential projects.

Worldbuildr Use Cases

Rides



Parades



Casinos



Brand Experiences



Our product brings digital versions of experiences into the real world, and allows for unprecedented connectivity between a physical space and its digital twin, reducing a complex technical process into an intuitive, easy-to-use interface.

Worldbuildr Use Cases

Museums



Bars



Fine Dining



Weddings



With hundreds of disparate professional protocols for theatrical lighting, audio, and video commands, **Worldbuildr** is the “magic box” that seamlessly translates the virtual world into the physical world, and vice versa.

New Generation, New Tools

Roblox



- Over 158 million monthly users
- Half of all children in US age 16 and under
- Over 30 billion YouTube views in 2019
- A new feature, “Party Place” will soon let players host their own events

Fortnite



- Over 150 million monthly users
- 12.3 million attended in-world live concert
- Over 61 billion YouTube views in 2019
- “Creative Mode” launched in 2018 and lets players create worlds within Fortnite.

Minecraft



- Over 126 million monthly users
- Over 200 million copies sold
- Over 100 billion YouTube views in 2019
- 25% increase in new players during the coronavirus pandemic



All the world's a stage.

Michael Libby // mlibby@worldbuilder.com // 818-516-5048