



PUB PARTNERSHIP OPPORTUNITY

— IMMERSIVE SOCIAL GAMES —

TRIAL PROGRAMME · 12 WEEKS · ZERO UPFRONT



EVERY 12 HOURS

A PUB CLOSES
IN THE UK

Rising costs, changing habits,
and limited in-venue
experiences are squeezing
margins.

**Pubs need fresh reasons
to visit—and **stay
longer.****

WHAT OVER 20 YEARS OF RUNNING REAL GAMES TAUGHT US

WHAT **100,000** PLAYERS TAUGHT US ABOUT SOCIAL ENTERTAINMENT

100K+

PLAYERS HOSTED ACROSS
OUR LIVE ESCAPE ROOMS

"We didn't read this in a market report. We watched 100,000 people play."

01

PEOPLE GO OUT FOR EXPERIENCES THEY CAN'T GET AT HOME

Streaming, gaming consoles and apps killed the easy "let's go out" reason. Real, tactile, in-person experiences are now the differentiator.

02

THE BEST PUB EXPERIENCES CREATE CONVERSATION

Quiz nights focus attention on the host. Sports focus attention on the screen. The sweet spot is an activity that gets people talking to each other.

03

PEOPLE DON'T BUY PUZZLES. THEY BUY STORIES

The most successful experiences give groups a shared mission, mystery of narrative they can talk about.

04

PUBS NEED EXPERIENCES THAT FIT EXISTING OPERATIONS

Most group experiences demand extra space of staff. We're testing a different approach: immersive entertainment that works from a normal pub table.

THE SOLUTION

Immersive **tabletop team games** that blend digital content, cinematic video, and physical props—designed specifically for pubs.

Host-free. Low-lift for staff. Built to drive dwell time and spend.

TABLETOP PLAY

2-5 PLAYERS

SOCIAL FUN

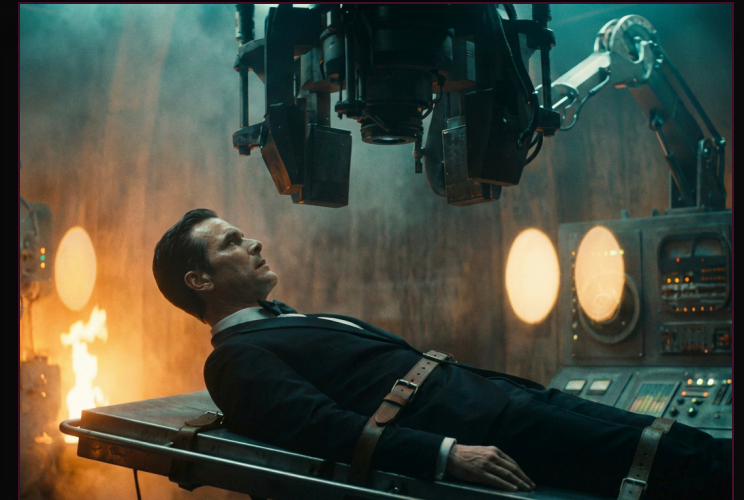


WHAT YOUR CUSTOMERS STEP INTO

INSIDE THE WORLD OF **MOONCAPER**



A 90-MINUTE ESPIONAGE THRILLER — **PLAYED ON YOUR TABLE**



COMPETITION MATRIX



COMPETITOR	GENERATES SPEND	NEW CUSTOMER APPEAL	ANYTIME EXPERIENCE	HOST-FREE OPERATION	IMMERSIVE STORYTELLING	FRESH CATALOGUE
Board Games	✗	✗	✓	✓	✗	✗
Weekly Quiz	✓	✓	✗	✗	✗	✓
Darts / Pool	✗	✗	✓	✓	✗	✗
Hyper Real Games	✓	✓	✓	✓	✓	✓

**Comparison based on standard pub entertainment offerings vs. Hyper Real Games features*

BUILT ON EXPERIENCE OF SERVING 100K + PLAYERS. NOW TESTING WHAT WORKS IN PUBS Built on experience serving 47,000+ players. Now testing what works in pubs.

WHAT HYPER REAL **GAMES** COULD DELIVER FOR YOUR PUB



FILL QUIET NIGHTS

Give customers a reason to visit on Tuesdays, Wednesdays and Thursdays—not just Fridays and weekends.



INCREASE FOOD & DRINK SPEND

Our games naturally keep groups in venue longer, creating more opportunities for additional drinks and food orders.



ATTRACT NEW CUSTOMERS

Appeal to experience-seekers, puzzle lovers, date nights and social groups who may never attend quiz, karaoke or sports events.



ZERO STAFF BURDEN

Self-guided gameplay. Staff hand over a box—that's it. No hosts, no scripts, no extra training nights.



LOW RISK TRIAL

We supply everything. You provide table space. Let's test together—and walk away friends if it doesn't work.



REPEAT VISITS

New stories, mysteries and future episodes keep customers coming back for more.

WHY THIS IS WORTH TESTING

We don't have pub-specific game data yet. What we do have is 100k+ players, years running experiences in pubs, and a clear hypothesis to test together.

OUR TRACK RECORD

100K+

Players hosted across our live escape rooms

4.8★

Average customer rating across our experiences

15 YRS

Building and operating experiences inside real pubs

WHAT WE BRING TO THE TRIAL



BUILT FOR PUBS

Designed to run from a standard pub table. No dedicated room, specialist equipment or hosts required.



EXPERIENCED CREATORS

We've created Immersive experiences for **Netflix, BBC, Channel 4, Nickelodeon and the National Theatre**.- learning how to turn audiences into active participants.



LOW-RISK TRIAL

No upfront cost. Test the concept together, measure real customer behaviour and make decisions based on evidence.

WHO COULD HYPER REAL GAMES BRING THROUGH YOUR DOORS?

These are the customer groups we believe Hyper Real Games could attract. The pilot will help identify which audiences generate the strongest demand.



DATE NIGHTS

Couples looking for something more memorable than drinks alone.

WHY IT MATTERS

Higher spend per head and valuable midweek demand.



FRIEND GROUPS

Friends looking for a shared activity that gets everyone involved.

WHY IT MATTERS

Natural fit for food, drinks and longer dwell times.

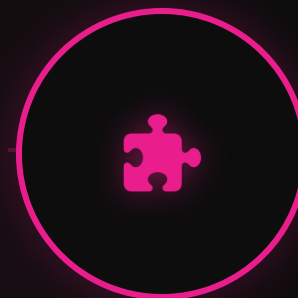


CELEBRATIONS

Birthdays, reunions and special occasions seeking something different.

WHY IT MATTERS

Larger groups, higher spend and advance bookings.



EXPERIENCE SEEKERS

People who enjoy escape rooms, immersive events and unique attractions.

WHY IT MATTERS

New customers beyond your usual quiz and sport crowd.



CORPORATE SOCIALS

Work teams looking for informal team-building and after-work activities.

WHY IT MATTERS

Premium bookings and repeat team events.

SIMPLE FOR STAFF. IMMERSIVE FOR CUSTOMERS.

Designed to fit around food, drinks and conversation—not disrupt them.

1

BUY AT THE BAR

Customers purchase game like any other pub experience.

2

RECEIVE THE GAME PACK

Staff hand over a compact pack containing everything needed to play.

3

SCAN & START

Players download the app then scan a code to begin the game.

4

SOLVE TOGETHER

Teams collaborate to uncover clues, crack codes and progress through the story.

5

PLAY, PAUSE & ORDER

The experience naturally fits around food, drinks and conversation.

STAFF INVOLVEMENT



LESS THAN 30 SECONDS.

Sell the game. Hand over the pack. We handle all customer service from there.



Everything needed to play fits inside a single game pack.

A NORMAL PUB NIGHT — WITH ONE EXTRA REASON TO STAY

WHAT IT LOOKS LIKE IN YOUR VENUE



ENGAGED. COLLABORATING. LINGERING.

Groups stay focused on the table — and on each other — for the full 90 minutes.



SOCIAL. SHARING. ORDERING MORE.

A natural fit alongside drinks, food and conversation — not a replacement for them.

THE DEAL — PLAIN ENGLISH

HOW THE PILOT WORKS

SIDE A

THE TRIAL AGREEMENT

 Duration	12-WEEK PILOT
 Your Investment	£0 UPFRONT COST
 Game Inventory	FIRST 50 GAMES SUPPLIED
 Pricing	50% REVENUE SHARE (£12.50 PER GAME)
 Setup	20-MIN STAFF TRAINING
 Marketing	ASSETS + IN-APP MESSAGES
 Target	40–50 GAMES PLAYED

SIDE B

WHAT WE'LL MEASURE TOGETHER

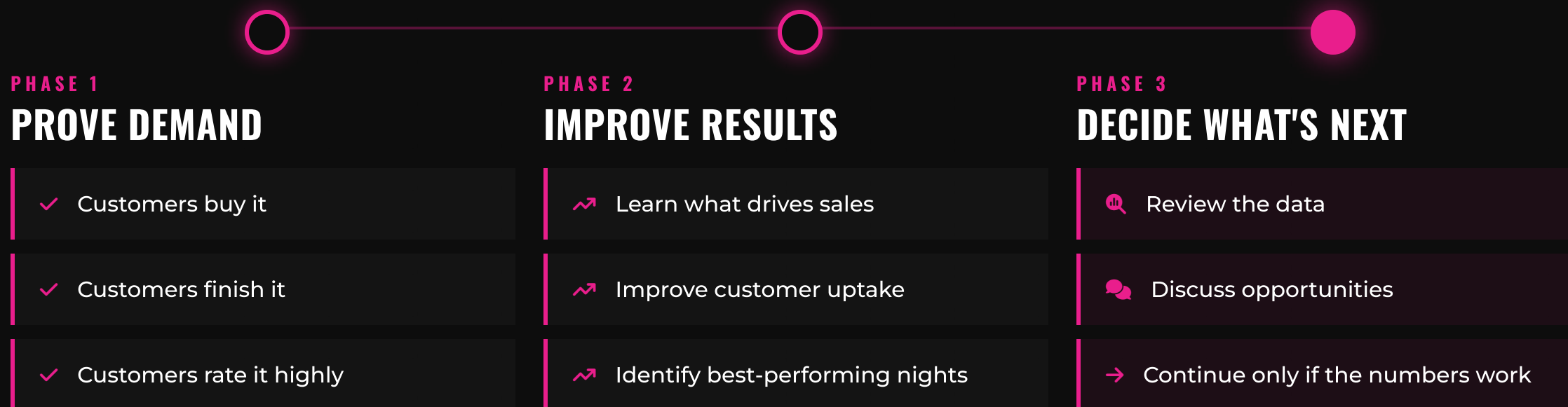
- ✓ Additional customer visits
- ✓ Food & drink spend
- ✓ Customer satisfaction
- ✓ Staff workload
- ✓ Repeat bookings & referrals
- ✓ Commercial viability

All data shared with you. Weekly check-ins. No surprises.

TEST THE IDEA. REVIEW THE RESULTS. DECIDE WHAT'S NEXT TOGETHER.

A SIMPLE PROCESS FOR TESTING DEMAND AND MAKING EVIDENCE-BASED DECISIONS

WHAT **SUCCESS** LOOKS LIKE



WE'LL LET THE RESULTS **SPEAK FOR THEMSELVES.**

A CREDIBILITY BRIDGE — WHAT'S BEHIND THIS PILOT

THE EXPERIENCE BEHIND HYPER REAL GAMES

We've spent years creating immersive experiences for major entertainment brands, serving more than 100,000 players and working with pub operators across the UK.

Hyper Real Games brings together everything we've learned about storytelling, gameplay and social experiences into a format designed specifically for pubs.

100K+
PLAYERS SERVED

4.8★
AVERAGE RATING

15 YRS
IN PUBS

PROVEN EXPERIENCE DESIGN. REIMAGINED FOR THE PUB TABLE.

PUB & HOSPITALITY



ENTERTAINMENT & MEDIA



EXPERIENCES & IP



A selection of brands and operators we've designed experiences for.



THE TEAM



JAMES ADDY

CEO

Former escape room owner with deep operational expertise. Government policy manager background ensuring strategic execution.

OPERATIONS

STRATEGY



DAVID MIDDLETON

HEAD OF GAME DESIGN

Creative visionary behind immersive experiences. Proven track record designing for major entertainment IPs.

PEAKY BLINDERS

NICKELODEON



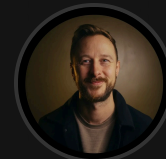
JAMES HAMER-MORTON

HEAD OF DIGITAL DESIGN

Escape room pioneer behind the world's first digital escape room. Ubisoft and BBC puzzle author.

PIONEER

UBISOFT



DAVE NEALE

HEAD OF VIDEO PRODUCTION

Founder of Wild Stag Studio bringing cinematic storytelling and global production experience to immersive games.

BBC

RED BULL

FROM FIRST CONVERSATION TO LAUNCH NIGHT

YOUR NEXT STEP

01



INTRODUCTORY CALL

A quick conversation about your venue, customers and goals.

02



PUB WALKTHROUGH

We visit the venue, identify the best setup and meet the team.

03



READY TO LAUNCH

Simple agreement, game delivery, marketing materials and a short staff briefing.

04



LAUNCH NIGHT

We're there on night one to support the launch and ensure everything runs smoothly.

05



REVIEW RESULTS

Short weekly check-ins. Shared data. Continuous learning.

→ MOST PILOTS CAN BE LIVE WITHIN 3 WEEKS ←

3-5 PILOT PARTNERS. 12-WEEK TRIAL. UK-WIDE.

READY TO BE AN EARLY PARTNER?

We're looking for **3-5 forward-thinking pub operators** to help us test whether Hyper Real Games can create a new category of social entertainment in pubs.

LOW RISK · FULL SUPPORT · CLEAR RESULTS



EMAIL JAMES
james@hyperrealgames.com



OR CALL DIRECT
07850 129139

— FOUNDING PARTNER PILOT — ONLY 3-5 PLACES AVAILABLE

TURN QUIET NIGHTS INTO SOMETHING PEOPLE TALK ABOUT.

A new social experience designed to bring customers in, keep them longer, and give them a reason to return.

THE COMMERCIAL WIN

LONGER DWELL → MORE SPEND → MORE REPEAT VISITS

"We stayed for another round because we had to solve the case."

— CUSTOMER FEEDBACK

JAMES ADDY | Founder, Hyper Real Games | james@hyperrealgames.com · 07850 129139

THE PILOT AT A GLANCE

3-5
FOUNDING PARTNERS

12 WK
PILOT PROGRAMME

3 WK
LIVE IN YOUR VENUE

£0
UPFRONT COST

50%
REVENUE SHARE

BOOK A 20-MIN CALL

[calendly.com/
james-hyperreal](https://calendly.com/james-hyperreal)