



# MassImmersiv

Art+Tech incubator for creators, engineers and fabricators to make magic happen

## MISSION

**MassImmersiv is a non-profit, art+tech incubator that brings together creators, engineers and skilled workers to build immersive experiences** for the benefit of Massachusetts' tourism, retail, hospitality, cultural, education and construction industries.

This creative incubator relies on cutting edge technologies such as **IOT, 3D design, 5G, spatial mapping, game engines, XR/AR/VR, spatial audio, and brings in skilled trades such as electrical, electronics, metal and wood working.** The resulting collaborations leverage Massachusetts existing technological edge to take part into a booming \$1.68B global immersive entertainment industry and a \$84B experiential marketing services market.

Unlike a traditional art incubator, it primarily focuses on **commercial outcomes for immersive design:** it aims at creating revenue-generating ventures, jobs, and attracting funding and talents at a national (and hopefully international) level. It will also partner with community colleges and professional skilled trade programs to bring in fabricators, who are not traditionally included in the innovation ecosystem.



## OPPORTUNITY

The immersive entertainment sector expands way beyond large scale projection mapping and spatial audio recently illustrated by the massively successful Van Gogh immersive exhibitions. Immersive experiences include **virtual and augmented reality games, the future metaverse realm, theme parks attractions and diverse forms of location-based entertainment, as well as commercial design, experiential marketing for lifestyle brands (sport, luxury, fashion, food&drink), large scale art installations, immersive experiences derived from famous IP (Netflix's Stranger Things) or original IP.**

Unlike the film industry, which is heavily concentrated in LA and New York, the immersive sector has seen some of **its largest successes in "outsider" cities such as Santa Fe, Denver, Miami, Houston or Austin.** The pandemic has also dramatically altered the way programs are run: remote participation, although limited to the accelerator program, will allow participants from all regions and countries to participate. **Conceived from the start with a national (and international) stature in mind, MassImmersiv will attract talents and businesses to Massachusetts.**

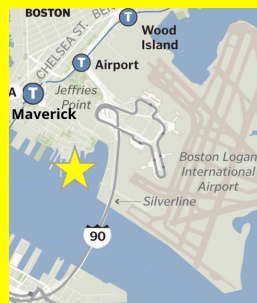
**Now is the perfect time for our leading innovation ecosystem to launch a unique and visionary initiative that will build the creative entrepreneurs and technologists of tomorrow.** Our Commonwealth hosts large potential sponsors in enterprise software, IOT, retail, sports, 3D design, microelectronics, lifestyle brands that are no doubt vested in this trend.

## NUMBERS

- Nearly **8 million skilled-labor jobs were lost** from the labor force during the pandemic in the US.
- The median age of a construction worker is **more than 40 years old.**
- Average US skill trade salary is \$47,000 (\$56,000 in Massachusetts), and **doesn't require a college degree.**
- **50% of artists in Massachusetts report making a loss on their business.** Most are highly educated yet make less than \$40,000 from their creative work.
- The average starting salary for a **software engineer in Massachusetts is \$100,484.**

## PROPOSED LOCATION

MassImmersiv's location should be both practical and highly meaningful: preferably a warehouse setting with large volumes, transformed from shell space to an adult playground. **The current proposed location is the Boston Harbor Shipyard and Marina in Jeffries Point (East Boston)**, a gentrifying and diverse community which already hosts a woodworking business, number of metal workers, a film production company, a large public art collection and the new annex of the ICA as well as a brewery, beer garden and restaurant.



## BUSINESS MODEL

Apart from **government and private foundations' grants**, MassImmersiv will rely on **large corporate sponsors**. Sponsors will be able to issue specific challenges, in addition to the regular incubator's tracks, whereby they will get to participate in the cohorts' selection and provide a monetary prize for the selected team to fund their work. In this case, MassImmersiv will act as a regranteeing entity.

Additional revenue will come from:

- **Select masterclasses and workshops (open to public registration and subsidized for the East Boston community)**
- **A pop up and an online NFT stores**
- **Space rental**

## SUSTAINABILITY

As creators of immersive experiences, we must realize that our ecological footprint can be significant and we are responsible for designing good endings for our projects.

**Each creation resulting from a team project will get a sustainability score.** This score will encourage creators to think about how to dispose of the props, sets and device they create at the end of their lifetime.



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Vanessa Couturier has 20 years' experience in innovation and technology, primarily in senior business development and program management roles. She's led strategic business development initiatives, programs, operations and teams in hardware and software startups. She started and managed the US subsidiary of a defense manufacturer which eventually exited in a private equity deal. She managed an international technology incubator and co-founded a tech startup. She was awarded the Knight of the National Order of Merit by the French government for her work in international development. Art and Technology are her two passions. Her fascination pre-dates the current immersive experience boom, and started in 1985 as a child when Christo wrapped the Paris Pont Neuf in 450,000 square feet of woven polyamide fabric. She's been a Massachusetts resident for 18 years.

## OUR COMMUNITY

MassImmersiv offers various levels of engagements:

- **MassImmersiv alumni** get privileges
  - Accelerators alumni get limited access to the coworking space and free access to a number of specialized events.
  - Incubators alumni and employees get guaranteed access to the coworking space for "life" and free access to specialized events. They can also benefit from advertising opportunities, exhibiting opportunities and sales opportunities in our store.
- **MassImmersiv Friends** are members of the community. They get free use of the coworking space twice a week and can test experiences in our prototyping lab space.
- **MassImmersiv Partners** provide in-kind donations or sponsorship prize money, and get to work with an creators team they select on a project of their choice. They also get featured in our space and communication material.

Everybody gets free access to our Showroom/Gallery.