

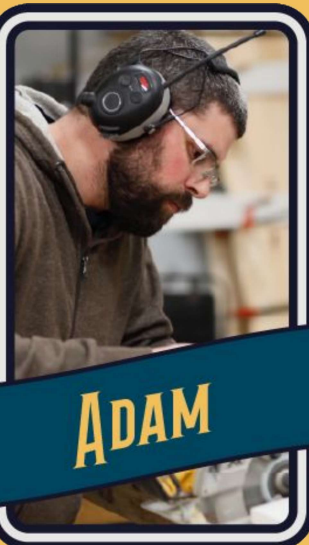


WITH EMMA ROCHON



CO OWNER OF: **IMPROBABLE
ESCAPES**

THE
**IMPROBABLE
ESCAPES**
TEAM



ADAM



DEVON



KEVIN



MELISSA



LIZ



MEG



CHRISTIAN

FACILITY GAMES



OUTDOOR GAMES



PODIUM GAMES



INSTALLATION GAMES



IMPROBABLE ESCAPES



IMPROBABLE ESCAPES

FEATURED IN

The
New York
Times

THE
GLOBE
AND
MAIL

» TORONTO STAR «

C T V
NARCITY

OFFICIAL PARTNERS



— Tourism —
KINGSTON

 **kingston and
area association
of museums
art galleries +
historic sites**

FORT HENRY





**GREAT LAKES
MUSEUM**

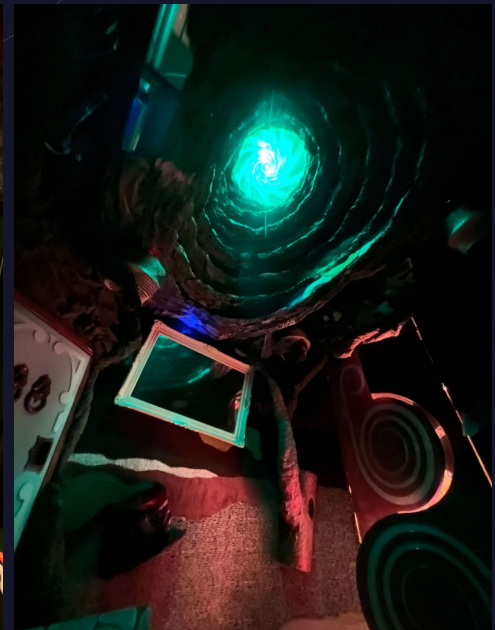


KINGSTON LOVES MUSEUMS 

PUMPHOUSE
HISTORY in MOTION



**BELLEVUE HOUSE NATIONAL
HISTORIC SITE**



- Built between
May 17, 2024 and
September 29, 2025

WHY OUTSIDE THE BOX?

- New Revenue Without New Real Estate
- Grow Creatively, Not Just Physically
- Reach Audiences Your Escape Rooms Can't
- Unlock Funding, Partnerships, and Opportunities

WHY YOU PROBABLY SHOULDN'T

- Failure Happens in Public
- Your Game Has to Survive Without You
- The Audience Is Never Who You Planned For
- You Don't Control the Environment

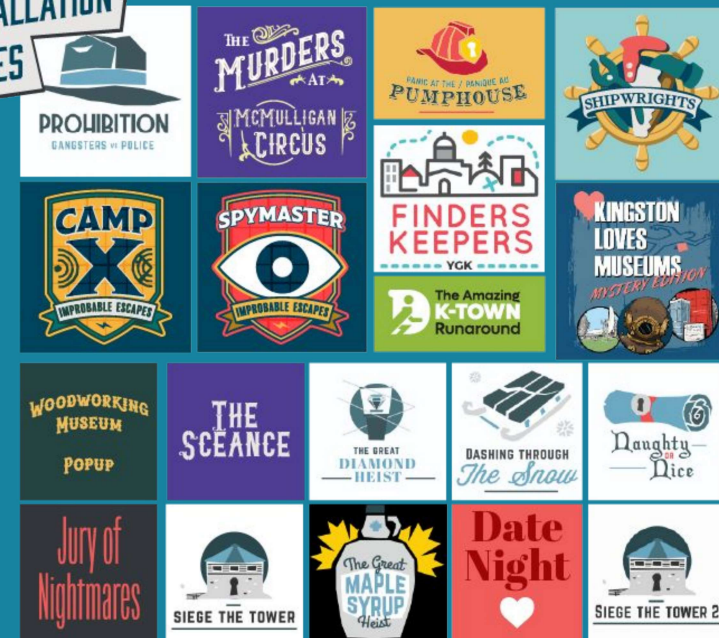
FACILITY GAMES



OUTDOOR GAMES



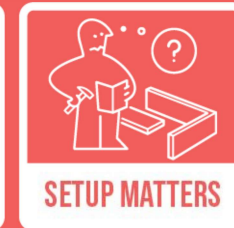
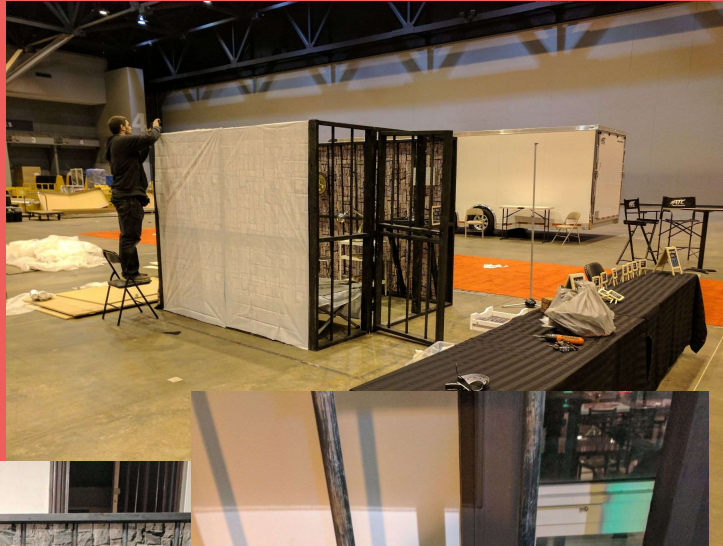
INSTALLATION GAMES



PODIUM GAMES



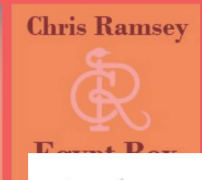
Jailbreak



Creative ideas can't survive if operations aren't sustainable.

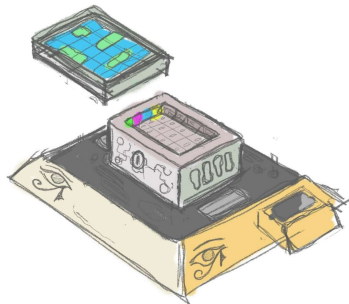


PODIUM GAMES



Chris Ramsey Egypt Box

Youtube collaboration



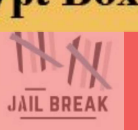
PODIUM GAMES



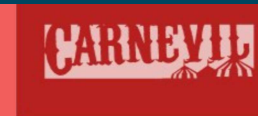
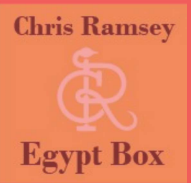
Chris Ramsey



Egypt Box



Space Quest Podium Game





**MAX TEAM SIZE 4
EVERY 15 MIN**

VS.



MAX TEAM SIZE 5



4 TOTAL TEAMS EVERY 20 MIN

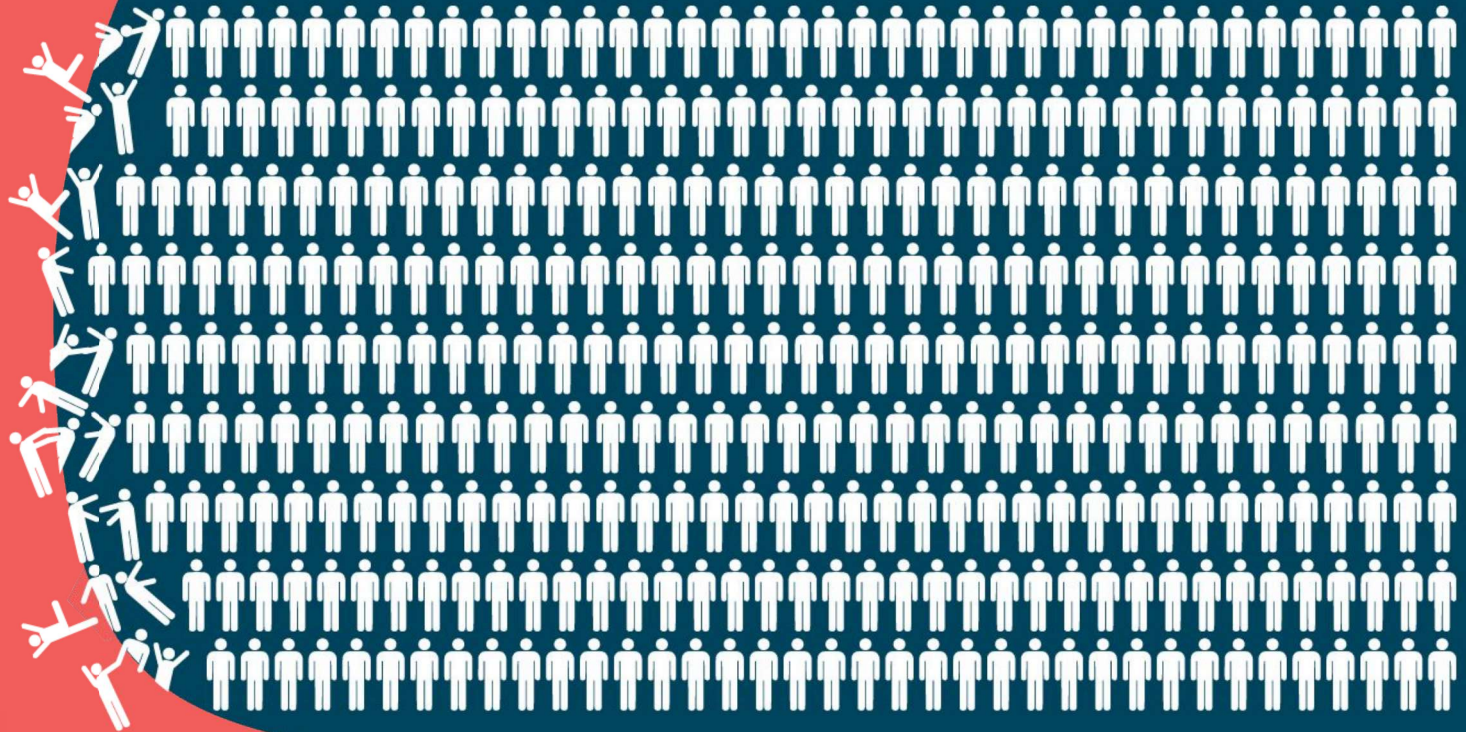
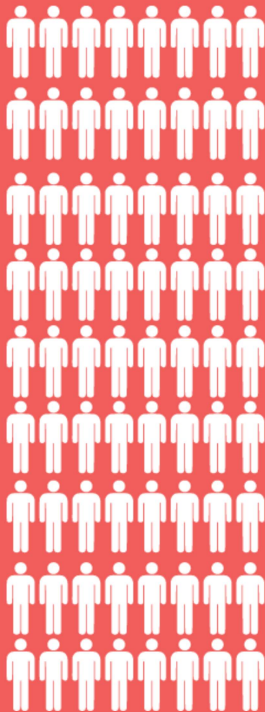


VS.



MAX 72 IN SIX HOUR EVENT

MAX **360** IN SIX HOUR EVENT



Outdoor Games

The city becomes the set

- **Aligned Our Goals with the city**
 - **Built City Relationships**
 - **Opened New Opportunities**
-
- 4,700+ social media impressions
 - Increased social media growth
 - City resources helped promote the experience



Outdoor Games

The city becomes the set

- Onboarding Matters
- Pacing Matters
- Accessibility Matters



Ghost Town

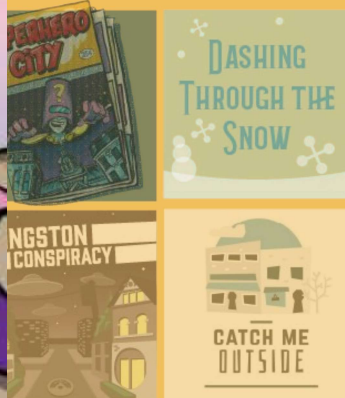
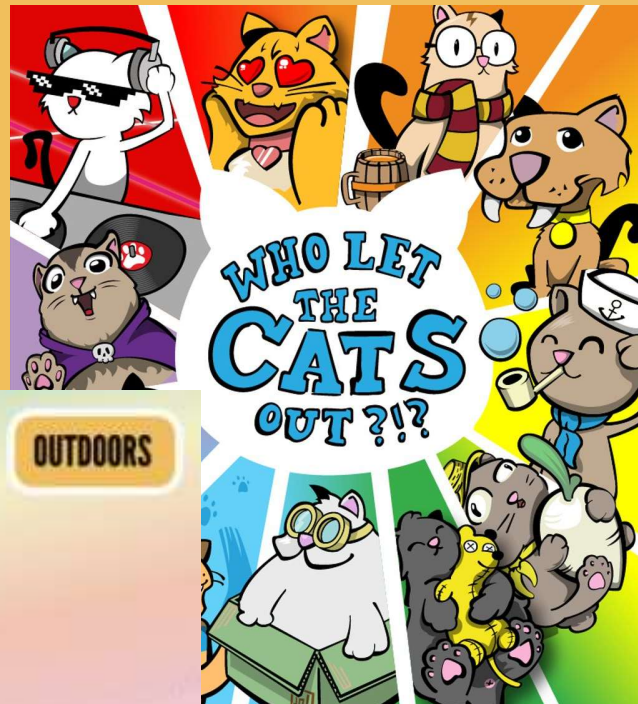
Our ambition exceeded usability.
It taught us more than many successes.



- Players Set Their Own Pace
- Small Pieces Get Lost
- Installed Clues Need Monitoring
- Complex Clues Didn't Translate
- Outdoor Games Need Simplicity
- The Audience Is Casual

Who Let the Cats Out?

A purrrrrfect evolution.



- Low Pressure
- Funny
- Family Accessible
- Tourism Friendly

Different audiences need different design.

OUTDOOR GAMES

YOUR DESIGN TEST LAB

ALSO GREAT WAY TO LEVEL UP YOUR TEAM

Your Outdoor Games

- Experiment with new puzzle ideas
- A book and bag are less expensive
- Easy to update and change elements*
(you will need to change things more often.
But that's also good experience!)



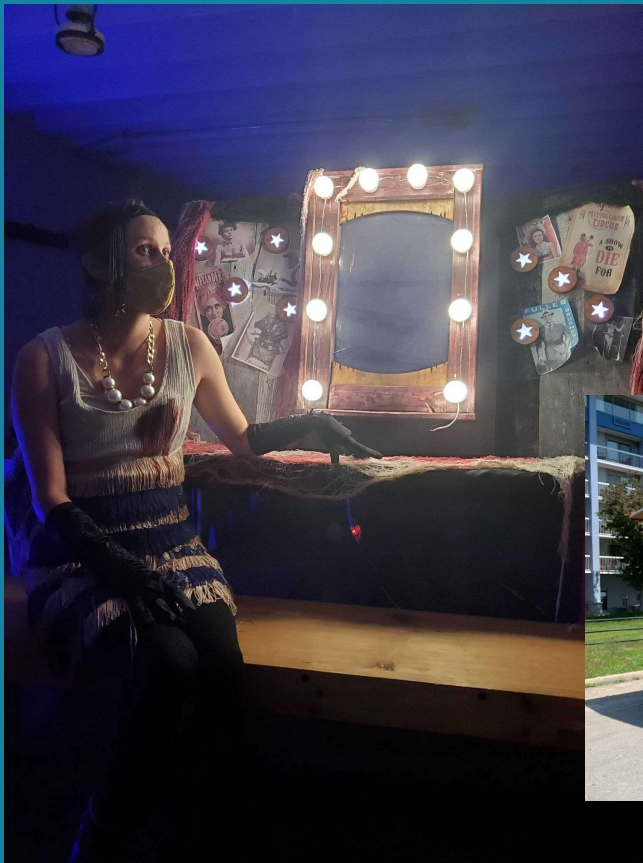
Your Escape Rooms

- Develop puzzles more efficiently
- See your indoor spaces more creatively
- Learn flexibility for puzzles that need change



Installation Games

The Space Changes the Puzzle



- No Permanent Modifications
- No Hidden Tech
- Observation Over Manipulation

Naughty or Nice

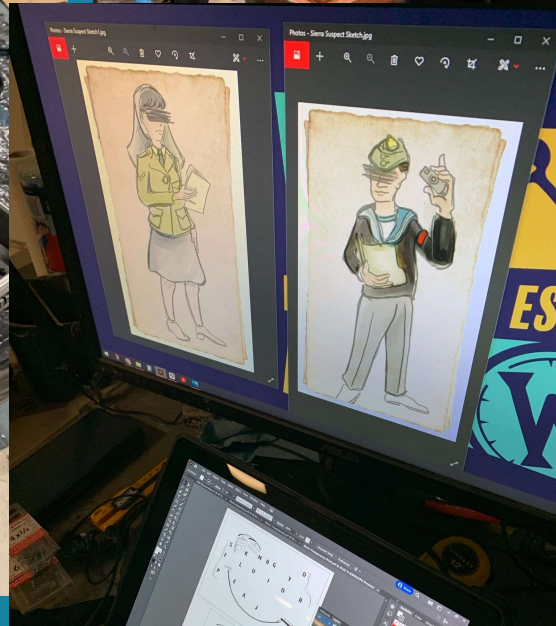
Nice game, Naughty realities



- Throughput Realities
- Public Audience Behaviour
- Spectacle vs Sustainability

Camp X

Communications Museum



- History + Gameplay
- Local Culture
- Use What's Already There
- Educational Without Feeling Educational



ADVANTAGES

- You Don't Have To Grow By Building Bigger or Longer Games
- You Can Start Small
- Don't Have To Wait For Permission
- Some of the Best Ideas Come From Stepping Outside the Box And That Makes Everything In The Box Stronger

VS.

CHALLENGES

- The Best Format For You Might Look Different Than Someone Else
- Failure Happens, Own Those Lessons
- Maybe Your Game Won't Be A Podium Game, Outdoor Game, Or Installation Game But Something Entirely New

THANK
YOU

