

# SugarXR is Pokémon Go for Business

## Overview of Pokémon GO

Pokémon GO was acquired by Scopely for \$3.5B in March 2025.

Pokémon GO, launched by Niantic in 2016, is a mobile game that revolutionized engagement with Augmented Reality (AR) by integrating the real world into gameplay. Players explore their surroundings to catch Pokémon, complete challenges, and interact with virtual elements overlaid on the real world using their smartphones. The game's success is attributed to several factors:

- **Mass Adoption of AR:** Pokémon GO introduced mainstream audiences to the potential of AR, making it an accessible and engaging experience without requiring additional hardware.
- **Social & Viral Engagement:** The game drove real-world social interactions, encouraging players to explore their cities, visit local businesses, and share experiences.
- **Business Partnerships & Revenue:** Niantic capitalized on location-based marketing by partnering with businesses to turn them into PokéStops or Gyms, generating foot traffic and increasing sales.
- **User-Generated Content & Organic Growth:** Players naturally shared their experiences on social media, creating a viral effect that contributed to long-term engagement.

At its peak, Pokémon GO had **over 500 million downloads in its first year** and has since been played by **more than a billion consumers worldwide**, proving the power of Augmented Reality to transform behavior, create massive engagement, and generate significant revenue.

## SugarXR's Verticals Mirror Pokémon GO's Success & Opportunity

SugarXR leverages the same AR engagement principles as Pokémon GO but applies them across multiple industries and use cases. Like Pokémon GO, SugarXR's products create interactive, location-based, and highly shareable AR experiences that drive foot traffic, engagement, and social virality. Each SugarXR vertical taps into a proven model with SugarXR-owned IP.

## 1. HalloweenAR – Bringing Holidays to Life

- **Like Pokémon GO:** Uses instant AR to overlay interactive Halloween characters in real-world spaces, creating a game-like experience where users discover and share AR fun.
- **The Opportunity:** Just as Pokémon GO drove millions outdoors to explore, HalloweenAR can drive families, event-goers, and businesses to participate in immersive seasonal activations, increasing foot traffic and engagement.
- **SugarXR-Owned IP:** A growing library of AR Halloween characters and interactive experiences designed to scale across retail, events, and consumer activations.

## 2. SmARt Kids Fire Safety – Learning Through Play

- **Like Pokémon GO:** Uses AR to engage kids with an educational experience, similar to how Pokémon GO gamified exploration and learning.
- **The Opportunity:** By making fire safety training interactive and fun, SmARt Kids creates memorable, behavior-changing experiences that fire departments, schools, and families can adopt at scale.
- **SugarXR-Owned IP:** Proprietary AR characters and interactive educational modules designed for fire safety education and community engagement.

## 3. Magic Little Doors – Location-Based Marketing

- **Like Pokémon GO:** Uses real-world locations as activation points, driving traffic into stores or designated areas with interactive AR experiences.
- **The Opportunity:** Just as Pokémon GO made businesses PokéStops, Magic Little Doors can turn storefronts, movie theaters, and event venues into interactive business moments, boosting foot traffic and conversion.
- **SugarXR-Owned IP:** A proprietary platform enabling businesses to create AR activations tied to physical locations, designed to enhance customer engagement and sales.

## 4. AR for Businesses, Events & Agencies – Custom Experiences

- **Like Pokémon GO:** Provides businesses with immersive, shareable experiences that increase engagement and time spent interacting with digital content.

- **The Opportunity:** Pokémon GO proved that AR can deepen customer engagement—SugarXR offers this capability to businesses, enabling them to create unique, business-driven AR experiences that capture audience attention and drive measurable results.
- **SugarXR-Owned IP:** A suite of customizable AR tools, filters, and interactive experiences designed to elevate business activations, sponsorships, and event engagement.

## Why SugarXR is the Next Big Opportunity

Pokémon GO proved that AR can change the way people interact with the world—blurring the lines between digital and reality, creating viral experiences, and generating billions in revenue. But the potential of AR extends far beyond gaming.

SugarXR is taking this same excitement, engagement, and real-world interaction and applying it to holidays, safety education, retail, and marketing—industries that touch billions of people every day.

- Imagine a world where families bring their neighborhoods to life with interactive Halloween decorations.
- A world where kids learn life-saving safety lessons in an unforgettable way.
- A world where businesses transform storefronts into magical AR experiences that captivate customers and drive sales.

This future is happening now. SugarXR is not just following the Pokémon GO model—it is expanding it, scaling it, and unlocking new markets that Pokémon GO never reached.

Businesses, investors, and partners can be part of this next wave of interactive technology. With a proven model, owned IP, and a rapidly growing market, SugarXR is positioned to redefine engagement, just as Pokémon GO did—but in industries with even broader applications and lasting impact.

This is more than technology. It's the future of connection, engagement, and business growth. Now is the time to be a part of it.