

# ANVIO Introduces a Financial Model to Make VR Businesses Profitable

*ANVIO VR launches an interactive business tool to help VR locations achieve sustainable growth and profitability.*

LOS ANGELES, CA, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- [ANVIO VR](#), a global free-roam VR game developer and franchise operator, has introduced a [financial model](#) designed to help VR entrepreneurs and franchisees build profitable businesses. This interactive tool acts as a comprehensive business calculator, providing data-driven insights into investment planning, revenue forecasting, and cost optimization.



ANVIO VR

The global virtual reality (VR) market is expanding at an unprecedented rate. According to a 2025 [Technavio report](#), the gaming sector alone is projected to grow by \$34.94 billion between 2025 and 2029, with a compound annual growth rate (CAGR) of 32.5%. This rapid expansion presents enormous opportunities for entrepreneurs in the VR entertainment industry. However, turning these opportunities into profitable ventures requires more than just cutting-edge technology and immersive content — it demands strategic business planning and precise financial forecasting.

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*Konstantin Tonkikh, CEO of  
ANVIO VR*

“Many entrepreneurs approach us with a dream of opening their own VR club, but they often lack a clear understanding of what format works best for them or how

to evaluate their business’s profitability,” explains Konstantin Tonkikh, CEO of ANVIO VR. “Our financial model bridges this gap by providing a clear roadmap. It allows business owners to make informed decisions and minimize risks by calculating key parameters such as cash flow, revenue streams, and operational costs.”

ANVIO's business calculator allows users to adjust critical parameters — such as space size, ticket pricing, and staffing levels — and instantly see the impact on profitability, break-even points, and net revenue. This flexibility ensures that entrepreneurs can fine-tune their strategies to meet market demands effectively.

Over the years, the VR entertainment sector has evolved, with different venue formats catering to varied customer preferences and business goals.

**Single-Arena VR Clubs:**

One of the earliest formats, single-arena VR clubs typically feature a 10×10 meter free-roam arena. This setup offers an immersive experience for up to six players at a time and is ideal for smaller-scale operations. However, their main drawback is limited capacity, which can result in missed revenue opportunities during peak hours.

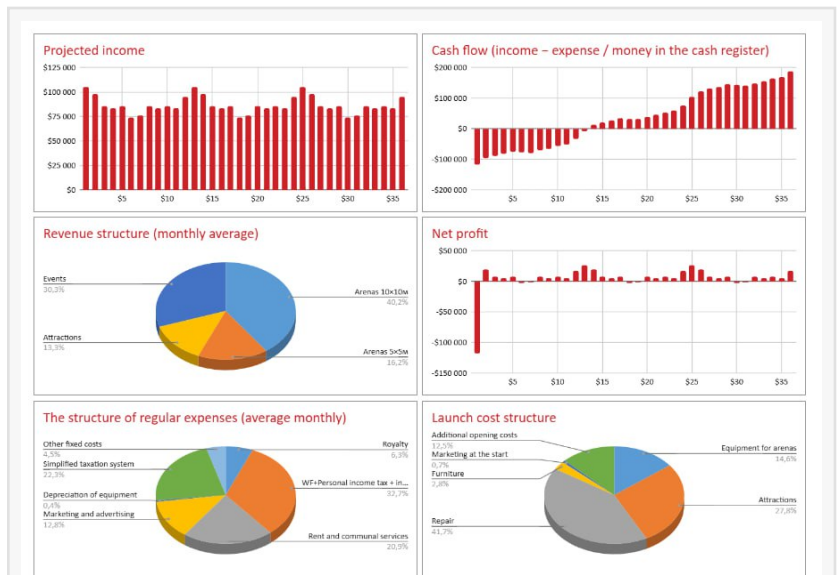
Single-arena clubs are best suited for locations with steady foot traffic, such as shopping centers or standalone buildings. ANVIO has seen success with this format in locations like Sao Paulo (Brazil) and Greenville (USA).

**Multi-Arena VR Clubs:**

Multi-arena venues are a step up, offering multiple gaming zones to serve more players simultaneously. This format increases overall revenue and attracts larger groups for events or team-based games.

**VR Parks:**

The most profitable and scalable format, VR parks combine a variety of gaming zones and attractions to cater to a wide audience. Ranging from 300 to 1000 square meters, these parks include large free-roam arenas, smaller arenas for quick sessions, and high-demand VR attractions.



Example of a financial model calculation for a VR park



ANVIO VR Arena

VR parks are particularly lucrative due to their versatility. Events such as parties or eSports competitions can contribute at least 30% of total revenue. While the initial investment and space requirements are higher, this format delivers the highest levels of monetization and stability.

ANVIO's global network includes successful VR parks in high-traffic locations such as San Diego, Los Angeles, Moscow, and Dubai, demonstrating their adaptability and profitability across diverse markets.

Regardless of the format, whether it's a single-arena club, a multi-arena venue, or a large-scale VR park, ANVIO's interactive financial model is designed to support and enhance business planning at every level.

Key features of ANVIO VR's new tool include:

- Investment Planning – Helps users assess initial setup costs, including equipment, venue expenses, and staffing.
- Revenue Forecasting – Projects earnings based on various business scenarios, customer flow, and pricing strategies.
- Cost Optimization – Identifies key operational expenses and provides strategies to enhance efficiency and profitability.

ANVIO's financial model breaks down barriers for aspiring VR business owners while empowering existing operators to optimize and grow. In a rapidly expanding market, this innovative tool, paired with ANVIO's proven expertise in game development and franchise support, provides the foundation for sustainable success.

About ANVIO:

ANVIO is a rapidly growing location-based VR operator and free-roam VR content developer. The company has been operating in the VR entertainment market since 2016. It is expanding globally, with over 50 locations in 13 countries accommodating over 20,000 players monthly. ANVIO's game library currently features nine games targeting different segments of customers.

ANVIO is a proven turnkey solution for location-based virtual reality businesses with a simple startup process. Offering low investment, an easy customization process, and professional 24/7 technical support, the ANVIO VR solution combines multiple benefits at all stages of business development.

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