



May 16, 2026 | Los Angeles | Ripple Studio
Investment Opportunity: \$50,000 for \$75,000 Return

DFX: THE OPPORTUNITY

THE DUELIN FIREMEN! EXPERIENCE

MAY 2026
LOS ANGELES

AN AUTHENTIC IMMERSIVE THEATER EVENT culminating in a
2,000-PERSON GWAR FINALE



WHEN: MAY 2026, LOS ANGELES - Single day immersive experience transforms into GWAR concert finale (2,000 total)

WHY NOW: Immersive entertainment boom - (\$1.2B market) • GWAR touring actively • Gen X peak spending power for authentic experiences

MARKET: 150K+ LA Gen X/Elder Millennials craving participatory culture • GWAR's proven 1,500-2,500 venue sellouts

THE ASK: \$50K investment to secure GWAR (\$20K deposit), lock Ripple Studio venue (\$10K), and launch aggressive marketing (\$20K)

TIMELINE: August 2025 \$50K investment → May 2026 event → \$75K Payout after completion

TOTAL FUNDING: \$50K investors • \$20K DFX team • \$70K - interests fully aligned



DFX: THE EXPERIENCE

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MAY 2026
LOS ANGELES

4PM-7PM INTIMATE IMMERSIVE (300 PEOPLE)

Two rival fire captains, **CHIEF CAP'M** and **CHIEF CRIPSY**, battle across dimensions using dance, chaos, and psycho bluegrass to win over crowds and secure interdimensional record deals. **ATTENDEES BECOME PART OF THE STORY**, choosing sides and influencing outcomes.



95TH FLOOR OF THE HANCOCK: Glass penthouse with interactive storylines

DEL MOROCCO DISCO LOUNGE: Cosmic funk tribute to RUDY RAY MOORE

FORMAT: Choice-driven narrative with LED voting systems and projection mapping

STRUCTURE: Multiple story paths converge to live music finale



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7PM-10PM GWAR CONCERT FINALE (2000 PEOPLE)



MARK MOTHERSBAUGH



TONY HAWK



BON HARRIS

CHICAGO BOARD OF TRADE SHOWDOWN - Ultimate warehouse celebration

GWAR HEADLINE PERFORMANCE with full blood effects production

L.A. BAND SUPPORT - Local garage rock energy

ORIGINAL CAST REUNION - Mark Mothersbaugh, David Yow, Bon Harris, Nancye Ferguson and Tony Hawk



GWAR: PROVEN DRAW & CULTURAL PHENOMENON



GWAR TOURING DATA & MARKET REACH:

ANNUAL TOUR ATTENDANCE: 200,000+ PEOPLE ACROSS 50+ CITIES

LA MARKET PERFORMANCE: CONSISTENT 1,500-2,500 CAPACITY VENUE SELLOUTS

DEMOGRAPHIC ALIGNMENT: 35+ YEARS OLD, \$75K+ INCOME, CULTURAL CURATORS

SOCIAL MEDIA REACH: 500K+ FOLLOWERS ACROSS PLATFORMS, VIRAL CONTENT CREATION



GWAR: PROVEN DRAW & CULTURAL PHENOMENON

VENUE CAPACITY BENCHMARKS:

RECENT LA GWAR PERFORMANCES:

- The Palladium (3,700 cap) - SOLD OUT (2023)
- Hollywood Fonda (1,300 cap) - SOLD OUT (2022)
- The Wiltern (1,850 cap) - SOLD OUT (2024)

OUR TARGET: 2,000 capacity - PROVEN VIABLE

CULTURAL IMPACT DATA:

Media coverage: Rolling Stone, Pitchfork, major music outlets

Documentary features: Multiple films, Netflix specials

Brand partnerships: Hot Topic, beer brands, festival headlines

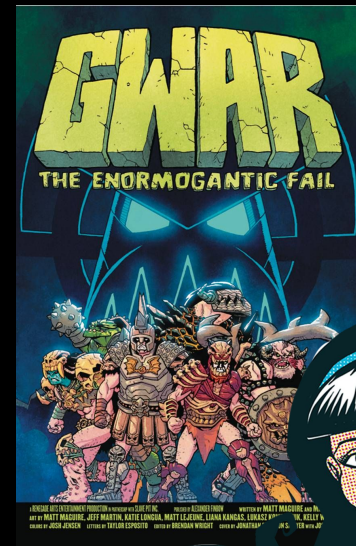
Influence reach: Cited by major artists, cultural tastemaker status

TICKET PRICE VALIDATION:

Standard GWAR tickets: \$45-85 in LA market

VIP experiences: \$150-300 for meet & greet packages

Our pricing: \$125-350 (justified by immersive experience addition)



THE BOOM IN IMMERSIVE ENTERTAINMENT

Audiences today don't just watch - they step inside. Across the country, immersive experiences are selling out, scaling up, and becoming a must-have in cultural life.

EXCLUSIVE PRESENTS PARTNERSHIP
SLEEP NO MORE



DFX: WHY NOW?

THE DUELIN FIREMEN! EXPERIENCE

MAY 2026
LOS ANGELES

	EXPERIENCE	AVG TICKET	TOTAL ATTENDANCE	CULTURAL REACH & PRESS
	SLEEP NO MORE	\$150+	2M+	NYT, The New Yorker, cult following, celeb cameos
	MEOW WOLF	\$35-\$50	10M+	CNN, Rolling Stone, major tourism driver
	THEATER OF THE MIND	\$35-\$70	42K+	David Byrne project, Simons Fdn sponsor, TED podcast
	IMMERSIVE VAN GOGH	\$45-\$70	5M+	National TV, viral on IG, \$250M+ in revenue
	BRIDGERTON EXPERIENCE	\$50-\$100	Tens of thousands	Netflix-led, 88% sold out before launch, huge socials





WHY NOW?

**MAY 2026
LOS ANGELES**

KEY MARKET INSIGHTS:

- **Premium pricing acceptance:** Audiences pay 3-5x traditional ticket prices
- **Social media amplification:** Immersive experiences generate massive organic content
- **Geographic draw:** 25-40% travel from outside metro area

DFX COMPETITIVE ADVANTAGE:

- **Live music integration** - most immersive experiences are static
- **Real-time transformation** - unique technical innovation
- **Authentic underground culture** - not corporate entertainment



DFX: WHAT IS IT?

THE DUELIN FIREMEN! EXPERIENCE

DUELIN' FIREMEN!

Born from the ashes of a mythical 1995 video game, **DUELIN' FIREMEN!** has evolved into a **living, breathing multimedia universe**. This isn't just a concert series—it's an interdimensional firestorm where comic book mythology, immersive theater, and raw punk energy collide.



STEVE ALBINI



TIMOTHY LEARY



NANCY FERGUSON



TONY HAWK



DAVID YOW



MARK MOTHERSBAUGH



RUDY RAY MOORE



REV. IVAN STANG





WHO'S COMING?

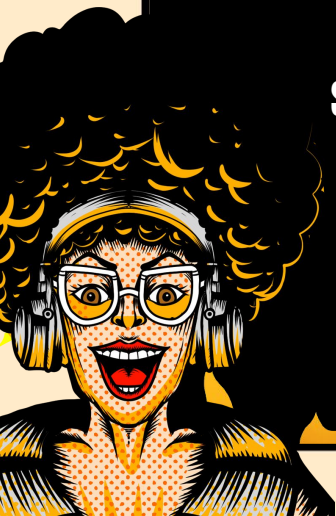
MAY 2026
LOS ANGELES

PRIMARY DEMOGRAPHIC (65% OF AUDIENCE)

- Ages 30-55 | Gen X & Elder Millennials
- Income: \$125K-\$350K household income
- Education: College-educated, many in creative fields
- Interests: Underground music, comic culture, immersive art, retro gaming
- Spending: High discretionary income for unique experiences
- Influence: Tastemakers, early adopters, cultural connectors

SECONDARY DEMOGRAPHIC (25% OF AUDIENCE)

- Ages 22-35 | Younger Millennials & Gen Z
- Profile: Art students, music industry workers, creative professionals
- Interests: Punk revival, experimental art, social media content creation
- Behavior: High social sharing, brand evangelists when authentically engaged



TERTIARY DEMOGRAPHIC (10% OF AUDIENCE)

- Music journalists and bloggers
- Comic and art world professionals
- Entertainment industry insiders -
- Influencers and content creators

GEOGRAPHIC REACH

- **LOCAL:** 60% Los Angeles metro area
- **REGIONAL:** 25% California and Southwest
- **NATIONAL:** 15% traveling from major cities for unique experience



THE **\$50K INVESTMENT**: CRITICAL PATH TO SUCCESS

Immediate Use of Funds:

1. HEADLINE TALENT SECURITY (\$20,000)

GWAR booking deposit: \$20,000

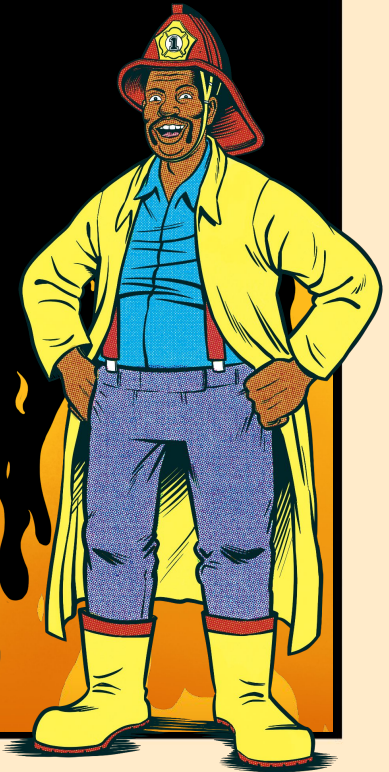
2. VENUE LOCK-IN (\$10,000)

Ripple warehouse rental deposit: \$10,000

3. MARKETING CAMPAIGN LAUNCH (\$20,000)

GWAR announcement campaign: \$10,000

Sponsor outreach and early adopter conversion: \$10,000



DFX: FINANCIALS

THE DUELIN' FIREMEN! EXPERIENCE

INVESTMENT TERMS AND PARTNERSHIP STRUCTURE

INVESTMENT STRUCTURE: \$50K bridge investment

INVESTOR RETURN: \$75K total payout (50% return)

TIMELINE: 10 months from investment to payout

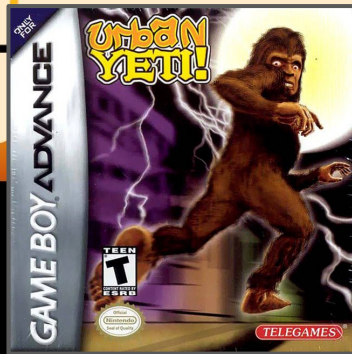
ONGOING BENEFITS: First option rights on future RUNANDGUN! and DFX productions and IP expansions. Building on RUNANDGUN's proven IP legacy including *Urban Yeti!* - the cult GBA game!

SECURITY: Event insurance, venue and talent contracts, and pre-sales provide backing

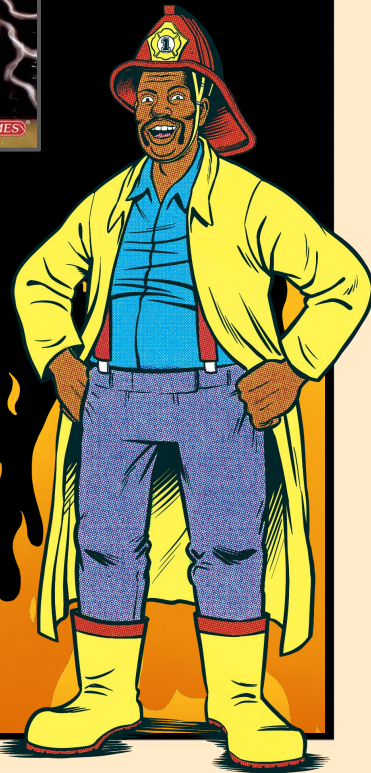
\$50,000 from investors + \$20,000 from the DFX team = \$70,000 total startup capital. Our significant personal investment (nearly 30% of total funding) ensures we're as committed to profitability as our investors.

This is your opportunity to enable the completion of one of underground culture's greatest unfinished stories while generating 50% returns on your investment and enabling a \$100K profit foundation for expansion.

LET'S BRING DUELIN' FIREMEN! TO LIFE.



MAY 2026
LOS ANGELES



CONSERVATIVE FINANCIAL MODEL (85% CAPACITY)

REVENUE	EXPENSES	PROFIT
Total: \$337,070	Total: \$257,524	Net: \$79,546
Tickets: \$210,570	Fixed: \$180,000	Investor Return: \$75,000
Other: \$126,500	Variable: \$58,448	DFX Profit: \$4,546

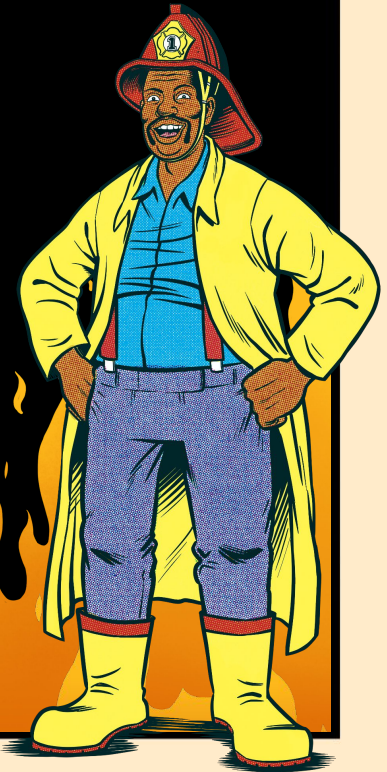
KEY ASSUMPTIONS

- 85% ATTENDANCE (CONSERVATIVE ESTIMATE)
- TICKET PRICES: \$200 IMMERSIVE, \$85-350 CONCERT RANGE
- OTHER REVENUE: SPONSORSHIPS, MERCHANDISE, BAR SALES

BOTTOM LINE

- 23.6% PROFIT MARGIN
- 50% RETURN TO INVESTORS (\$75K ON \$50K)
- MINIMAL COMPANY RISK WITH INVESTOR RETURN PRIORITIZED

[FULL INTERACTIVE MODEL: DUELINFIREMEN.NET/TOOL.HTML](https://duelinfiremen.net/tool.html)



DFX: CHICAGO LAUNCH

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2025 CHICAGO LAUNCH SUCCESS

In May 2025, DFX: The DUELIN' FIREMEN! Experience officially launched at Co-Prosperity Sphere in Chicago, achieving outstanding engagement and validation of concept:

- **FULL-CAPACITY CROWD:** Approximately 200 enthusiastic attendees filled the venue, underscoring the strong niche demand and community support.
- **ORIGINAL MEDIA REVEAL:** Successfully premiered never-before-seen lost footage and an interactive comic, driving enthusiastic audience participation and significant social buzz.
- **STRONG AUDIENCE ENGAGEMENT:** High audience interaction, excellent merch sales, and organic digital amplification demonstrated clear resonance with Gen X and Millennial alt-culture enthusiasts.
- **MEDIA COVERAGE:** Coverage and interest from local and niche retro/alt-media outlets validated the strong media potential for future events.

