

**FAMILY
ENTERTAINMENT
REIMAGINED**

FANTASY CLAW ARCADE

Private & Confidential

WHAT IS FANTASY CLAW ARCADE

Fantasy Claw Arcade (FCA) is a themed high-performing entertainment concept built for modern malls. With a unique wizard theme, we transform small-format spaces into high-traffic, high-margin arcades centered around immersive claw machine experiences. With two top-performing Las Vegas locations and a third opening in Hawaii, we're rapidly expanding through a mix of corporate and franchised stores, targeting 100 locations by 2029.

Our footprint is flexible, our buildout is simple, and our operations drive consistent foot traffic and strong sales per square foot. FCA is the kind of low-headcount, buzzworthy concept that keeps guests coming back.



HOW WE ARE DIFFERENT



Immersive, Standout Theme

Our fully immersive, wizard-themed environment was designed to stand out from the same look and feel of other arcades and draw people in.

Every Guest Wins

Nobody leaves empty handed. Each guest gets a branded coin pouch and prize backpack, and our team assists guests to ensure great experiences.

Locally Tuned & Market-Driven


Our prizes are curated by market, featuring local sports merch, neighborhood gift cards, and items that actually resonate.

Franchise System Built to Scale

Founded by seasoned entrepreneurs with deep experience in retailing and franchising, our model was designed to be scalable and efficient.

GUESTS LOVE OUR CONCEPT

A perfect concept for generating high volume organic views




VEGAS' LARGEST CLAW ARCADE

30:03


The LARGEST Claw Machine Arcade in Las Vegas!

505K views • 5 months ago

 Plush Time Wins ✓

We visited the LARGEST Claw Machine arcade in Las Vegas, Fantasy Claw arcade.


4K



0:59

Las Vegas Claw Machine Arca...

195.8K+ views

 kkvegas1969
TikTok • 1 year...

Fantasy Claw Arcade

4.7 ★★★★★ (581) · Video arcade

3200 S Las Vegas Blvd

Fantasy Claw Arcade

5.0 ●●●●● (39 reviews) #61 of 516 Fun & Games in Las Vegas



FANTASY CLAW ARCADE

Huge Claw Arcade on the Las Vegas Strip!

9.3K views • 1 month ago

 Winner Every Time ✓

Fantasy Claw Arcade brings a magical touch to the Las Vegas S

CC

Site Criteria

Ideal Space



1200-2600 sq ft to create an immersive, high-traffic arcade experience.

Prime Location



Proximity to anchor tenants and complementary retail or entertainment businesses to maximize foot traffic.

Lease Term



Minimum 3+ year lease with options for long-term stability and expansion.

Electrical Needs



125A–150A, 120/240V single-phase panel with 20–30 spaces to power all attractions.

Sample Layout



FCA BY THE NUMBERS

\$1.0M

Annual Revenue
Per average location

\$200K

Cost to Open
Per average location

\$40+

Avg Order Value
Per customer

2K+

Monthly Customers
Per average location

30+

Corporate
2030 Target Locations

70+

Franchise
2030 Target Locations

Our magical claw arcade experience appeals to a wide **target demographic of all ages**, fostering repeat visits and community engagement.

Top Target Markets

Our goal is to open 30+ locations in the next 30 months

Corporate Expansion Focus

- Chicago
- Miami/Ft. Lauderdale
- Philadelphia
- Atlanta
- Phoenix
- Seattle Tacoma
- Orlando
- Honolulu
- Las Vegas

Additional Franchising Expansion

- Dallas
- San Antonio
- Los Angeles
- Cincinnati
- New York
- San Francisco
- Minneapolis
- Salt Lake City

FLAGSHIP STORE

FASHION SHOW *Las Vegas*

Las Vegas, NV

Arcade Size: 4500 Sq Ft

Avg Monthly Revenue: \$100K

Avg Monthly Customers: 2.3K

AOV: \$45

Transformed a defunct, large shoe store in a non-prime second-floor location into a successful family and tourist destination.

**Brookfield
Properties**

Fantasy Claw completed a year lease with me at Fashion Show mall as new concept and trial for this use as it was the first we agreed to open of this concept. We have now renewed them for additional term and years as the concept has been well received by the customers. The use is trendy and families love to bring their children for the experience. I also see several teens shopping with friends and adults alone with friends playing the games! They are very friendly, have trendy gifts and surprise popular blind gifts as well to open. The customer experience has been pleasant and a trendy and professionally ran storefront. They even have tokens for the kids, great gifts, can host children's party's and custom nice bags for all the children's winnings. I highly recommend opening this concept in prime locations around the teen, children and experience area of the centers. The customers never leave unhappy.

Simone Tognoni
Director Business Development
Director Specialty leasing

PLANET HOLLYWOOD

A nighttime photograph of the Planet Hollywood resort in Las Vegas. The image shows a large, modern building with multiple levels of digital billboards. The billboards display various advertisements, including 'LIVE ENTERTAINMENT', 'MIRACLE MILE SHOPS', 'V THEATER Saxe Theater', and 'Rodeo'. The building is illuminated with warm yellow lights, and the surrounding area is filled with people walking on the sidewalks and stairs. In the background, other tall buildings of the Las Vegas Strip are visible under a dark sky.

Las Vegas, NV

Arcade Size: 1700 Sq Ft

Avg Monthly Revenue: \$75K

Avg Monthly Customers: 1.5K

AOV: \$50

Revitalized a defunct clothing store in a non-prime location, replicating the success of our flagship store in a high-traffic, tourism-driven mall.

INTERNATIONAL MARKETPLACE

Honolulu, HI

Opening October 2025

Retailers: 90+

Dining Options: 10+



CORPORATE TEAM

Bradley Howard - Co-Founder & Managing Member



Brad Howard is a retail innovator and serial entrepreneur who built Trend Nation into a top Amazon seller, earning recognition from Inc. 5000, Fortune, and CNBC. He now leads his family's investment fund and serves as Chairman of Channel Key, helping major brands grow on Amazon. Brad brings deep expertise in consumer demand, supply chain, and high-growth retail strategy.

Jason Smylie - Co-Founder



Jason brings 20 years of executive and franchising experience to Fantasy Claw Arcade. As President of Capriotti's and Wing Zone, he oversees 200+ restaurants across 30 states and six countries, driving growth through franchise expansion, operational excellence, and innovation. His leadership has boosted profitability and earned both brands national recognition.

Tamir Eliahoo - Co-Founder



Tamir brings 20+ years of experience in building and scaling retail businesses across the U.S. and internationally. As the owner of 30 locations spanning Las Vegas and Hawaii, Tamir has a proven track record of establishing and growing retail operations that generate millions in annual revenue. His diverse business portfolio includes luxury retail, wholesale operations, and retail real estate.

Elliot Cole - Franchising GM



Elliot is a business leader with a deep background in eCommerce, supply chain, and analysis. He is responsible for building out processes, streamlining store operations, and enabling scalability.

COMPANY INFO



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