



Stacja Grawitacja Case Study

Denis Lopatin, Park Owner
Stacja Grawitacja park
Warsaw, Poland



STACJA
GRAWITACJA

Overview

Denis Lopatin is on a mission to create the most exceptional trampoline parks with Stacja Grawitacja, meaning “Gravity Station” in Polish. The name is suiting for a place that is covered from floor to ceiling with gravity-defying attractions, from diverse trampolines and ninja

tracks, to rope courses and climbing walls. Lopatin is himself responsible for the design of the trampoline parks in Poland. He seeks to create something unusual for his customers, and experiences that would infuse visitors with “a lot of endorphins”.



VALO MOTION

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On customer reactions

ValoJump suits Stacja Grawitacja perfectly. "Customers love ValoJump, and we got lines of people waiting to play with it", says Lopatin. He describes ValoJump as basically a computer game played on a trampoline. It takes the kids away from their computer screens at home and gives them the familiar game worlds, but through a totally new playing experience that makes them move and gives them novel excitement.

Also, for the digital natives the product seems to be very intuitive to understand. "The kids know exactly what to do", confirms Lopatin.

On demographics

The main customer segment of the parks are kids from 6 years onwards, but teenagers, adults in their twenties and thirties, as well as children's parents are likewise very important customers for Stacja Grawitacja. Fostering especially the connection between parents and their children is important for Lopatin. In this regard, ValoJump works also as a great bridge between generations. "Adults are sometimes a little shy, but when they start to use ValoJump, they start to be kids again", Lopatin describes.

On multiplayer games

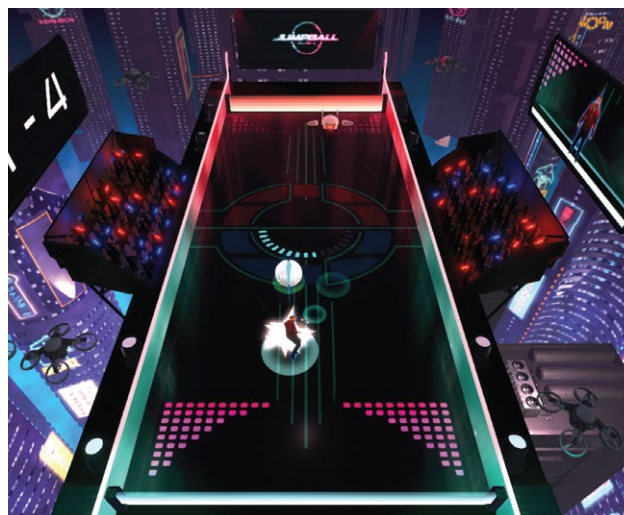
Lately, especially ValoJump's 2-player game Super Stomp has been extremely popular. According to Lopatin, it brought a whole new dimension to the product. "The 2-player game changed everything, the kids love all kinds of gladiator stuff, so it's really the best way to compete", he says.

**It's a 12/10
product and
100 % worth
the investment**

- Denis Lopatin

ValoJump at Stacja Grawitacja:

- Stacja Grawitacja has 1-hour, 2-hour, or whole day all-inclusive entrance fees
- Used by all customer groups, including children from 6 years onwards, teenagers, and adults including children's parents
- ROI hard to calculate due to single entrance fee, but "definitely worth the investment"



Conclusion

All in all, ValoJump has been a very rewarding choice for Stacja Grawitacja. From the "most amazing packaging" and extremely easy installation to the excitement it is able to bring to customers, the product has met all of Lopatin's expectations. "It's a 12/10 product and 100 % worth the investment", says Lopatin.

For the future of trampoline parks, Lopatin sees a strong trend towards gaming and digital interfaces, including virtual reality platforms. "The next parks will have more and more of these features, the kids love that, but the product needs to be chosen carefully", Lopatin states. "There are a lot of digital gaming solutions out there, but only one was worth the investment."