



REBIRTH PROPOSAL

'Redefining what a Mall is'

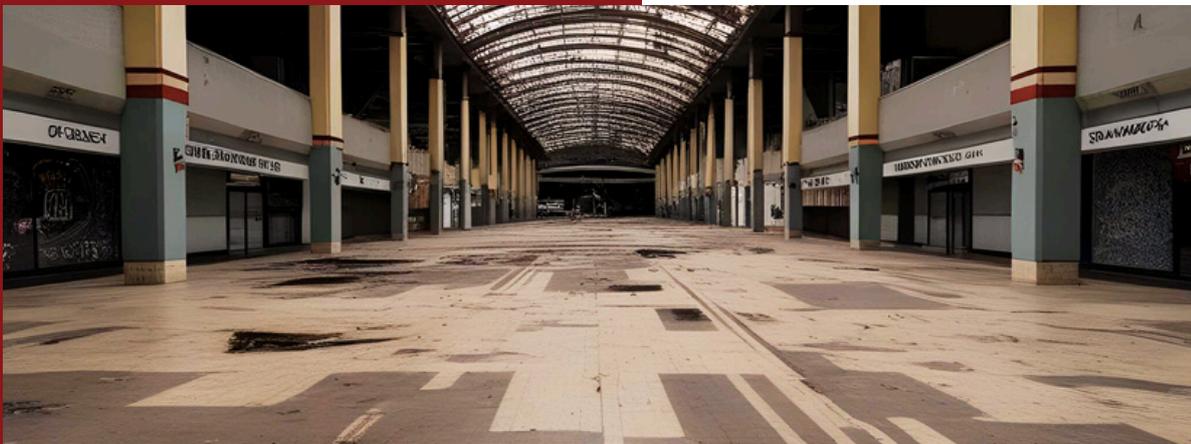


WHAT IS A MALL?

Oxford Language defines a Mall as “a large building or series of connected buildings containing a variety of **retail stores** and typically also restaurants.”

Cambridge Dictionary defines a Mall as “a very large building or building containing a lot of **stores** and often restaurants, and usually with space around it outside for parking.”

IS THE 'SHOPPING MALL' BUSINESS A THING OF THE PAST?



According to capitaloneshopping.com:

- U.S. malls, large and small, numbered **25,000** in **1986**.
- An average of **1,170** shopping malls closed every year between **2017** and **2022**.
- By some estimates, there were as few as **700 large** shopping malls left in the U.S. in **2022**.
- Projections indicate that up to **87%** of **large** shopping malls may close over **10 years**.
- Currently, the United States is home to an estimated **1,200** malls; projections indicate that by **2028** there may be as few as **900** malls still in operation.



PROBABLE CAUSES



1. Online Shopping

The **convenience** provided by front door delivery of infinite number of products can be **cost** and **time efficient**.



2. Economics

The success of the mall is **dependent** on the **prosperity** of the **city** and **location** in which it is in.



3. Competition

Family **entertainment venues** that once would be the **anchor** of a mall see more value in being in a **stand-alone** building.



4. Households

According to **KROC 106.9** the average cost per person for a **single-day** mall visit is **\$162**.



WHAT DOES THE MOA® UNDERSTAND?

The **Mall of America®** understands “**The Principle of Engagement**” which means they need to get the consumer in the door. What is the best means to achieve this objective? A philosophy that shall be known as “**The Center of Attraction**” which is **Nickelodeon Universe**. Design the Mall business around children- and families will walk through the doors.

Established **large malls** that are **household names** will attract and maintain **brand retailers** and **restaurants**. For the medium and small malls that are on the verge of extinction they must understand what a mall ‘**is**’ by **definition of use**.



WHAT IS A **MALL** ACCORDING TO SCHOLARSHIPS 4 US, LLC?

An **interconnected network** of space uniquely designed to provide a form of entertainment, satisfaction, or gratification for **each generation** of its' city and visitors.

MY FAMILY'S **PLACE**

A **Mall** that provides the system for households to use their own money to **contribute** in the **formation** of the **city** in which they want to **live-in**.



THE PROPOSAL

The **'Rebirth Proposal'** is written to every person(s) or organization(s) that has a financial interest in the **Mall** business.

According to this proposal the **Shopping Mall** business is on the verge of **extinction**. In order to save this particular asset, especially for "dead malls," medium and small, you will now have **My Family's Place- 4 Principles** for your current portfolio and to strategically redefine nationally what a mall 'is' according to Scholarships 4 Us, LLC.





1ST PRINCIPLE THE CENTER OF ATTRACTION



Scholarships 4 Us, LLC founded **GEOJANI** Esports Gaming™ to provide the revolutionary franchise concept of developing children's abilities and skills in specific Arcade Games.



For the first time in history **eligible students** age **12-18** will have the opportunity to accrue **savings** and accumulate **Prize Money** based on **Place Finish** in **Scholarships 4 Us, LLC** national standardized competitions and tournaments. Most importantly, the **services** Scholarships 4 Us, LLC provides is intended to be used by **other business** that specialize in youth competitions and tournaments. These businesses will **form branches** of **The Center of Attraction** in **My Family's Place**.





2ND PRINCIPLE CHILD ENGAGEMENT



Children **age 11 and under** must have the path to learn, experience, develop, and celebrate. This includes businesses such as Build-A-Bear, Ridemakerz®, arts and crafts, and birthday celebrations that provide children the **opportunity to engage** in their **interest**, and for families to create traditions.

My Family's Place is all about using household's money in a constructive manner. Businesses that provide **interactive child care** will see the opportunity to be a part of **My Family's Place** while children eagerly await for their **12th birthday** to join **The Scholarships 4 Us Program**.





3RD PRINCIPLE FOOD & BEVERAGE



Children and families will have an **appetite** for restaurants and other food & beverage businesses that will now have the incentive to establish their **brand** in **My Family's Place**.

The key to present brand chains is that in **My Family's Place** every business will have the opportunity to be successful for the reason that vast competition in the Mall is not warranted. **One-of-each-kind** with a variety to choose from is the philosophy to be practiced in **My Family's Place**.





4TH PRINCIPLE ENTERTAINMENT



With the establishment of The Center of Attraction, Child Engagement, and Food & Beverage businesses- the **4th Principle** in **My Family's Place** is **Entertainment**. Now that families are in-the-door businesses that provide entertainment such as **shopping** and **movies** will prosper and the Mall will have the opportunity to offer extravaganza during the holiday seasons.

The **'Shopping Mall'** business is **dead**. With the **establishment** of the **'The Center of Attraction'** and the philosophy of **'My Family's Place'**- the **rebirth** of the Mall shall come into fruition, and the **community** and **city will invest**.





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