

NEW MEXICO ANGELS

Meow Wolf: Investing in Innovation



This is how The New Mexico Angels' involvement strengthened the state economy, advanced a local startup company, and provided investors return.

A BRIEF HISTORY OF

MEOW WOLF MEOW WOLF EXHIBITIONS REGULARLY TAKE VISITORS BY SURPRISE BY COMBINING UNIQUE ARTISTIC EXPRESSIONS, INTERACTIVE DISPLAYS, AND TECHNOLOGY.

2008
Seven artists collaborate to initiate Meow Wolf

2014
Pre-seed funding ventures begin

2015
Meow Wolf Santa Fe building is purchased

2016
House of Eternal Return Santa Fe, New Mexico opens doors

2016
Meow Wolf hosts 75 shows and sells 400K visitor tickets in first year

2018
Meow Wolf announces plans for expansion with new locations

2018
Meow Wolf Santa Fe welcomes millionth guest

2019
Meow Wolf Las Vegas, Nevada opens doors

2020
Meow Wolf Denver, Colorado opens doors

2023
Meow Wolf Grapevine, Texas opens doors

*References

INVESTING IN INNOVATION

INVESTMENT	\$210,000
ROI	2.5X
TIME FRAME	2 YEARS

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REFERENCED DATA VIA PERSONAL COMMUNICATION

Meow Wolf is a NM based certified B-Corp, with four locations. It has grown to millions in yearly revenue with opportunities for substantial future growth. The company continues to break boundaries in immersive entertainment. The Meow Wolf effort began in 2008, and developed its first location in Santa Fe, NM opening in 2016.

Meow Wolf exhibitions delight visitors by combining unique artistic scenery, interactive displays and technology. The first year of operations hosted 75 music events, 400,000 visits, and revenue of \$7MM.

The far-reaching vision for Meow Wolf required them to seek investors who embraced its business plan potential – the concept, artists and leadership team. The Angel's initial investment was \$210K, with dozens of other investors on an early funding round. Two years later, the company provided a special purchase opportunity, which enabled New Mexico Angel investors to exit, earning a 2.5X ROI.

Meow Wolf has been an unqualified success in New Mexico, hiring 100s locally, building an HQ in Santa Fe, growing revenues, fueling tourism and expanding to 3 more states.

About Us

For more than 20 years, [New Mexico Angels](https://nmangels.com/) invested \$25MM+ in 40+ companies, from 75+ accredited investors in New Mexico-based high potential early-stage companies.



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