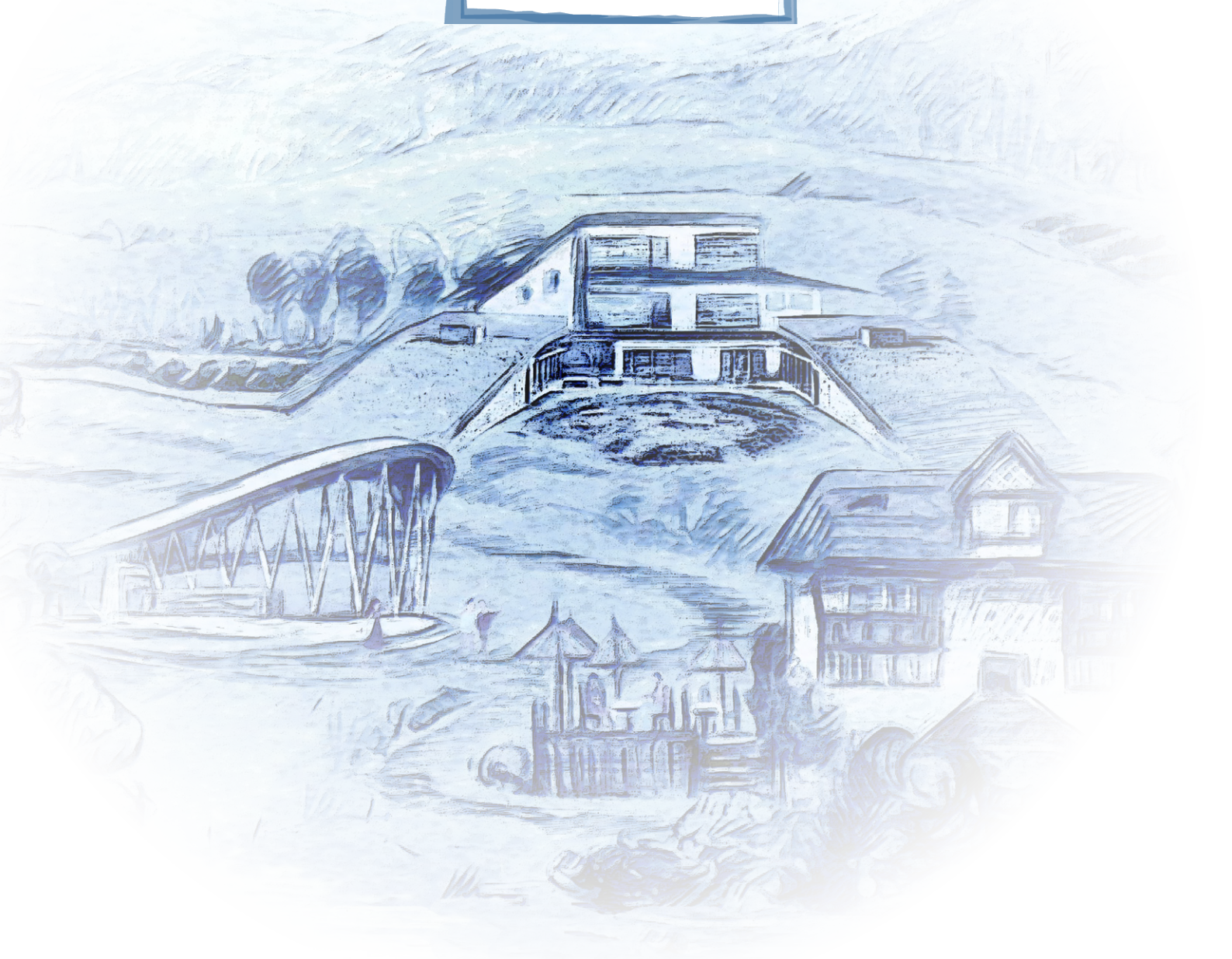


# zurich retreat





# PURPOSE

*WE FOSTER THE EVOLUTION OF CONSCIOUSNESS TO MANIFEST A POSITIVE AND SUSTAINABLE FUTURE.*

# VISION

*TO CREATE A SPACE WHERE INDIVIDUALS AND ORGANISATIONS CAN EXPERIENCE NEW CONCEPTS OF LIVING AND WORKING.*

**THE PROJECT BRINGS TOGETHER BEST PRACTICES OF HOLISTIC HEALTH, ORGANISATIONAL DEVELOPMENT, SUSTAINABLE INNOVATION AND COMMUNITY LIVING.**

## WHY

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The world is about to experience a fundamental paradigm shift on many levels. New ways of thinking are emerging that will have a powerful impact on society in the coming decades. That our current world order is flawed has become evident; hence we see a need to promote alternative solutions on how to upgrade this system.

○ Solutions exist, but are not being implemented consistently because they require changes on a systemic level, which must be preceded by a collective shift in consciousness.

○ These new circumstances create unprecedented challenges to humanity and require new approaches and ways of understanding to fully comprehend and tackle the issues sustainably.

○ It is necessary that existing and emerging alternatives to the current modus operandi are shown to the individuals and organisations of our society. This is what we want to support in multiple ways with our project.

## HOW

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The project creates a playground in the form of a transformational centre, where new models of conscious working, living and learning are applied. We support people and organisations in their endeavour to manifest a meaningful purpose and a conscious, holistic way of life.

A visit to the centre provides a powerful insight on how a sustainable and altruistic society could look like.

○ This multi purpose concept is an incubator and prototype for new ideas and initiatives in multiple sectors. It is a sanctuary for mind, body and soul, where visitors find inspiration, balance and inner connection.

○ Individuals are supported in their quest for a holistic lifestyle by methods focusing on consciousness, life-purpose, mindfulness, and alternative healing.

○ It is a space for organisations and teams to work on projects during retreats and workshops that will contribute to a sustainable, purpose-driven and humane corporate culture.

○ The centre's infrastructure is dedicated to sustainability and ecological principles; managed with an innovative and value-based operating model as a non-profit, for-purpose venture.

## WHAT

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Our philosophy is based on an integral worldview, embracing various concepts of progressive thought models. We are value- and impact-driven to create an inspiring environment where we are passionate about the work we do. We collaborate with leading innovators in a co-creative process to serve our customers and the greater good.

○ With our eco-infrastructure, organisational model and services offered, we create a holistic experience for individuals and organisations alike. Emphasizing empowered learning that is cognitive, emotional and experiential. Our ecosystem is designed to expose visitors to our vision, promoting insights and memories

through authentic connection to their environment.

○ We target the individual and organisations; as we live in organised structures, we must address both levels in order to create lasting change on all layers that compose our society.

○ Our integrative health approach positively supports the individual and thus the organisations in which they are involved; whether it is work, family, education, associations, or any other structures.

○ On the organisational level, we aim to create awareness for next generation organisational models and holistic approaches in the corporate world as well as in the public sector.



# CONCEPT

*IT IS OUR BELIEF THAT LIVING A HOLISTIC LIFE IS THE FOUNDATION FOR A THRIVING SOCIETY. WITH THIS MULTIPURPOSE RETREAT CENTRE, WE PROTOTYPE A NEW, COMPREHENSIVE AND SUSTAINABLE WAY OF LIVING, WHERE WE OFFER INNOVATIVE PRODUCTS AND SERVICES TO INDIVIDUALS AND ORGANISATIONS.*

*BELOW BUILDING BLOCKS ALLOW US TO CREATE THE FERTILE ENVIRONMENT FOR INTERDISCIPLINARY LEARNING AND CO-CREATION NECESSARY TO ACHIEVE THIS PROJECT.*

THESE TWO ELEMENTS CONSTITUTE OUR INCOME-GENERATING PRODUCT & SERVICE OFFERING:

## HOLISTIC CENTRE

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We believe that the mind lies at the root of all physical symptoms, therefore we help our clients develop the necessary consciousness and insights to create their ideal health. We use integrative approaches to holistic health combined with personal development and coaching focused on the state of mind. This is supported by a selection of highly effective bodywork & energy therapies and complemented by functional nutrition and exercises, promoting balance for body,

mind and soul. Our ecosystem allows visitors to have a grounding and therapeutic experience in nature, to better understand its life-sustaining mechanisms and how they apply to us as humans.

Our services have a positive impact in addressing burn-out and work-life imbalance, and when an overall improvement in wellbeing or support in a challenging life situation is needed.

## ORGANISATION CENTRE

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This is the place for leaders and their teams in all types of organisations to recharge, connect and get inspiration. It's the place where private companies, public administration, NGO's and associations come to work on their purpose and organisational culture, and get exposed to new trends in responsive organisational management. Organisations are supported in their efforts to reach the next level of development, to be more successful and have a positive impact in all their areas of activity.

We provide modern facilities for groups to do retreats, team-building and a wide range of workshops with state of the art technology, tools and methods. Our thought-provoking environment is the ideal breeding ground for the creation of new, inspired next generation organisations that want to embrace the challenges of tomorrow. The experience is complemented by the holistic centre's services and the activities in nature, where participants learn about our sustainability practices.

THE FOLLOWING THREE ELEMENTS ARE THE FOUNDATION FOR THE TWO CENTRES:

## COMMUNITY

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We are organised as a community for two reasons:

Humans naturally thrive when they live in a community, as it provides support and care through the entire life cycle. As an organisational structure, we experiment with various community models, which allow us to grow as humans and support us in the commitment to run this enterprise effectively.

Community is the most sustainable way for humans to live together, creating synergies and optimizing the use of resources. In a time when reduction of the use of commons is a priority, we set an counter-example by living as ecologically and communally as possible.



## SUSTAINABILITY

The centre is constructed with a permaculture philosophy in mind, using up-to-date sustainable technology, reflected in architecturally aesthetic buildings with modern amenities. On-site food production, incorporating regenerative design and alternative energy generation, leads to a high degree of self-sufficiency.

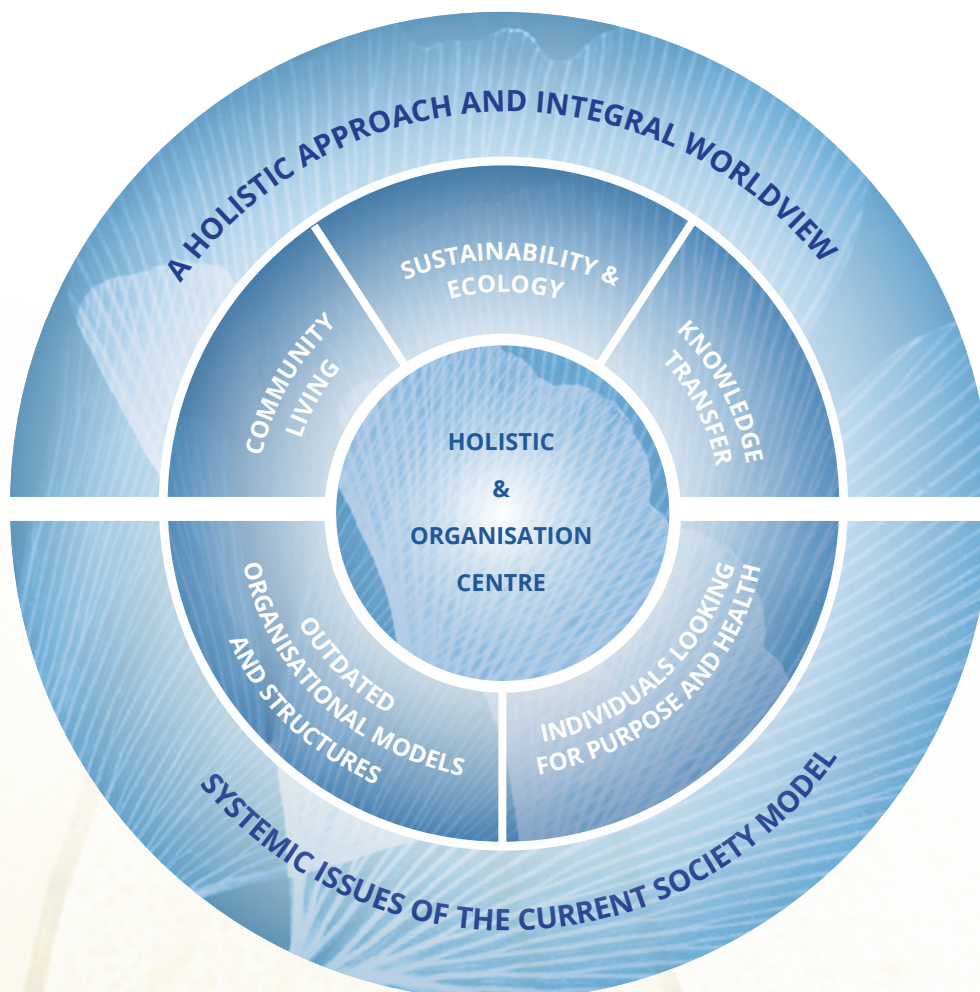
We experiment with alternative ways to achieve high standards of living, using ingenious technology, traditional knowledge and local materials, resulting in a harmonious and energetic infrastructure.

## KNOWLEDGE

With the combination of all elements, the centre creates knowledge transfer on multiple levels. We want to share our learnings with the world and provide this information to individuals and institutions. In order to leverage our research, we colla-

borate with a network of like-minded partner institutions and organisations from across the globe. With this open-source inspired network, we spread our vision and contribute to a thought-provoking dialogue across all walks of life and levels of society.

*THE CIRCULAR DESIGN IS OUR VERSION OF A CLASSIC PROBLEM-SOLUTION MODEL. IT SHOWS OUR PROPOSED SOLUTIONS TO WHAT WE CONSIDER TO BE PROBLEMATIC ISSUES IN THE WESTERN WORLD. THE THREE ELEMENTS OF OUR FOUNDATION ADDRESS THE ISSUES OF THE LOWER SPHERE THROUGH OUR TWO DEDICATED CENTRES.*





# USP's

*THE CENTRE'S UNIQUENESS LIES IN ITS SYNERGY OF INNOVATIVE HOLISTIC APPROACHES FOR BOTH INDIVIDUALS AND ORGANISATIONS, EMBEDDED IN A CUTTING-EDGE, SUSTAINABLE INFRASTRUCTURE. BY EMBODYING ALL FACETS OF SUSTAINABLE HEALTH AND LIVING, WE ARE ABLE TO OFFER OUR CUSTOMERS AN EXPERIENCE THAT HAS THE POWER TO CHANGE THEIR MINDSETS.*

## CUSTOMERS

Our centre offers a unique environmental setting and infrastructure, catering to a broad audience. The service delivery has a different approach, as it is based on the principles of co-creation. Focusing on simple luxury and a flexible model of participation, results in an authentic and unusual customized experience.

## PARTNERS

Stakeholders are our partners, including investors, authorities and affiliated organisations. Motivation to collaborate with us is based on the desire to have a positive impact, along with increased personal satisfaction and inspiration from our project. We are an interesting organisation to work with that intends to establish long-term collaborations.

## COMMUNITY

Our organisational and operational structure distinguishes us from traditional businesses. The value- and purpose-driven ethics governing our activities ensure that we don't compromise on human relations. Therefore, we offer an attractive environment for employees and others within the extended community circle.

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## MARKET ENVIRONMENT

### POSITIONING

Located in the vicinity of Zurich city, we position ourselves as the only sustainable, holistic health and organisational transformation retreat facility in Switzerland.

Main competitors are the established hotels offering specialized health treatments, as well as the seminar & conference centres and private clinics. Independent holistic therapists and organisational coaches are lacking our infrastructure and facilities.

### AUDIENCE

The affluent area of Zurich, is the initial target market. We intend to expand our reach in the future to neighbouring areas and countries. Addressing an upscale audience we still remain accessible to the wider public.

Our guests are motivated by the desire to experience inspiration on multiple levels and an offering that responds to their existing needs and which has the potential to entice even new wants.

### TRENDS

Research confirms that our society is undergoing a fundamental economic and social shift. We have reached a breaking-point, manifesting in compounding crises in our welfare and economic systems.

This turmoil has led to a widespread interest in sustainable solutions and holistic approaches to living together in society. Fueled by this interest, many promising solutions are emerging and waiting to be adopted by the mainstream.



# INTERNAL

*A STRONG GOVERNANCE AND OPERATIONAL SYSTEM WILL ENSURE STANDARDS AND CONSISTENCY IN ORDER FOR OUR SERVICES TO BE OFFERED INTENTIONALLY AND WITH CREDIBILITY. IN SUCH A PROJECT, STRUCTURES WILL NONETHELESS EVOLVE ORGANICALLY, CREATING DYNAMIC LEARNING EXPERIENCES AND ORGANISATIONAL TRANSFORMATION IN THE PROCESS.*

## MANAGEMENT

The centre will be run by a multidisciplinary team of qualified professionals, supported by an outside advisory board, ensuring the long-term success of the project. Our holistic philosophy shall not be compromised as we strive for continuous personal growth and to establish a thriving business.

## OPERATIONS

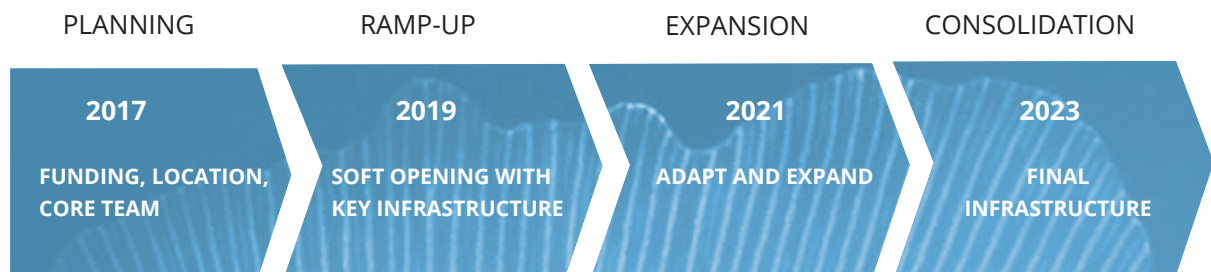
We aim for high standards, focusing on quality and proactive service delivery. Offering custom-tailored services, with the possibility of guest participating, will lead to an experience of co-creation. Our service design will focus on value-adding experiences, based on lean procedures that optimize internal synergies.

## ORGANISATION

We use responsive organisation design, Teal inspired tools based on self-organisation like Holacracy to create an empowered, purposeful and fulfilling working environment. A dynamic set of procedures and guidelines allows an efficient and effective operating mode.

# PHASES

*A DYNAMIC BUT ORGANIC GROWTH IS ENVISIONED IN ORDER TO BE SUCCESSFUL IN THE FIRST YEARS OF OPERATION AND THEREAFTER. THE PHASES OUTLINED BELOW PROVIDE A ROUGH OVERVIEW OF THE PROJECT IMPLEMENTATION THROUGH COMPLETION.*



## PLANNING

*This is the preparation stage and should be completed within 2017.*

We want to establish a business plan, find an ideal geographical site, build a core project team, start working on the construction plans and secure the funding to sustain the project stage and subsequent phases.

## RAMP-UP

*The planning phase completed, we are aiming for a soft opening by 2019.*

Construction of the core infrastructure, renovation of existing buildings and groundwork for the permaculture infrastructure, in order for all key elements to be fully operational.

## EXPANSION

*Second stage of centre infrastructure as of 2021.*

Having operated for two years, we can now evaluate which elements could be adapted to better serve the market needs, or to expand and grow into another direction. Additional areas of interest could be detoxification therapies, long-term retreats, or an educational centre.

## CONSOLIDATION

*Final stage of infrastructure as of 2023.*

In the fourth year of operation we will have solidified our operational structures and the product offering, allowing us to make another step of expansion. We either adapt or enlarge the infrastructure, reaching the ideal size to be financially sustainable for the long term.

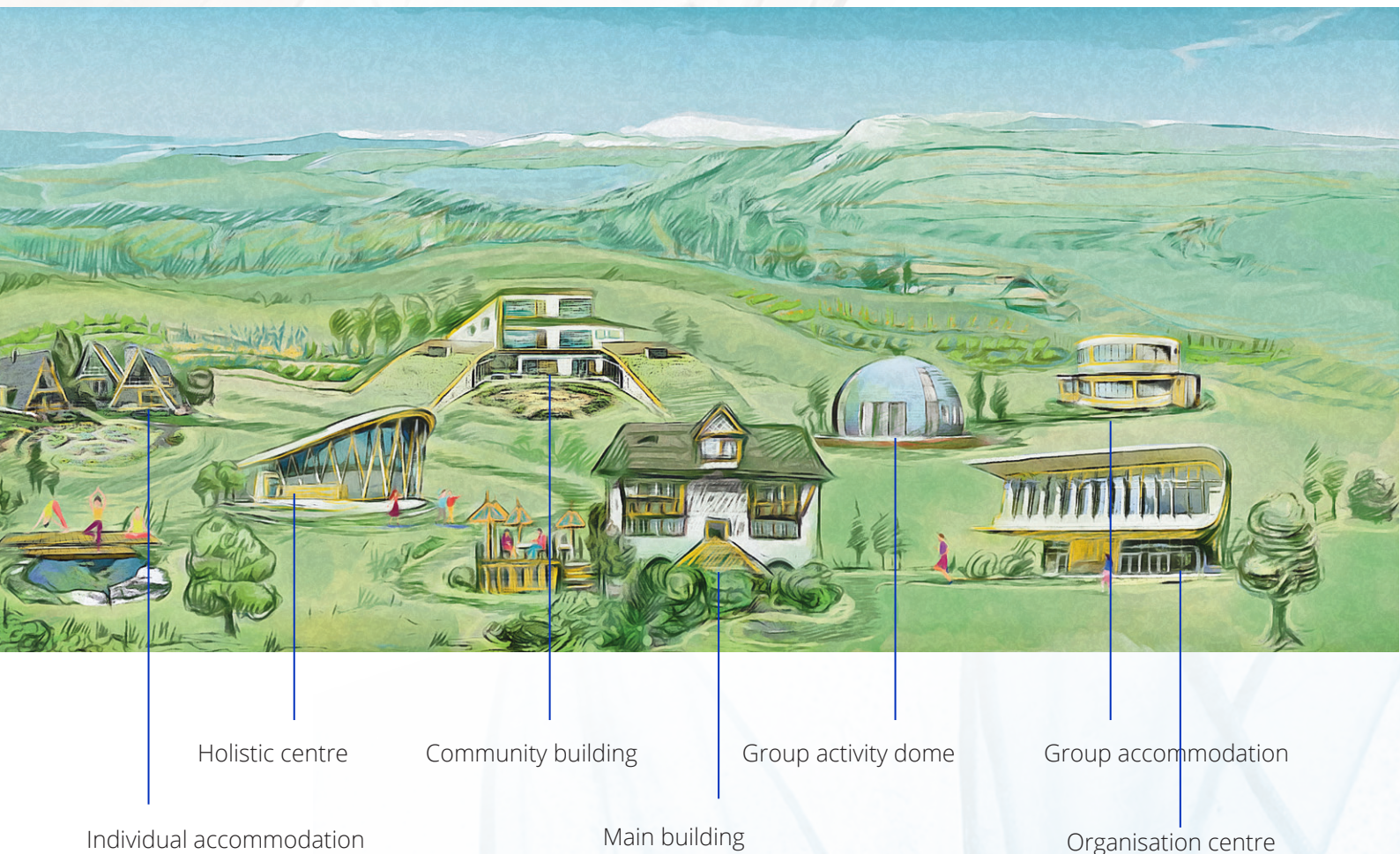


# INVESTMENT

*THE NATURE OF THE PROJECT IMPLIES THAT THIS IS NOT A CLASSIC INVESTMENT OPPORTUNITY. WE EMBRACE THE PRINCIPLES OF SOCIAL ECONOMY AND ARE THEREFORE NOT EXCLUSIVELY FOCUSING ON MONETARY RETURNS. OUR CONSTITUTION DOES NOT PERMIT PROFIT-DRIVEN INVESTMENT BUT HAS TO ENSURE THE SUSTAINABLE GROWTH AND LONG-TERM STABILITY OF THE PROJECT WITHIN AN ESTABLISHED LEGAL FRAMEWORK.*

We are looking for partners with a philanthropic motivation that are aligned with our vision and purpose. We offer the opportunity to become part of a visionary undertaking and support an innovative cause with numerous positive benefits for society.

The required investment, as well as prerequisites for collaboration, are disclosed upon request.



Zurich Retreat is a concept of ATMA.life, created by Martin Hohn

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