



ZURICH RETREAT
inspiring life

Inspiring Life

A HOLISTIC CAMPUS FOR TRANSITION
COMPETENCIES, AN ECOSYSTEM TO CATALYZE
CHANGE & A MODEL FOR A NEW SOCIETY



We can't solve problems
by using the same kind of
thinking we used when
we created them."

Albert Einstein



Symptoms



Work

GALLUP:

75% of the workforce
disengaged

ITUC:

85% of the workforce
wants the rules of the
global economy to be
rewritten



Economy

IIF:

Global debt is at an all
time high of \$233 trillion

CLUB OF ROME:

Overshoot has grown to
1.7 since 1970s



Wellbeing

WHO:

'Stress has become a
worldwide epidemic'

WHO:

Chronic diseases to rise by
57% by 2020



Society

CREDIT SUISSE:

The richest 1% own half of
world's wealth

WEF:

'It's time for a new social
contract'



Problem

Human Quantum Leap Since 1970s

Control of evolution & launch of digital age

Technology - Consciousness
Science marginalised consciousness

Capitalism - Human Nature
System detrimental to a humanistic society

'Knowing - Doing Gap'
Solutions are known but not implemented
New models are needed



Needs & Opportunities



Work

Prevention expenses rise:

Stress-related cost to employers in US \$402 Billion

Spending on training:

Global corporate training market \$130 Billion (10% up)



Economy

New organisations:

88% recognise the need to change; only 11% know how to

Sharing economy:

Estimated growth to \$335 Billion (Global by 2025)



Wellbeing

Self optimisation:

Global wellness market of \$3.7 Trillion (10% up)

Work-life balance:

Rated third most important criteria in a job (43%)



Sustainability

Growing concern:

Risk Report topped by environmental issues

Spending:

80% of companies increase sustainability budgets



Education

Technology:

Ed-Tech market estimated at \$40 Billion by 2022 (18% up)

New learning:

Full impact of digitalisation by 2025 will transform education

“A paradigm shift is on it's way that will fundamentally disrupt our society - How can we prepare ourselves? ”



Our Solutions

Create transforming learning experiences in a purpose built environment that inspire positive change



The Space

**Consisting of the Campus
with its two centres &
the Community Village**

- Visiting the space gives a sense of sustainable, future-living
- Aesthetic, sustainable facilities
- Tiny house & community co-living
- Permaculture garden & landscape
- Sustainability courses & tours



Organisation Centre

**Multi-purpose facilities -
State-of-the-art technology
& facilitation**

- Organisational development
- Self-organisation training
- Change management
- Leadership programmes
- For-Purpose business models
- Consulting services & coaching



Wellbeing Centre

**Integrated holistic health
approach - Prevention &
work-life-balance**

- Individual coaching, group classes, seminars & conferences
- Visiting practitioners
- Detox & High-performance programmes
- Healing, Burn-out prevention



Social Innovation Lab

**Building a collaborative
ecosystem - Creating a new
societal model**

- Prototyping co-living & co-working
- Social startup Incubator
- Do & Think-tank for transition knowledge & competencies
- Open-source scaling of concept
- International network platform

The Team



Martin Hohn

Ecole hôtelière de Lausanne
Hotelier, Social Entrepreneur
Founder & Project lead



Siiri Musten

University of Edinburgh
HR Management, Coach
Organisation Centre lead



Michael Müller

University St. Gallen, MBA
Strategy Consultant, Yoga teacher
Finance & Business development



Johan Niklasson

Universit t Uppsala
Entrepreneur, Coach
Wellbeing Centre lead



Dominique Killer

ETH
Architect



Andreas Dubach

University of Zurich
Teacher, Social Entrepreneur
Education & Community Village



Cori Diaz

Universidad Nueva Esparta
Supply Chain & Marketing
Community & Association



Niklaus Frey

FH St. Gallen
HR, Banking, Coach & Therapist
Human Resources

Roadmap & Milestones





Integration Zurich Retreat into the existing infrastructure

Location

Study for a potential site with existing infrastructure

- 19'000m² property size
- 4'000m² gross floor area
- 30 Min from Zurich City

Infrastructure

MAIN BUILDING

- Reception, Info centre, Library, Meditation room, Restaurant, Terrace, Lounge, Staff offices, Lab space
- Organisation centre: multiple meeting and break-out rooms (for 200 people)

COMMUNITY VILLAGE

- Staff and community accommodation, Kitchen, Meditation room, Dorms, Guest rooms (for 50 people)
- Group activity dome (for 250 people)

GUEST ACCOMMODATION

- Single and double rooms in main building (for 50 people)
- Individual tiny house eco-bungalows (for 24 people)

WELLBEING CENTRE

- Six treatment rooms and group activity space
- Floating & sound healing room
- Leisure garden with natural swimming pool & sauna

LANDSCAPE & SUSTAINABILITY

- Food production and permaculture, aquaponic system and vertical gardens
- Open space for outdoor activities
- Alternative energy generation systems
- Recycling & Repair-cafe facilities, Maker-space



Our vision is to create Europe's leading competence centre for transition knowledge.

By creating unique learning experiences we inspire and empower people to embrace change and thus foster the evolution of conscious society.

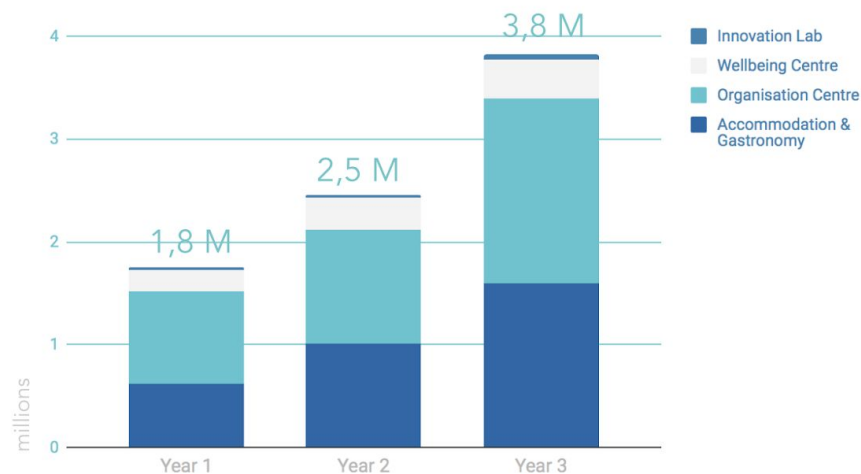
Business Model



Business Details

Key Assumptions	Year 1	Year 2	Year 3
Days of Operation	300	330	330
Room-Nights Sold	2400	3372	4660
RevPar (CHF)	53	79	97
Average Check (CHF)	35	42	57
Av. Price Seminar (CHF)	540	560	580
Number of Seminar days	100	162	210
Rent-Outs	40	62,5	105
Av. Price Treatment (CHF)	360	370	380
Manning (full-time)	23	28	29

Revenue Forecast



EBIT Margin

-2%

3%

12%

CAGR

Plus 24% pA

Investment

Aligned on values & vision - Long-term partnership - Full transparency & trust

Investment Opportunity

500'000
CHF

SEED FUNDING

Overheads, infrastructure, incorporation and fees for external services (e.g. architects) for one year

20 - 45 Mio.
CHF

SERIES A FUNDING

Scenario 1 - 20 Mio:

Property with existing infrastructure, medium renovations and minor new builds + operating capital for launch

Scenario 2 - 45 Mio:

Greenfield property, major renovations and mostly new builds + operating capital for launch

The For-Purpose-Enterprise Model*

We work with a novel organisation model based on:

- Decentralized ownership
- Distributed authority
- Evolutionary structure
- Dynamic governance
- Purpose-aligned employees
- Self-management
- Dynamic equity asset structure
- Adapting existing legal structures

*<https://encode.org>



WHY > HOW > WHAT > Change

Consciousness

Create awareness about the challenges facing society, their systemic causes and possible solutions

Learning Experiences

Create transforming experiences that encourage visitors to adopt a conscious and meaningful way of life

Holistic Campus

Build a unique space and infrastructure for individuals and organisations to get inspired by new concepts of learning, living and working

Fostering Change

The SPACE

A Model for Sustainable Living
Community and value based, we apply what we teach in our daily operations and governance

The SERVICES



Organisation Centre
Reinventing organisations
Creating sustainable and humane structures



Wellbeing Centre
Emotional & mental health
Connecting people to their purpose and essence



Social Innovation Lab
Promoting impact initiatives
Researching and spreading disruptive ideas



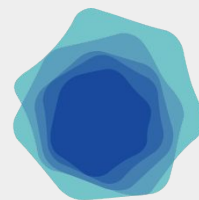
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